

Host: Nick Bosk and Sheri Boone

Topic: Coach Certification Explained

Welcome

Hello, and for those of you who are just joining us before we get started, we are here for International Coach Academy's call on Certification Explained. I am Nick Bosk, ICA's Admissions Manager and also am joined by Sheri Boone, our Head of Coaching and Coach Training here at ICA.

Sheri, as you were preparing for this call and looking at the best way to explain to everybody in a simple, less confusing way—it's really easy to go down the rabbit hole, so to speak, when talking about credentialing and certification and all the different options that are there for you. There are three words that we are going to use to break down our conversation tonight:

- ✓ Accreditation and what accreditation means.
- ✓ The second is certification.
- ✓ And finally, credentialing.

I invite everyone to write those down on a piece of paper. Sheri, I think the best place to start is to go from the very beginning and talk a little bit about the International Coach Federation and what that means in the larger picture. Would you mind starting us off?

Sheri: I'd be happy to. So as we begin talking about all of these topics, Nick and I thought it would be a great place to begin to talk about the International Coach Federation, which is the largest professional body. ICF—

I'll refer to the International Coach Federation as ICF—ICF accredits coach training programs and credentials coaches.

Just a little bit of background for everybody—ICF was formed in 1995 and is today the leading global organization with over 19,000 members dedicated to advancing the coaching profession by setting high professional standards, providing independent certification, and building a network of credentialed coaches.

They exist to support and advance the coaching profession through programs and standards supported by our members and to be an authoritative source on coaching information and research for the public. I really do invite everybody to read all about the International Coach Federation at www.coachfederation.org.

So starting there, here at ICA our certified Professional Coach Program is fully accredited with the ICF. So as I mentioned, the ICF accredits coaching programs. The ICA programs here are certified programs and fully accredited with the ICF, meeting the rigorous standards set forth.

The next step would then be to say that by graduating from our accredited program, upon graduation you will be a certified Professional Coach which sets you up to be ready to apply to ICF for a coaching credential. We'll go more into that in a minute.

I'm just going to stop there, Nick, to make sure that we've covered that accreditation is about the programs. The coaching training, the coaching programs. The ICF, their role, what they do is accredit the programs. We are happy at ICA to be a member of ICF and again to have our program fully accredited with ICF.

Nick: Now, when you say accredited, what all is entailed with accreditation? You touched on the fact that our curriculum is following a certain ethical guideline but also an industry standard of teaching the competencies. But what is accreditation? How does someone know that a school is accredited by ICF?

Sheri: That's a great question. So something to look for at any coach training school and to know if it's accredited would be to look for the acronym, ACTP. If a program has the label, the stamp ACTP that stands for Accredited Coach Training Program.

That means that they have met the standards of ICF and they are accredited. That also means that they're providing a certain number of hours of interaction with a trainer, of educational hours at a minimum of 125 hours, which includes the mentor coaching that is needed. It includes a number of supervised coaching sessions and other things that are included in a fully accredited program.

That's the way to know, is to be able to look and see does this program have this stamp from ICF that says "ACTP," Accredited Coach Training Program.

Nick: ICS does accredit programs for partial, is that correct? We have the full 125-hours but what are some of the others, like when individuals are looking at different coaching programs? What's the importance of finding a program that is an ACTP versus another program that may only have 60 hours of accreditation?

Sheri: Well, if a coach is wanting to continue on, get their certification from their coaching school and then graduate and move forward and become credentialed through ICF, it's very important to decide, 'Okay, do I want that ACTP, that accredited program?'

What that does for a coach is if you choose to attend an ACTP, that accredited program, once you graduate you're ready to apply through a route at ICF that we call the "ACTP route." That's what ICF calls it. It's a much easier way to go forward. There will be no further tests with ICF. No exams, no requirement for additional mentor coaching. You're all set up. You're ready to go.

