



INTERNATIONAL  
COACH GUILD

# ICG CORE COMPETENCIES

## A. SELF-MANAGEMENT:

1. Effectively manages self
2. Meets the ICG Code of Ethics and professional standards
3. Demonstrates commitment to ongoing professional development

## B. RELATIONSHIP MANAGEMENT:

4. Sets up the coaching initiative
5. Maintains trust and intimacy with the client
6. Provides a coaching presence

## C. TECHNICAL COACHING SKILLS:

7. Assesses the situation
8. Demonstrates effective listening
9. Demonstrates impactful and effective questioning and discussion

## D. FACILITATING PROGRESS:

10. Expands client awareness
11. Moves the client to cause
12. Inspires learning and growth

## E. PROGRESS MANAGEMENT:

13. Provides direct communication
14. Develops goals and action plans
15. Manages accountability and advancement



## A. SELF-MANAGEMENT:

1. Effectively manages self
2. Meets the ICG Code of Ethics and professional standards
3. Demonstrates commitment to ongoing professional development

### A. Self-management:

#### 1. Effectively manages self

- a. Demonstrates personal self-awareness of who they are, including their strengths and their stretches
- b. Manages their own emotional state
- c. Takes self lightly and with good humour
- d. Takes responsibility for what they can control and influence

#### 2. Meets code of ethics and professional standards

- a. Understands, is an advocate for and applies the ICG Code of Ethics in their coaching business
- b. Applies the ICG Code of Ethics appropriately to all coaching situations
- c. Ensures appropriate confidentiality and client safety
- d. Manages professional boundaries
- e. Evaluates outcomes with key stake holders and ensures all stakeholders agree on expectations and outcomes before starting
- f. Refers the client to a specialist when required

#### 3. Demonstrates commitment to ongoing professional development

- a. Regularly participates in education and training to advance their own knowledge and experience in the profession
- b. Consistently stays abreast of the coaching market, trends and developments
- c. Expands own knowledge and abilities by coming from a place of curiosity in all situations where learning may occur
- d. Brings commitment to CANI constant and never-ending improvement
- e. Receives and accepts feedback willingly to learn and grow continuously

## B. RELATIONSHIP MANAGEMENT:

4. Establishes the coaching agreement
5. Establishes and maintains trust and intimacy with the client
6. Provides a coaching presence

### B. Relationship Management:

#### 4. Establishes the coaching agreement

- a. Communicates what is expected and possible in the coaching relationship
- b. Discusses the process, guidelines and parameters of the coaching relationship
- c. Reaches agreement about what is appropriate/not appropriate
- d. Establishes the coaching agreement with the client

#### 5. Establishes and maintains trust and intimacy with the client

- a. Is emotionally consistent
- b. Sees the client as whole and able
- c. Available for all the client is; not just what makes the coach comfortable
- d. Brings openness and non-judgement
- e. Maintains confidentiality for the client
- f. Honours all commitments made to the client
- g. Asks permission to coach the client in sensitive and new areas

#### 6. Provides a coaching presence

- a. Establishes the coaching space
- b. Demonstrates genuine care for the client
- c. Brings insatiable curiosity
- d. Is open to not knowing and confidently explores new perspectives
- e. Respects the client's perspectives and personal style
- f. Comfortably manages strong emotions and client uncertainty
- g. Demonstrates empathy rather than sympathy in the coaching conversation
- h. Enjoys the client immensely
- i. Is playfully provocative
- j. Normalises, validates and acknowledges the client's truths



## C. TECHNICAL COACHING SKILLS:

7. Assesses the situation
8. Demonstrates effective listening
9. Demonstrates impactful and effective questioning

### C. Technical Coaching Skills:

#### 7. Assesses the situation

- a. Effortlessly embraces all the client is and wishes to be
- b. Goes beyond the client's content when assessing the true intent of the coaching
- c. Finds and holds the client's agenda, including going beyond goals and wants
- d. Focuses on what matters most, including accurately recognising distractions
- e. Recognises patterns in the client's thoughts, choices and behaviours
- f. Shares insights regarding new possibilities with the client to assist in the client's journey

#### 8. Demonstrates effective listening

- a. Respects and explores the client's map of the world
- b. Effectively hears what is said and what is not said
- c. Calibrates the client and adjusts communication as required
- d. Clarifies what the client communicates
- e. Accurately hears what the client thinks is and is not possible
- f. Bottom-lines what the client is trying to say to move the conversation forward
- g. Reminds the client of what they've left out or is available to them

