

# Updated ICF Code of Ethics and ICF Core Competencies

**Anik Clemens**

Volunteer Engagement Director  
International Coaching Federation

# ICF Code of Ethics Philosophy

There might be a lot of situations or examples of a breach of ethics that are not covered with the Standards.

Ethics goes beyond a compliance to a law.

The ICF Professional should go beyond the standards and should be able to make decision based on values and principles.

Values are aspirational and should be used to understand and interpret the standards.

Ultimate hope is that every ICF Professional reaches ethical maturity in the future.

# Other Approaches

Combining the distributed ethics principles/information that was on the web, but not included in the earlier Code

Putting more emphasis on diversity and inclusion

Usage of gender non-binary pronouns

Avoid usage of belittling words

# New ICF Code of Ethics – Main Parts

INTRODUCTION

KEY DEFINITIONS

ICF CORE VALUES AND ETHICAL PRINCIPLES

ETHICAL STANDARDS

PLEDGE

# The structure of the Code

VALUES

PRINCIPLES

STANDARDS

INTERPRETIVE STATEMENTS

FAQ

# What has changed

Old Code	New Code
Preamble	1.Introduction
<b>Part One:</b> Definitions	2. Key Definitions
<b>Part Two:</b> The ICF Standards of Ethical Conduct	3. ICF Core Values and Ethical Principles
<b>Section 1:</b> Professional Conduct at Large	4. Ethical Standards
<b>Section 2:</b> Conflicts of Interest	<b>Section I</b> - Responsibility to clients
<b>Section 3:</b> Professional Conduct with Clients	<b>Section II</b> - Responsibility to practice and performance
<b>Section 4:</b> Confidentiality/Privacy	<b>Section III</b> – Responsibility to professionalism
<b>Section 5:</b> Continuing Development	<b>Section IV</b> - Responsibility to society
<b>Part Three:</b> The ICF Pledge of Ethics	5. The Pledge of Ethics of the ICF Professional

# Core Values and Ethical Principles

For the time being, the existing four core values are linked to the Code:

Respect

Integrity

Collaboration

Excellence

# Changes in Definitions

“Client”—the individual or team/group being coached, the coach being mentored or supervised, or the coach or the student coach being trained

“ICF Professional”—individuals who represent themselves as an ICF Member or ICF Credential-holder, in roles including but not limited to Coach, Coach Supervisor, Mentor Coach, Coach Trainer, and Student of Coaching



# Implicitly Known Definitions

“ICF Staff” — the ICF support personnel who are contracted by the managing company that provides professional management and administrative services on behalf of ICF

“Internal Coach” — an individual who is employed within an organization and coaches, either part-time or full-time, the employees of that organization

“Sponsor” — the entity (including its representatives) paying for and/or arranging or defining the coaching services to be provided

“Support Personnel” — the people who work for ICF Professionals in support of their Clients

# New Code Implemented January 1, 2020

<https://coachingfederation.org/ethics/code-of-ethics>

# **Cultivating the Coaching Mindset:**

## **The Updated ICF Core Competencies**



**ICF Professional Coaches**

**ICF Credentials and Standards**

**ICF Coach Training**

**ICF Foundation**

**ICF Coaching in Organizations**

**ICF Thought Leadership Institute**







## **Value of the ICF Credential**

With an ICF Credential, coaches demonstrate their knowledge, skill, and commitment to high ethical and professional standards.





# ICF Core Competencies

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# ICF Coaching Job Analysis



Tasks performed by high performing job incumbents



Knowledge, Skills, Abilities, Other Characteristics (KSAOs) necessary to perform tasks



Utilize Subject Matter Experts (SMEs)



Global best practice for professional certification bodies



Update every 5-7 years



Data-driven, evidence-based





# Themes in Job Analysis Research



Ethical Behavior and Confidentiality are  
Paramount



Expansion of Coaching Agreement



Enhancement of Partnership Concept



Concept of Professional Development &  
Reflective Practice



Integration of Client Context and Culture



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# Updated Coaching Core Competencies

