



Drive Meaningful Change

BUILD A COACHING CULTURE IN YOUR ORGANIZATION

A growing number of organizations recognize the value in building a coaching culture that offers employees at all levels the opportunity to grow their skills, enhance their value and reach their professional goals.

The investment in a strong coaching culture pays off: Industry research shows that organizations with strong coaching cultures report higher employee engagement than those without strong coaching cultures. They're also more likely to report recent revenue above their industry peer group.

Let the International Coach Federation (ICF) connect you with research, best practices and crucial insights for building a strong coaching culture that helps your organization achieve its strategic goals.



[Coachfederation.org](https://www.Coachfederation.org)

Understanding the building blocks

Through a research partnership with the Human Capital Institute (HCI), ICF is exploring the components of strong coaching cultures and how organizations use coaching to achieve strategic objectives. Learn more and access final research reports at [Coachfederation.org/coachingculture](https://coachfederation.org/coachingculture).

Learning from the best

Since 2005, ICF's International Prism Award program has celebrated businesses and organizations with coaching programs that fulfill rigorous professional standards, address key strategic goals, shape organizational culture, and yield discernible and measurable positive impacts. Read case studies of current and past honorees at [Coachfederation.org/prism](https://coachfederation.org/prism).

Setting high standards

Organizations with strong coaching cultures are committed to rigorous professional standards for external coach practitioners, internal coach practitioners and managers/leaders using coaching skills.

ICF offers the only globally recognized, independent credentialing program for professional coach practitioners. To find an external coach practitioner who's met ICF's high standards for credentialing, visit the Credentialed Coach Finder at [CredentialedCoachFinder.com](https://credentialedcoachfinder.com).

ICF also accredits programs that deliver coach-specific training. To find ICF-accredited training for your organization's internal coach practitioners and managers/leaders using coaching skills, visit the Training Program Search Service at [Coachfederation.org/tpss](https://coachfederation.org/tpss).

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.



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