You apply once you have the coaching hours that you need. You apply either for that first level or the second level credential with ICF. So it makes that process a lot easier. That's #1 I would say, Nick.

Nick: So basically even if someone who's a brand-new person coming to coaching and you're looking at all the different options, you have ICF and ICF accredit programs. There's a multitude of different programs out there. Our program here at ICA, International Coach Academy, we are not the only ACTP program.

I do say to all brand-new potential students the #1 thing that you should look for to meet your short list of what schools you want to investigate or attend is to make sure they are an ACTP. The reason behind this is even though you may at this moment not really know what you want to do in the future as far as continuing your professional involvement or your professional education or your credentialing, you may have no idea.

But what this does is it actually helps you to make sure you have all of your T's crossed and your I's dotted, to make sure you can in the future easily move into those other areas if you choose to. You won't have to go back and attain additional education or additional mentor coaching. It's kind of all-encompassing. So make sure you go to an ACTP.

Sheri: In addition to that, Nick, you really can be assured that you're getting a complete training. You're getting training that has met those standards that ICF has set up. And as I mentioned, they are rigorous standards.

So you are being fully exposed to and taught the ICF Code of Ethics and Standards of Conduct. You are completely exposed to and taught the ICF core coaching competencies. So you can be assured that you are getting a complete coaching education because when you choose an accredited program, all of that will be encompassed in that program.

Nick: And also to look at as well is not only just for your own skills like you were just saying but also in the future when your potential clients are looking into what your qualifications are, to see that you are aligned with a school that is accredited with ICF, and ICF is globally recognized in pretty much every major city or major country. I think they're in over 90 different countries in the world.

So it really is the global leader and a global entity that's recognized. So if a client is looking to make sure you are affiliated with that, they're going to go with you likely because you have ICF behind you rather than some other organization.

Sheri: That's exactly right. And as I mentioned before, ICF with 19,000 members world-wide actually the numbers now are in excess of 8,000 ICF credentialed holders with 83 countries represented.

Nick: So it's been around since 1995, you said, ICF. That's 16 years or so.

Sheri: Yes, exactly.

Nick: Okay, so we've covered check #1 and a little bit of checks #2 and #3 but the first one was accreditation. So accreditation comes from the governing body, International Coach Federation and they accredit programs.

One more important thing to mention is that ICF themselves do not have programs. It's a governing board, a federation. It does not have its own coaching program. They oversee all the other programs like our program here at International Coach Academy.

Sheri: Yes. ICF does not train coaches directly. That's right.

Nick: So the next step is certification. Certification is the actual program you're actually going to receive when you graduate from an ACTP program. You receive your certification. So specifically here at ICP, what does a student experience? We could talk for hours about this but in a nutshell, what does a student experience or receive by becoming certified here at International Coach Academy?

Sheri: A student that comes into our certified program will attend teleclasses with people from around the world and very experienced coach trainers and go through 45 modules, 90 hours total, of coach training. Then in addition they will do lots of coaching by being involved in our peer coaching program.

They will be coached. They will coach others. They will also develop some of their own coaching tools. Coaching power tools, a coaching model. This is all part of our curriculum. They will additionally come into supervised coach, where their coaching will be observed and they will be connected with coaches from all around the world in our community with lots of resources and contacts available.

So it's a very complete program where they get to learn, read about coaching, talk about coaching, and then actually practice coaching by coaching, being coached, and observing lots of coaching within the program.

And upon graduation, as you mentioned Nick, from the certified program students will be certified as a professional coach. So once students graduate from our certified program, they can use the initials CPC behind their name, Certified Professional Coach.

Nick: Now, other programs out there that may not be similar to our program here at International Coach Academy, I know there are many different options out there. So how are certifications different? What would you say as far as individuals looking at programs?

Keep in mind that all certifications are not created equal. You can be a certified coach without going to a school necessarily that is an ACTP. But the thing you need to be very careful of—and this has been something that has been changing specifically in the last 10 or 15 years since ICF has been established—is that a standardization to the process of credentialing and certifying coaches, certifying specifically.