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- Virtually All Existing Concepts Included
- More Streamlined
- More Consistent Language
- Expanded Some of the Concepts
- Enhanced Cohesion
- More Succinct
  - 1,537 Words → 1,109 Words

# Core Competencies Comparison



## Original Core Competency

### **1. Meeting Ethical Guidelines and Professional Standards –**

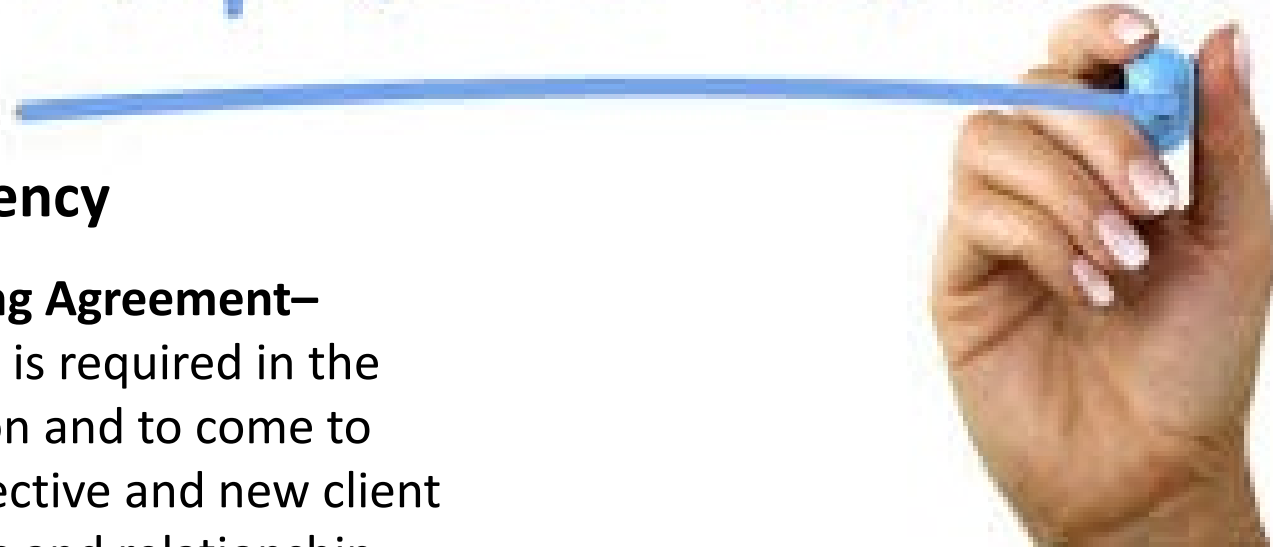
Understanding of coaching ethics and standards and ability to apply them appropriately in all coaching situations.

## Updated Core Competencies

**1. Demonstrates Ethical Practice –**  
Understands and consistently applies coaching ethics and standards of coaching.

**2. Embodies a Coaching Mindset –**  
Develops and maintains a mindset that is open, curious, flexible and client-centered.

# AGREEMENTS



## **Original Core Competency**

### **2. Establishing the Coaching Agreement–**

Ability to Understand what is required in the specific coaching interaction and to come to agreement with the prospective and new client about the coaching process and relationship

## **Updated Core Competency**

**3. Establish and Maintain Agreements–** Partners with the client, and relevant stakeholders, to create clear agreements about the coaching relationship, process, plans and goals. Establishes agreements for the overall coaching engagements as well as those for each coaching session.

## Original Core Competency

### **3. Establish Trust & Intimacy with the Client–**

Ability to create a safe, supportive environment that produces ongoing mutual respect and trust.

## Updated Core Competency

**4. Cultivates Trust and Safety–** Partners with the client, to create a safe, supportive environment that allows the client to share freely. Maintains a relationship of mutual respect and trust.





## **Original Core Competency**

**4. Coaching Presence** – Ability to be fully conscious and create spontaneous relationship with the client, employing a style that is open, flexible and confident.

