

# 2018 Ethical Conduct and Compliance Report

APRIL 1, 2018–MARCH 31, 2019

The Independent Review Board (IRB) is an integral part of the International Coach Federation (ICF) and a cornerstone for the Association’s guidelines regarding ethics and values. The IRB’s charge is to uphold the standards of the coaching profession as stated in the ICF Code of Ethics. This report summarizes the IRB’s progress and accomplishments during fiscal year (FY) 2019 via the Ethical Conduct Review (ECR) process. It includes an overview of the complaints received in FY 2019. Further, this overview includes compliance matters brought before ICF Global during this time frame.

## Standards and Compliance Overview

ICF invests significant resources in refining and maintaining the ECR process. It is our goal to support ICF Members in better understanding the charge of the IRB and the role of the ECR process and its value to the industry. We hope that by providing information about the number of cases that come before the IRB, including the standards that have been breached, trends we are seeing and areas in which coaches need to be particularly mindful, we will enhance awareness and promote greater ethical behavior.

This work also contributes to the IRB’s educational initiatives regarding the ICF Code of Ethics and how it can be improved to ensure coaches are held to higher standards within the industry.

Further, by sharing some statistical information regarding the number of trademark disputes managed, we can enhance ICF Members’ understanding of our efforts to ensure the sustained value of the ICF brand. Individuals who have not met and committed to the stringent ICF standards for membership and/or credentialing cannot refer to themselves as ICF Members and/or ICF Credential-holders.

ICF is committed to upholding high standards and educating our members and the public. We believe the best way to do this—and to hold ourselves accountable to making it a continuing commitment—is through transparency.

## Independent Review Board 2018

### Chair:

Sue McMahon, PCC (USA)

### Vice Chair of Development:

Samuel P. Magill, MCC (USA)

### Vice Chair of Operations:

Scott Howard, MCC (USA)

### Members:

Jürgen Bache (Germany)

Thomas Chen, PCC  
(Malaysia)

José Manuel Estrada, PCC  
(Argentina)

Michael Marx, Ed.D., PCC (USA)

Frances Penafort, Ph.D., MCC  
(Malaysia)

Gürkan Sarioğlu, PCC  
(Turkey)

Janine Schindler, MCC (USA)

Lily Seto, PCC (Canada)

Sandra Stewart, MCC (USA)

Katherine Taberner, PCC  
(Canada)

## ICF Global Staff

### Assistant Executive Director:

Todd Hamilton

### Assistant Director of Ethics, Policy and Compliance:

Kristin Kelly



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# 2018 Complaint Summary Fact Sheet

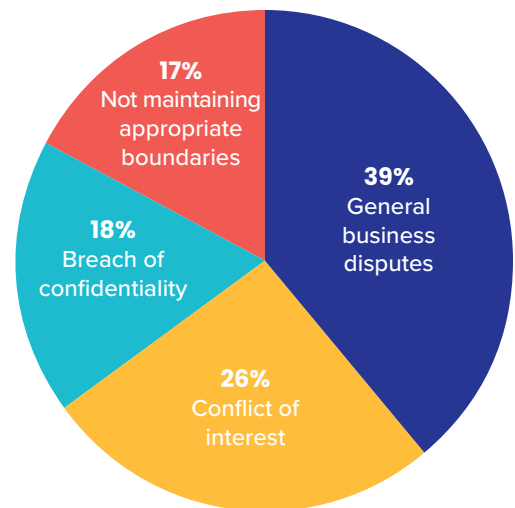
**23 Total Formal Complaints Filed**  
**11 Complaints Met Requirements for Initial Review**  
**3 Cases Administered by the IRB**

Many complaints submitted are against non-ICF-affiliated personnel or outside the purview of the ECR process.



Map represents the countries in which complaints were received.

## THEMES OF CONCERN:



## Trademark Summary

We are diligent in maintaining ICF intellectual property, including the management of trademark infringement, to ensure brand alignment and the continued value of affiliating with the ICF brand. Conveying one's affiliation with ICF appropriately is imperative for market clarity; therefore, we strictly enforce logo usage policies as outlined in our brand guidelines.