I think that's really important to look at—that you go to a school that is aligned with ICF and your certification isn't just a blind certification. It isn't just a certificate. It actually has backing with an organization and established coaches who have gone through that same process.

Here at ICA, we're going on our 11th year now, so our process of certifying coaches has been tested. We're continuously updating our curriculum to

make sure it's up-to-date with industry standards, making sure that it's changing with the way the coaching world is changing.

I think what's very important to look at is what the track record is of that school you're looking at, but also that all certifications are not created equal when you're looking at schools.

Sheri: Yeah, I think that's a really good point, Nick, and it goes back to what we were saying before. If your program is an accredited program then you can accredit it with ICF so it's an ACTP. Then you can be assured it has met certain standards and it really is at the highest level of certification that it can be.

So when you're getting your certification from ICA, for example, through the ACTP here at ICA, you know that you can hold that highly. We've been around for a long time and have been certifying coaches through our program.

Nick: So that's check #2. First we had check #1 which was accreditation, and then check #2 was certification. Now I think this is where for most coaches, myself included when I first began, some confusion happens when you're looking at what do you do after you're certified?

Some coaches may choose to, after they have their certification that that's fine, they're done. And you can be done and in the guidelines of coaching you are following guidelines from both ICA, our school, and also the governing board, ICF, the federation. But what is the next step that coaches can choose to take to become credentialed?

Sheri: I think you're right, there has been a lot of confusion about this and I think it's because there are many schools out there certifying coaches. But then there is another step to take to become credentialed with ICF. So that's what we were talking a little bit about earlier. So once you graduate from, staying with our own school, ICA; you're a certified professional coach. At that time you can choose to take that next step and become credentialed with ICF, the International Coach Federation.

At that time you will have your graduate certificate from ICA; you're ready to go. Now you need to look and see, okay, another requirement is how many coaching hours do I have?

So if you have 100 hours of coaching logged you can apply to ICF for that first level of credential. It's another acronym, the ACC, the Associate Certified Coach. You can apply with your graduate certificate from ICA and your 100 hours of coaching logged and your letters of recommendation that you will also get as a graduate of ICA. You apply to ICF for that credential.

Nick: If you're looking at the credentialing route there are two things you need, your certification and education hours. Since we are fully accredited through ICF as an accredited coach training provider, we're pulling together how all three of these work together.

So since you went to an accredited coach training provider that has at least 125 hours of coach training, which we do here at ICA—we actually exceed that—you have your education component completed. That's perfect there.

Then you also have another component which is your number of hours you've accumulated where you've been coaching individuals, both paid and you can also put some pro bono hours in there, as well. Your experience and your education you must take to become credentialed.

Sheri: That's exactly right. I'll say it again because I know it can be confusing. When you're on the ICF website and you're ready to apply and you see that there are two different kinds of applications. There's the ACTP application and there's the Portfolio application.

Again, if you've graduated from our ACTP, right, from our certified program here at ICA, you want to make sure to choose the ACTP application with ICF. That's going to streamline your process, make it very easy for you to apply. Again, no further exams required. I just want to mention that there are those two routes with ICF. Make sure that you choose the ACTP route and that will be a much easier way to get your credential with ICF.

So I talked about having the 100 hours of coaching for that first level of credential, the ACC. There's another level that you also have all your education hours for. Once you have 750 hours of coaching you can apply for the next level of credential which is the PCC, the Professional Certified Coach.

Some students come in, they've already been coaching, and they get their education. They complete the program; they graduate, and they say, "You know what? I've got the hours. I've been coaching. I've accumulated these hours. I'm going to go right ahead and do that second level." That's completely fine. As long as you have those coaching hours you can do that.

