

## **Why Your Executive Coach Should Be Fully Qualified and part of a reputable professional body?**

When selecting an executive coach, the credentials they hold matter considerably. Engaging a coach who is both fully qualified and a member of the International Coaching Federation (ICF) provides tangible benefits that directly affect the quality and impact of your coaching experience. Getting a good relationship with the coach is important, but think of the other professionals with whom you interact? 'Getting on' with them would surely not be enough. Would it?

### **Rigorous Professional Standards**

ICF membership requires coaches to complete extensive training that meets internationally recognised benchmarks. This means your coach has demonstrated competence in core coaching skills, ethics, and professional conduct, and is committed to ongoing professional formation. They have studied, or are undertaking coaching theory, practised under supervision, and passed assessments that verify their ability to facilitate genuine development rather than simply offering advice.

### **Evidence-Based Methodology**

ICF-accredited coaches work within established frameworks that have been refined through research and practice. Their training includes understanding how adults learn, how behavioural change occurs, and how to create the conditions for sustained professional growth. This grounding in proven approaches means you receive coaching that builds on what actually works rather than untested personal theories.

### **Ethical Protection**

The ICF Code of Ethics (see below) establishes clear boundaries around confidentiality, conflicts of interest, and professional conduct. Your coach is accountable to these standards and subject to disciplinary processes if they fail to meet them. This provides you with recourse and protection that informal or unregulated coaching arrangements cannot guarantee.

### **Ongoing Development**

Maintaining ICF membership requires coaches to engage in continuing professional development. This obligation ensures your coach stays current with emerging research, refines their practice through peer supervision, and continuously develops their capabilities. You benefit from a professional who is committed to their own learning and improvement.

### **Quality Assurance**

ICF accreditation operates at different levels – Associate Certified Coach (ACC), Professional Certified Coach (PCC), and Master Certified Coach (MCC) – each requiring progressively greater experience and demonstrated competence. These distinctions allow you to match the complexity of your needs with the appropriate level of coaching expertise.

### **Global Recognition**

The ICF credential is recognised internationally, which matters if you work across different contexts or cultures. You can be confident that your coach's qualifications represent a consistent standard regardless of where they trained or where you are based.

### **The Practical Difference**

The distinction between a fully qualified ICF coach and someone offering coaching without such credentials often becomes apparent in practice. Qualified coaches:

- Ask questions that genuinely deepen your thinking rather than leading you towards predetermined conclusions
- Recognise when to challenge your assumptions and when to provide support
- Maintain appropriate boundaries between coaching, mentoring, consulting, and therapy
- Work with you to establish clear goals and measures of progress
- Create a coaching relationship characterised by trust, honesty, and mutual respect

Executive coaching represents a significant investment of time, resources, and trust. Working with a coach who holds recognised qualifications and meets ICF standards gives you confidence that this investment will be handled professionally and will generate the development outcomes you need.