

## The Real Value of Having Your ICF Credential

The ICF gives several reasons why a credential will advance your career. We have listed the top three and provided an example of our own experience in alignment with this research. Plus we added an additional personal reason: our own personal and professional development. Here they are:

### 1. A Higher than Average Annual Income

According to the 2012 ICF Global Coaching Study (<http://coachfederation.org/Coachingstudy2012/>), credentialed coaches reported higher-than-average incomes worldwide compared to non-credentialed coaches.

*"I can directly relate having an ICF credential with being given opportunities for coaching work that weren't available to non-credentialed coaches. For example, in 2003, I was sought out by a company because I had the PCC credential and I ended up on a project that paid me \$27,636 for coaching work. Then in 2006, when I had my MCC credential, I was recommended for a coaching project that ended up paying me over \$220,000 for the next few years. You don't know the work you are not even being considered for if you don't have an ICF credential." – Carly Anderson -*

### 2. Increases Recommendations and Client Satisfaction

The 2010 Global Consumer Awareness Study (<http://www.coachfederation.org/works/>) showed that clients were more likely to be satisfied with their coaching experience and recommend coaching to others when they worked with an ICF Credentialed Coach.

*"After getting my ICF credential, I noticed that I began getting more high quality referrals from clients. The more qualified I became as a coach, the more satisfied my clients became and the more willing they were to recommend me to others." – Karen Boskemper -*

### 3. Clients want Credentialed Coaches

In the 2010 ICF Consumer Awareness Study, 84% of adult consumers reported that it was important for coaches to hold a credential.

*“When I moved to the Washington D.C area I began coaching in the federal government through a local consulting company. It quickly became evident though that without an ICF credential, I was not eligible to work on some of the larger federal contracts awarded to the contractor. Not only was I leaving thousands of consulting dollars on the table, but I was also limiting my ability to coach executive and top level managers. Being ICF credentialed has opened up opportunities in both the federal and private sector that otherwise would have been inaccessible.” - Karen Boskemper -*

#### **4. Personal and Professional Development of Coaches**

*“Besides opening doors to new professional and personal opportunities, the other main reason to get credentialed is that as coaches we request our clients to play a bigger game, stretch their capabilities, and engage at a higher level of competence. To be in full integrity as Professional Coaches, we too must be engaging in our own professional development. Our clients are limited by our own level of coaching and as clients strive to reach the pinnacle of their careers, so must coaches strive for coaching mastery.”  
– Karen Boskemper and Carly Anderson -*