Again, you have all the education hours you need by graduating from an accredited program. So you have that choice. Other coaches, it might take a few years to accumulate that 750 hours of coaching. That's fine. You can apply whenever you are ready, whenever you have that number of hours. If you want to, when you have that 100 hours, go ahead and apply for that first level and then just move along from there.

What we really find—and I guess this is a good place to say this—what we're seeing more and more in the marketplace is companies are hiring coaches with an ICF credential. I listened to a presentation just recently at my local ICF chapter meeting where someone from Adidas Corporation and someone from Intel were there.

They both were very, very adamant that their companies only hire credentialed coaches. So I just put another little pitch there for making sure that you attend an accredited school so that you can become credentialed with ICF more easily.

Nick: It's all about making sure that you are seen as someone who is a leader in the industry of coaching. That you are up-to-date with everything.

Sheri: Exactly. It gives you that credibility. It gives you those standards behind you, right? And if you're not interested in that, well, that's fine.

Maybe you're doing coaching as a hobby. But if you're a serious professional these things are going to be important to you.

Nick: So just to reiterate what we were just saying about the credentialing process. So you have a graduate from a coaching school like International Coach Academy, our school here, and you earn your certification in coaching. You're a Certified Professional Coach.

You can have a choice to decide to continue and go on and coach and create your practice or whatever it is you choose to do with your coaching skills. Or you can continue to build your professional resume, if you will, and become a credentialed coach by obtaining the right number of hours of coaching experience where you are actually coaching clients and then you apply for your certification.

Depending on how many hours you have, you can apply for either the first level which is their Associate level, or you can apply for their Professional level which is their mid-level. Now what about the individual who's thinking, "I want to go to the very top. I want to become what is ICF's top tier which you are." You are a MCC, Sheri. What does someone need to become a Master Certified Coach with International Coach Federation through their credentialing?

Sheri: That takes a lot more years, I would say, and more coaching hours. So it's a big jump from that mid-level of 750 hours of coaching logged. For the MCC you need 2,500 hours of coaching logged. So usually for most people that are coming into coaching or going through the coaching program that's just going to be down the road a bit.

I started coaching in 1998 and it was six years later when I was ready to apply for that MCC level. It took me a while to accumulate all of those coaching hours. That's a lot of hours. What I did is I had my mid-level, the PCC with ICF, right? So what I needed was those hours applied, of course, those first 750 hours applied.

I just added to my coaching log as I went along, kept track of my hours. Then you do need some additional educational hours, as well. So those are things that you can accumulate once you graduate from your first program, your accredited program here.

Then you can accumulate some additional hours of education as the years go by and as you're accumulating those additional coaching hours, as well. So it's a little bit more down the road but it's certainly something to work for.

Nick: What do you see coaches doing on a normal basis? Do they go through the Associate and then the Professional and then the Master? Or do you see most people going right to the Professional? What is the trend, do you think?

Sheri: Well, I think again it really depends on the individual. People that are just starting coaching, as they're coming into their coach training program, they're going to have fewer number of hours, right? And so I wouldn't say there's a trend one way or another, Nick. I think both happen frequently.

Nick: So then what happens after you become credentialed is you must renew on a regular basis. What are the terms of the renewals of your credentials with International Coach Federation?

Sheri: Once you're credentialed your credential is good for three years from the date of your credential. During that three years you do need to gain continuing education classes or units. You need 40 units of continuing education during those three years. Your credential is good for three years.

Nick: And then just to clarify—I'm sure this is a question some of you have as well. Your certification, graduating from ICA, graduating from a program, your certification never expires. It is just long-lasting.

Sheri: Uh-huh (Yes).

Nick: Well, Sheri, I think it's the perfect time to open up for questions.

