



The IMG Advantage

IMG has the experience and capability to manage associations that require **international staffing and expertise**. To ensure member needs outside North America are adequately served, IMG Associations created ICF Regional Service Centres, strategically located in Europe and the Asia-Pacific region. The benefits to ICF have included significant growth in membership in targeted regions outside North America.

The ICF generates a large portion of their revenue from an **accreditation and credentialing processes, expertly managed by IMG Associations**. ICF offers the field's only globally recognized, independent credentialing program. With guidance from IMG Associations, the ICF is in the process of aligning with the prestigious standards of the International Organization for Standardization (ISO). Credentialing is critical to professional coaches; in fact, 52 percent of coaches report that their clients expect the coach they hire to be credentialed.

IMG Associations: *Creating Customized Solutions for Extraordinary Organizations*

International Coach Federation | ICF



The ICF is the leading global organization for professionals worldwide who practice business and personal coaching, with over 17,000 members in more than 90 countries. A nonprofit, individual membership organization, the ICF exists to advance the coaching profession by setting high ethical standards, providing independent certification, and building a worldwide network of credentialed coaches. ICF defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.

ICF's Story

Several years ago, the ICF Board of Directors determined that their professional membership association had outgrown the current management company and members could not be adequately served without making a change. The board was impressed with the capabilities of IMG Associations (then Host Communications), and a partnership was developed in 2005.

Since becoming an IMG client, the ICF has enjoyed dynamic staff leadership and impressive growth in a number of areas, including total membership, the number of coaches applying for and receiving the ICF Credential, and financial reserves.

Today, the ICF has over 17,000 members, up from 9,000 since 2005. The majority of members reside in North America; however, association membership is steadily expanding in non-North American areas, and this growth pattern is expected to continue. The ICF receives support from two Regional Service Centres, one in Asia-Pacific and the other in Europe, to allow members in those regions of the world to be better served.

Under IMG Associations, the ICF received a record number of applications (more than 1,400) for ICF Credentials in 2007, and experienced a five percent increase in applications during 2008. Today, more than 4,200 coaches hold an ICF Credential, an increase of more than 100 percent in the last three years. The ICF board recently approved the alignment of the ICF Credentialing program with International Organization for Standardization (ISO) standards, which will enhance the system while also increasing capacity.

Before joining IMG Associations, the ICF had \$300,000 in debt. Today, the association is building financial reserves and currently has \$1.2 million set aside to satisfy this business imperative.

In addition to growth in the above areas, the ICF has enjoyed a number of other successes, including growth in attendance at the annual international conference, number of local ICF Chapters, global ICF branded research and new member benefits and services.

"ICF's global reputation has grown enormously over the past three years. The professionalism, experience, expertise and commitment of our management company has made all the difference. ICF's staff is foundational to our success. They keep us apprised of industry best-practice and provide the resources to enable us to work strategically to deliver results for our members, and collaboratively connected to the various stakeholders in the coaching profession."

— Karen Tweedie, ICF Professional Certified Coach, 2009 ICF Board President

www.coachfederation.org