## **Updated Core Competency**

**5. Maintains Presence** – Is fully conscious and present with the client, employing a style that is open, flexible, grounded and confident.

## Original Core Competency

**5. Active Listening** – Ability to focus completely on what the client is saying and is not saying, to understand the meaning of what is said in the context of the client's desires to support client self-expression.



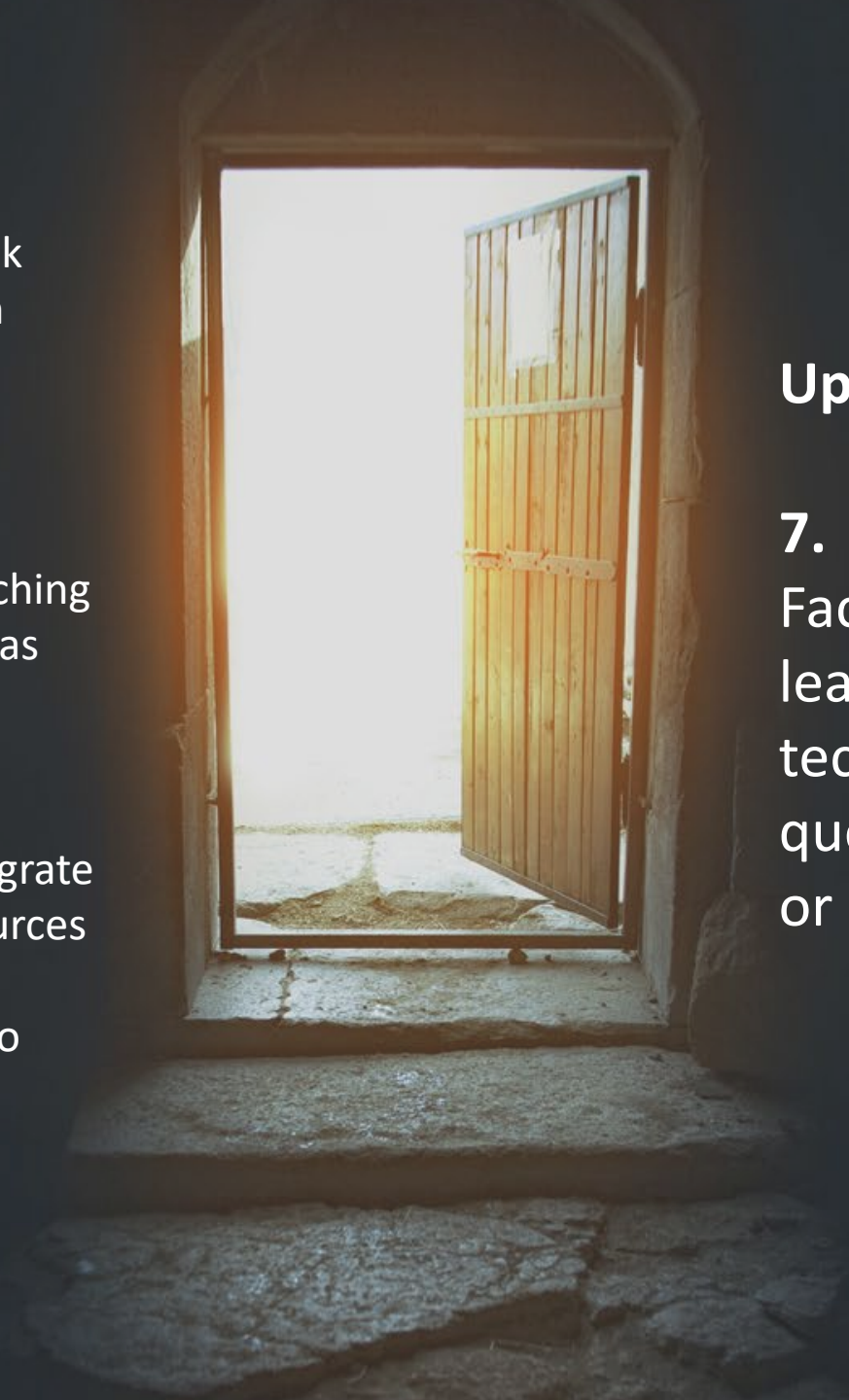
## Updated Core Competency

**6. Listens Actively**– Focuses on what the client is and is not saying to fully understand what is being communicated in the context of the client systems and to support client self-expression.