Questions and Answers

Q: *I would like to know something from Sheri with regard to my coaching. I've been coaching since the year 2000. I have more than 360 hours of money. I have 60 hours from USA. And 180 hours from IBM. And I have another 115 hours from coaching here in Malaysia. So the numbers of coaching I have is 360 hours.*

I have been coaching since the year 2000. I've been coaching more than 2,000 hours now. So I've been happy because of the certificate with the ICF. Lately I've extended my experience in coaching and I've been coaching leaders and vice presidents locally.

I feel a connection to coaching this type. I would like to make a career more because especially with the Internet I see it is one of the best I know of. It is very practical the training here. How could you all help me because I have more than 2,000 hours and training nearly 500 hours? When should I go up and get the Master?

Sheri: I'm so sorry. I missed some of what you were asking, but let me see if I understand your question. You're saying that you have been coaching since about 2000. And you have over 2,000 hours of coaching logged. And you also have a number of training hours. Are they coach-specific training hours?

Q: Yes. 400 hours.

Sheri: Have you ever attended a coach training program that is accredited with ICF?

Q: Yes. I did. Fast track under MCC, Susan and Sheila Carnell and the fast track was 60 hours. And I have this International Development and Philosophy, certified the course.

Sheri: Okay. What it sounds to me like is if you're looking to applying to ICF, it sounds like you would be able to apply for the PCC through the Portfolio route because you have not graduated from an ACTP program. But

you could take your coach training hours, once you add them up—I wasn't clear about exactly how many you have, but add them up and see how many you have and then with that 2,000 hours you can definitely apply for the PCC. But you'll need to go through the Portfolio route.

So what I would love to have you do is take a look at that application on the ICF website at coachfederation.org and click on *Becoming Credentialed*. Then go to the PCC and look at the Portfolio application. And then if you have any other questions after you look at that, I'm happy to have you email me and I'm happy to answer any questions.

Q: *First of all I want to tell both of you and everybody on this call that I've been blessed to be a graduate of ICA. Everybody was magnificent. However, I'm getting stuck on the hours. How many need to be paid and how do we submit them?*

Sheri: You're applying to ICF, is that right?

Q: Right. I guess for the ACC.

Sheri: For the ACC you need 100 hours of coaching and 75% of them must be paid. So 75 of those 100 hours will be paid out and 25% can be pro bono hours. I want to mention that in those 75 that you count as paid hours you can include any barter coaching that you do. You can include those as paid hours.

There is a log. If you look at the application they'll show you a sample coaching log that shows all of the information you need to have there. The name of your clients, the number of hours that you coached them, the timeframe of coaching. So it's pretty nice that they provide that log for you there.

Nick: Just a note, Sheri, on bartering as part of coaching. Here within our program you are required to be a coach as well as be a client as part of the program. So there are hours while you are a student here at ICA where you can count those as paid hours even though there was no money exchanged

but it was time exchanged where you coached someone and then someone coached you.

So the rule of thumb really for that is look at how many hours you were coached. For most students it's 24, which is what each of you will have when you graduate. So make sure you count those 24 hours because you will at least have been coached for those 24 hours or have coached others for 24 hours.

So the minimum most students will have by the time they graduate is 24 hours of barter/paid coaching. They can count towards that 100 for that ACC application.

It may be more. You may have had multiple coaches that coached you and you actually have the full 75 hours of just barter coaching while you're here as a student at ICA. It's very possible.

If you are a student or thinking of becoming a student and you want to know how to make that possible, please do let us know because we can help you with that. Basically the rule of thumb is that you need to have as many sessions where you coached as you have been the client. So they need to match up with another ICA student.

Q: Nick, thank you for clarifying because now I have those hours. I never included those hours.

Nick: Congratulations.

Q: *How do I do that? Just submit those hours and they'll assume that I coached as well?*

Sheri: Again, look at the coaching log, Evelyn, and it will show you the information that's required.

Q: *Where do you say you find that coaching log again?*

Sheri: You can find it on the ICF website at coachfederation.org and go to the ACC application. You're becoming credentialed. Then in the application they will show you a sample of the coaching log.

