



# Unlock Your Potential

## PARTNER WITH AN ICF COACH

We all have goals we want to reach, challenges we're striving to overcome, ideas that need a road map and times when we feel stuck. Partnering with a professional coach can unlock your potential and set you on a path to thriving personally and professionally.

As the world's largest organization of professionally trained business and personal coaches, the International Coach Federation (ICF) is committed to setting high standards for the industry and helping you get the most out of your partnership with a professional coach.



[Coachfederation.org](http://Coachfederation.org)

## What is coaching?

ICF defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. Coaching is a client-driven process that's distinct from other service professions, such as counseling, mentoring, consulting and training.

The coaching process helps clients improve their outlook on work and life, while improving their leadership skills and unlocking their potential.

## Why should I partner with a coach?

If you want to take advantage of an opportunity or challenge, feel "stuck" on the path to achieving your goals, or simply believe there's something more to discover in your personal or professional life, partnering with a professional coach could benefit you.

Common reasons for partnering with a coach include:

- Optimizing work performance
- Expanding career opportunities
- Increasing self-esteem/self-confidence
- Maximizing potential
- Defining strengths and weaknesses
- Improving business management strategies
- Managing work/life balance

## How do I find a coach?

Before you begin the process of hiring a coach, reflect on your objectives for the coaching engagement. Being clear on your goals during the hiring process enables you to find the coach best-suited to help you reach them.

ICF recommends that you interview three coaches before you make a hiring decision. Ask each about his or her qualifications, experience and skills, and be sure to request at least two references.

Selecting a coach who holds an ICF Credential ensures that you're working with the best in the industry. Possession of an ICF Credential is a clear sign of a coach's commitment to professional excellence.

Begin your search with ICF's Credentialed Coach Finder (CCF). CCF is a free, searchable database prospective coaching clients can use to locate ICF-credentialed member coaches. Access CCF today at [CredentialedCoachFinder.com](https://www.credentialedcoachfinder.com).

The International Coach Federation (ICF) is dedicated to advancing the coaching profession by setting high ethical standards, providing independent certification and building a worldwide network of credentialed coaches across a variety of coaching disciplines. ICF is active in representing all facets of the coaching industry, including Executive, Life Vision and Enhancement, Leadership, Relationship, and Career Coaching. Its 23,000-plus members located in more than 135 countries\* work toward the common goal of enhancing awareness of coaching, upholding the integrity of the profession, and continually educating themselves with the newest research and practices.