## Original Core Competencies


6. **Powerful Questioning** – Ability to ask question that reveal the information needed for maximum benefit to the coaching relationship and the client.
7. **Direct Communications** – Ability to communicate effectively during coaching sessions, and to use language that has the greatest positive impact on the client.
8. **Creating Awareness** – Ability to integrate and accurately evaluate multiple sources of information and to make interpretations that help the client to gain awareness and thereby achieve agreed-upon results.



## Updated Core Competency

7. **Evokes Awareness** – Facilitates client insight and learning by using tools and techniques such as powerful questioning, silence, metaphor, or analogy

## Original Core Competencies

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- A close-up photograph of a hand watering a row of small green seedlings in a field. The hand is on the left, pouring water from its palm onto the soil. A series of seedlings are in a line, growing from left to right, with the one on the far right being the tallest and most developed. The background is a soft-focus green field.
9. **Designing Actions** – Ability to create with the client opportunities for ongoing learning, during coaching and in work/life situations, and for taking new actions that will most effectively lead to agreed-upon coaching results.
10. **Planning and Goal Setting** – Ability to develop and maintain an effective coaching plan with the client.
11. **Managing Progress and Accountability**– Ability to hold attention on what is important for the client, and to leave responsibility with the client to take action.

## Updated Core Competency

8. **Facilitates Client Growth** – Partners with the client to transform learning and insights into actions. Promotes client autonomy in the coaching process



A person wearing a red beanie and dark clothing is sitting on a grassy hill, looking out over a calm lake. The lake is surrounded by dark, rocky mountains. The sky is a deep blue with some clouds. The overall mood is serene and contemplative.

# Competencies 1 & 2: The *Being* of the Coach

1. Demonstrates Ethical Practice
2. Embodies a Coaching Mindset



A man with a beard and glasses, wearing a white button-down shirt, is sitting in a wooden chair. He is positioned in front of a large, dense green plant wall. To his left, there is a wooden structure that looks like a staircase or a set of steps. The overall lighting is soft and natural.

## Competencies 3-8: The *Doing* of Coaching

**3. Establishes & Maintains  
Agreements**

**4. Cultivates Trust & Safety**

**5. Maintains Presence**

**6. Listens Actively**

**7. Evokes Awareness**

**8. Facilitates Client Growth**

# Updated Core Competency Video Series

International Coaching Federation YouTube Channel



# ICF Credential Digital Badges: Shine On!





# ICF Digital Badging Resources

- ICF Digital Badging webpage:  
<https://coachingfederation.org/icf-credential/digital-badging>
- ICF Digital Badge Social Media Guide:  
<https://coachingfederation.org/digital-badging-social-media-guide>
- Digital Badge Fact Sheet:  
[https://coachingfederation.org/app/uploads/2020/04/DigitalBadging\\_April2020.pdf](https://coachingfederation.org/app/uploads/2020/04/DigitalBadging_April2020.pdf)

# Apply for your ACC Credential

<https://coachingfederation.org/credentials-and-standards/acc-paths>

## Requirements:

- Completion of 60+ hour coach-specific training program
- 10 hours of mentor coaching over 3 months
- A minimum of 100 hours (70 paid) of coaching experience with at least 8 clients following the start of your coach-specific training. At least 25 of these hours must occur within the 24 months prior to submitting the application
- Performance evaluation (audio recording and written transcript)
- Completion of the Coach Knowledge Assessment (CKA).





Questions?

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# Thank you!

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International Coaching Federation

[coachingfederation.org](https://coachingfederation.org)

[Anik.Clemens@coachingfederation.org](mailto:Anik.Clemens@coachingfederation.org)