Q: *I'm actually a recent graduate of ICA and I'm also a member of ICF because we were told we could join before. So now I want to get credentialed. So of course I have my hours. So all one would need to do is just go online and fill out that form and pay the fee and then that's it?*

Sheri: Yes, ICF now has an online application process. So yes, make sure that you go to the ACTP application and then you'll see all the requirements there. You'll need your graduate certificate from ICA and your coaching hours. All of that log that we talked about. And that will be it, yes.

Q: *I have a really interesting question. I'm certified with RMT, Robbins Madanes' training as a Strategic Interventionist and also licensed to give the Ultimate Workshop. I've got about 300 hours there. Now I must advance and that's three more years. I also have my own business with private clients. The question is I'm giving seminars, so how will I count that time?*

Sheri: Well, giving seminars is actually not counted as direct coaching. If you are doing group coaching you can definitely count those hours as one hour for each hour of group coaching. So it doesn't matter how many people are in the group. It still only counts as one hour.

Q: *What is the turnaround time for completing your credentials once you've submitted everything? How long does it take them to get back to you on your credentials?*

Sheri: It depends on the route that you've gone. So if it is the ACTP route it's usually a pretty quick turnaround of a month to three months. It depends on the backlog at ICF. But basically the ACTP route is much quicker because there's nothing else involved. They don't have to schedule an exam for you and those other things that are required in the Portfolio route.

So with the ACTP route it's usually one to three months. If it is a Portfolio route then it's going to be extended. It can be anywhere from three to ten months. That's sort of a general rule of thumb for the Portfolio route.

Q: *When would you say the differentiation among coaches occurs? What I'm talking about is I know that there are some coaches who enjoy and do primarily professional coaching and some who do more personal.*

At what point does this difference kick in, in terms of the training? I'm brand-new to this. I haven't taken any courses at all. I've taught for over 35 years but I've done nothing with reference to life coaching.

Sheri: What is your exact question, Edie? I'm sorry.

Q: *Okay. There are different kinds of coaches. When in the educational hours, when does the difference in terms of what kind of a coach you want to be kick in? Or is it all one kind of education that everybody has to take and then focus on a particular area of interest?*

Sheri: That's a great question. Both really happen at the same time. There is a foundational program that everyone goes through with an accredited program, right?

But in addition to that as you're coming into the program and getting started and you're going to be connected with lots of different students who have already identified as "I want to be a career coach," or "I know that I'm a life coach," or "I know that I'm going to be an executive coach," or "I'm already an executive coach and now I'm getting my formal training."

So you have lots of opportunity to be exposed to all the different coaching niches and make some choices for yourself. Where do you resonate? What would you love to do?

And so I would say both, really. You have the foundational program that everyone goes through. At the same time you are able to identify a coaching area, a coaching specialty that you'll be working on, as well. Nick, do you want to add anything to that?

Nick: Sure. What will happen is all students have the same core curriculum, the same number of hours that you're taught about the competencies of coaching, the skills of coaching. They have a saying in coaching that after the first three coaching sessions, regardless of the coaching specialty you're in, your niche, it all comes back to that general competency.

It's not just about learning to become a business coach or learning to become a life coach or a wellness coach. What that means is at the core of what you're doing within each of those disciplines is pretty much identical. Now, it kind of has to do with your marketing and how you promote yourself. There is a lot of skill as well, tailoring a skill to that niche.

Like Sheri says, that's part of the program. You have your core curriculum and then you have a chance to explore all these different groups. We have Life, Business, Career, Health & Wellness, Spirituality, Family & Youth, Grief, all these different areas and we're adding more in 2012. So in the next few months you'll see more of them added to our options for students. You'll have full availability to explore all of those different coaching niches.

I really do recommend all students, even if you come in knowing that you want to be a specific type of coach, to keep your mind open and to explore at least one or two classes from every single one of those niches. You'll find that having a well-rounded experience will only help you in your niche because after all, everything is inter-related with an individual.

