

# Why You Need a Professional Coach

As most organizations tighten their belts, they seek better results with fewer resources. Coaching has become a proven tool in leadership development because it delivers results by increasing effectiveness and empowering individuals and teams. The economic climate doesn't have to be a binding reality, so instead of struggling, start thriving.



Courtesy of Isikkent Schools

"Many schools in Turkey focus on preparing their students for national exams, but at Isikkent Schools our goal is to educate the whole person. The coaching culture we've built here makes this possible. Every member of the Isikkent community has benefited from the changes brought about through coaching."



**F. Okan Sezer**  
Head of School,  
Isikkent Schools (Turkey)



Courtesy of JOEY Restaurant Group

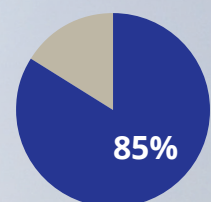
"The restaurant business is a food and beverage business, but more than that, it's a people business. We've always been in the game of developing future leaders, and we wanted to have the most effective tools for empowering leaders to perform at a high level. Coaching is a direct path to helping our people be high performers who are effective in their roles."



**Al Jessa, ACC**  
Chief Operating Officer,  
JOEY Restaurant Group (Canada)

**85% of adult clients who had experienced a coaching relationship reported being satisfied with the experience.**

2014 ICF Global Consumer Awareness Study





“As a nonprofit, we put roughly 93 cents of every dollar back into our members’ care. Yet, in the midst of all that, we have chosen to invest in coaching our leaders. Having an internal coaching program in our organization is *that* critical.”

**Jackie Smith**  
Vice President, CareSource University (USA)

Courtesy of CareSource

## How to start the search

Before you start the process of hiring a coach, take time to educate yourself about coaching. Visit the ICF Research Portal at [Coachfederation.org/portal](http://Coachfederation.org/portal) to access a variety of coaching research articles, case studies, journals and more. It is also worthwhile to identify your goals for the coaching engagement in order to find the best coach for your needs.

ICF industry research has shown that most individual and organizational clients find prospective coaches via recommendation and word of mouth. An Internet search for coaches in your area can also yield a pool of candidates.

When in the process of selecting a coach, clients usually interview three different coaches to find their perfect match, requesting at least two references from each coach. They will ask specific questions relating to their requirements while learning more about the coach’s experience, training, certifications or credentials, and coaching philosophy. Chemistry is also a factor in the hiring process. The personality between client and coach doesn’t have to match, however. Sometimes partnering with a coach whose personality type contrasts with yours will bring the best results.

## Why choose an ICF Credential-holder?

An International Coach Federation (ICF) Credential-holder has fulfilled rigorous education and experience requirements and demonstrated a strong commitment to excellence in coaching. To be eligible for an ICF Credential, a coach must complete coach-specific training; achieve a designated number of coaching experience hours; partner with a Mentor Coach; and demonstrate the appropriate understanding and mastery of ICF’s definition of coaching, Code of Ethics and Core Competencies.

ICF’s rapid expansion indicates worldwide recognition of the value of ICF Credential-holders. According to the *2014 ICF Global Consumer Awareness Study*, clients were more likely to be satisfied with their coaching experience and recommend coaching to others when they worked with an ICF Credential-holder.



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