### Individual Issues: 41

#### TYPICAL EXAMPLES:

- A non-ICF Member using the ICF logo on marketing materials
- An individual ICF Member using the ICF logo on their employer's website, conveying an overarching affiliation with ICF
- An individual ICF Member using an ICF program accreditation logo to convey that they completed ICF-accredited coach-specific training

### Organizational Issues: 42

#### TYPICAL EXAMPLES:

- A coaching school without an ACTP using the ACTP logo on marketing materials
- A coaching school with an ICF-accredited program using ICF program accreditation logo to imply that all programs offered are ICF-accredited (when they are not)
- An organization using the ICF logo on its website to convey an overarching relationship with ICF

### Unauthorized Database Usage Issues: 6

#### TYPICAL EXAMPLES:

- An organization or individual purposely or inadvertently using the ICF Credentialed Coach Finder or the Member Database for outreach purposes that are not in line with the ICF Spam Policy.

## ICF-accredited Programs Complaints: 7

### THEMES OF CONCERN:



\*Service didn't meet expectation of students; students didn't meet expectation of trainers, etc.

## Do you have an ethics question?

Email [ethics@coachfederation.org](mailto:ethics@coachfederation.org)  
 or call +1.859.226.4245.

## 2018 ICF IRB Complaints

*The cases below are heavily redacted to ensure anonymity. As a result, nuances upon which the IRB based a final decision may not be present in the text.*

### COMPLAINT 1:

**The coach in question engaged in inappropriate behavior with a client, didn't follow through on what was set in the coaching agreement and threatened to break confidentiality.**

#### Outcome:

The IRB recommended a set of remedial actions that included hiring a Mentor Coach, and demonstration of learning through participation in various ethics-related educational opportunities.

### COMPLAINT 2:

**The coach in question failed to maintain appropriate boundaries and did not operate in accordance with the ICF Code of Ethics.**

#### Outcome:

The IRB recommended a set of remedial actions that included the coach working with a coach supervisor or Mentor Coach.

### COMPLAINT 3:

**The coach in question failed to maintain appropriate boundaries and did not operate in accordance with the ICF Code of Ethics.**

#### Outcome:

The IRB recommended a set of remedial actions that included the coach working with a coach supervisor or Mentor Coach.

Learn more about ICF's industry leadership in the areas of ethics, standards and self-regulation at [coachfederation.org/icf-ethics](http://coachfederation.org/icf-ethics).

## 2018 ICF Code Review

The ICF Code of Ethics is reviewed and revised as needed every three years.

The 2018–2019 Code Review Team is comprised of a diverse group of subject-matter experts tasked with reviewing and suggesting revisions to the Code. The multi-layered review process has involved many hours of work and immense dedication on behalf of the Code Review Team. This work will culminate in an updated Code of Ethics that is anticipated to launch in late 2019 upon the ICF Global Board of Directors' approval.

## 2018 Code Review Team

### Steering Committee:

Chair: Gürkan Sarioğlu, PCC (Turkey)	Scott Howard, MCC (USA)	Michael Marx, PCC (USA)
Joy Harcup, PCC (United Kingdom)	Samuel P. Magill, MCC (USA)	Sue McMahon, PCC (USA)

### Members:

Jürgen Bache (Germany)	Anita Gupta, MCC (India)	Mirna Pérez, PCC (Mexico)
Teri-E Belf, MCC (USA)	Cynthia Haro, ACC (USA)	Susie Sadler, PCC (Singapore)
Monique Betty, PCC (USA)	Tatiana Krawczyńska-Zaucha, PCC (Poland)	Janine Schindler, MCC (USA)
Michael Brazzel, PCC (USA)	Harriet Kretschmar, PCC (Germany)	Sandra Stewart, MCC (USA)
Tina Elliot, PCC (USA)	Karin Meerhoff, MCC (Switzerland)	Katherine Taberner, PCC (Canada)
José Manuel Estrada, PCC (Argentina)	George Nuthu, PCC (Kenya)	