We're not just coaching the individual in their business; we're not just coaching the individual in their weight loss. It's all about that whole person's world and how all those pieces come together.

So kind of explore all of the different areas and you'll find with time here at ICA that you'll gravitate towards a place of interest and you can start to focus in on that while you're a student. Even after graduation you can continue taking classes for that if you'd like to. Did I answer your question or not?

Q: You answered my question nobly. And I appreciate it very much. I have to look for my niche.

Sheri: Great, Edie. I have a feeling you already know what it is.

Q: Thank you very much. I like the way both of you express yourselves and I very much appreciate what you have said.

Q: *I was just wondering. I heard Sheri say that we can use our hours that we were coaching our clients. If we have more than two coaches does that mean we can use more than 24 hours?*

Sheri: Yeah. Basically if you were coached for—let's just make up a number. You had your 24 and then you had another coach and you had another 10 or 20 hours—how many did you have, Deborah? Or do you know?

Q: I had four coaches from ICA, so that would come to 48.

Sheri: Okay. So you were coached for 48 hours. That means you can use, as long as you coached a peer, as long as you coached someone else for 48 hours or more, you can use 48 of the hours as considered barter or paid coaching hours, yes.

Q: So I can use part of my six clients that I coached? I can use 48 hours of that? Oh, that's great. I didn't realize that.

Q: *When I go to get my letters of recommendation, the two letters, is there a time limit that I need to request that from ICA coaches?*

Sheri: No. In fact, that's a great question. We really ask that you wait until you are ready to apply with ICF and when you're ready to apply then go back to your supervisors and ask for those letters of recommendation. They are only good for one year, so you don't want to get them and then have them expire. You want to wait until you're ready.

We always remember you when you've been in supervised, and we're happy to write those letters of recommendation. So when you're ready to apply just let us know and then we send you the letters.

Q: Okay. I was just a little bit concerned because I graduated two years ago and I've noticed there's been a change of staff. I was just afraid that it might be difficult if people have left.

Sheri: Of course I can't guarantee that but we'll do everything we can to get you in touch with that person if that person has left so they will still be able to write your letter.

Q: *I just wanted to know on the education part of getting accredited whether it's the ACC or the PPC. You were talking about continuing education. Can you talk about what is entailed in continuing education?*

Sheri: Are you referring to once you've become credentialed and then you're going to need those continuing education hours? Is that what you're referring to?

Q: Yes, exactly.

Sheri: There are many different providers of continuing education hours and many of them are listed on the ICF website, as well. Once you get your credential you just want to be aware that over the next three years you need to accumulate 40 hours of that continuing education.

Some of them you can get by attending an ICF conference. Some of them you can get through ICF virtual education and there are many other classes that are offered by different training schools or different credentialed coaches that give you opportunities to take all kinds of different classes for your continuing education.

Nick: We do offer some here, as well, periodically throughout the year. Some of you may have heard of our Learning Leader course we offer usually twice a year. It's like a train the trainer, as well. There are a lot of options for you. I would say, Sheri, it's really easy to get those hours because there are so many opportunities.

If you are the type of person who is looking at that credential, you are someone who is thinking about continuing to learn and never stopping. So

really it's going to be easy. You'll have more than enough hours to renew your credential every three years.

Sheri: Does that answer you, Steven?

Q: *I'd like to ask one more quick question. Someone mentioned before about they were a member of ICF before they were credentialized. Does that make sense? What exactly does that mean?*

Sheri: You can become a member of ICF. It doesn't mean you're credentialized through ICF. Anyone can become a member of ICF. But I want to say that that is going to be changing. ICF has some new rules in place and as of April 1, 2013, a little over a year from now, membership will be limited to only people who have at least 60 hours of coach training. But right now it's still open to anybody to become a member of ICF.