#### 9. Demonstrates impactful and effective questioning

- a. Recovers deletions, distortions and generalisations to assist the client to enrich their map of the world
- b. Brings a range of questioning techniques to best serve the client
- c. Connects the client with the resources within them
- d. Effectively reframes a challenge for a new perspective



## D. FACILITATING PROGRESS:

10. Expands client awareness
11. Moves the client to cause
12. Inspires learning and growth

### D. Facilitating Progress:

#### 10. Expands client awareness

- a. Assists the client to have awareness of who they are being
- b. Shares with the client when resourceful and un-resourceful thinking patterns are observed
- c. Traverses logical levels for a full exploration of the possibilities
- d. Challenges the client's assumptions about what is possible
- e. Magnifies the possibilities and increases choice

#### 11. Moves the client to cause

- a. Focuses the client on what they can control and influence
- b. Assists the client to take responsibility for their results
- c. Encourages the client to let go of what no longer serves or supports them and is a barrier to their desired outcomes
- d. Helps the client to discover for themselves new possibilities, new thoughts, new choices that strengthen their ability to experience progress

#### 12. Inspires learning and growth

- a. Brings a sense of adventure
- b. Demonstrates genuine delight in not knowing the answers
- c. Challenges the client to go beyond their current thinking into unexplored territory
- d. Integrates and builds on the client's ideas and perspectives
- e. Provides counter views, contrary opinions and alternative views
- f. Communicates broader perspectives
- g. Advocates experimentation, innovative choices and creative thinking
- h. Expects setbacks as part of growth and fully examines with the client how they handle setbacks
- i. Celebrates the client's growth and progress



## E. PROGRESS MANAGEMENT:

13. Provides direct communication
14. Develops goals and action plans
15. Manages accountability and advancement

### E. Progress Management:

#### 13. Provides direct communication

- a. Relishes the truth
- b. Communicates clearly and articulately
- c. Says what needs to be said, without waffle
- d. Demonstrates behavioural flexibility
- e. Engages in effective feedback
- f. Acknowledges the client where appropriate without flattery

#### 14. Develops goals and action plans

- a. Ensures the client is clear on why the desired goal or outcome matters
- b. Explores the different impact points and dimensions of the goals
- c. Brainstorms a range of options for achieving goals
- d. Establishes with the client evidence-based criteria for achieving goals
- e. Keeps it real – doesn't over reach, get overly caught up in, or cause the client to seek to achieve a goal that is beyond their reach or not aligned with who they are
- f. Brings in new ideas, various view points and alternative thinking to create the plans
- g. Assists the client to build in contingency plans
- h. Ensures client leaves the coaching session with clarity for their next steps
- i. Continuously encourages the client to review progress and achievement of plans

#### 15. Manages accountability and advancement

- a. Ensures the client is taking responsibility as they progress or experience setbacks
- b. Holds the client accountable for their commitments
- c. Acknowledges progress and lack of progress and brainstorms consequences and next steps
- d. Guides the client to handle setbacks and the unexpected
- e. Keeps appropriate notes to ensure actions are followed
- f. Celebrates the client's success at milestones
- g. Manages the conclusion of the coaching initiative

ICG LEVEL	TCI LEVEL (EQUIV)
<b>Accredited Coach (AC)</b>	Accredited Professional Master Coach
<b>Certified Master Coach (CPC)</b>	Credentialed Master Prac of Coaching
<b>Certified Advanced Coach (CAC)</b>	Credentialed Advanced Prac of Coaching
<b>Certified Coach (CC)</b>	Credentialed Practitioner of Coaching

ICG LEVEL	TCI LEVEL (EQUIV)	REQUIRED LIVE & RECORDED HOURS
<b>Accredited Coach (AC)</b>	Accredited Professional Coach	150+ hours live min 200+ hours recorded min Total 350+ hours Including 6+ hours group mentoring
<b>Credentialed Master Coach (CPC)</b>	Credentialed Master Practitioner of Coaching	150+ hours live min 100+ hours recorded min Total 250+ hours including 6 hours of mentoring and/or Practicums
<b>Credentialed Advanced Coach (CAC)</b>	Credentialed Advanced Practitioner of Coaching	80+ hours live min 70+ hours recorded min Total 150+ hours including 6 hours of group mentoring and/or Practicums
<b>Certified Coach (CC)</b>	Credentialed Practitioner of Coaching	40+ hours live min 40+ hours recorded min Total 70+ hours Including 6+ hours individual mentoring