Q: *Why would one want to become a member if they're not credentialized?*

Sheri: There are some advantages to being a member. You can read about them on the website. First of all, just to be aligned with the professional body can be a great thing if you're coaching. That is also something you can add to your website, you're a member of ICF. So it just depends on how important that is for you.

Q: *I'm currently doing contracted work with an organization where I'm coaching five interns. Contracted meaning I am being paid. Can I document that as part of my coaching hours?*

Sheri: You'll want to check with your organization to see about any confidentiality guidelines that they may have in place. If the organization is fine and the clients are fine with you listing their names as clients then you can do it that way. But if they're not, then what you'll need to do is get a letter from that organization stating that you are coaching a certain number of individuals for a certain number of hours. That's how you would document that.

Q: *Do you have to coach in your niche or are you just practicing? This is an opportunity to coach in a very generic way. Do you have to practice in a specific niche to get the 100 hours credit?*

Nick: It doesn't need to be niche specific. It can be general coaching. Really, as long as you have the 100 hours, each 100 hours can be coaching someone on a completely different topic, as long as it is coaching purely following the core competencies that you learned here as part of the program. It will absolutely count towards your credential.

Q: *I have a question about the bartered coaching within ICA. At the end of last year I did apply with ICF for my ACC credential and I only used the 24 hours of internal ICA coaching that was truly pro bono. But as some of the other callers have said, I've had more than two coaches. In fact, I think I've had four. So what you're saying is that I can use the additional 24 hours as part of the bartered coaching on my log?*

Sheri: Again, it has to be equal. Just think of it as any barter system situation, right? If you get a massage and give coaching, that's a barter. It's an hour for an hour type of thing. So it just has to be that equal one-to-one. So however many hours you were coached you can use that same number of hours of coaching.

Q: *So it doesn't have to be a reciprocal relationship between client and coach?*

Sheri: That's correct.

Q: *Okay, because that had been my previous understanding that only if I coached Student A can I count the coaching we do back and forth. But you're saying within the program?*

Sheri: Within the program it does not have to be reciprocal like that. That's exactly right.

There's one little note I want to make here about this. We've talked a lot about this issue of the coaching log and the bartering. We're talking about

your coaching logs, so again, when you look at that coaching log in the application remember that you're going to need to get permission from your clients to list them on that log. Whoever you coach you want to make sure before you write them down that you have their permission to write them down.

We didn't mention this and I don't mean to backtrack here, but I just want to make sure you see it on the application, everybody. You do need a minimum of eight clients. So you need that 100 hours, right, and 75 needs to be bartered or paid, and a minimum of eight clients. You'll see that on the application, once again, when you take a look at that.

Nick: You'll have five already as an ICA graduate, minimum, so just three more. If you coach more students at ICA as part of your program or external, it's possible by the time you graduate ICA to already have that full category of classes and your coaching to apply for that credential.

Conclusion

Thank you, Sheri, for being here. This was a whirlwind of a call. It went by so fast and there were so many questions I know you could probably hold more calls like this. I think that's a great idea for the future for full students and for potential students.

I want to say to those of you who are potential students who are still listening and thinking, "Wow, my brain hurts from asking all these questions. I'm not really quite sure how this all fits together," don't worry. This is something that all coaches feel when they first begin. Please do reach out to your admissions specialist, the person you've been talking to, whether it's myself, Bridget, or Linda.

On behalf of everyone here at International Coach Academy, I want to thank you, Sheri, for being here. It's always a pleasure to spend the hour with you and for you to open your mind with all of your knowledge about coaching and certification. So thank you, Sheri, for being here.

On behalf of everyone else here at International Coach Academy, I hope you have a wonderful morning, afternoon, or evening, depending where you are. We will see you next time. Take care.

Can we help you?

We hope you enjoyed this transcript of our live event. If you would like to know more or are interested in becoming a coach, please email us at training@icoachacademy.com

You can also find out about more events like these at <http://www.icoachacademy.com>