



## What is coaching?

ICF defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. The coaching process can help you improve your outlook on work and life, while improving your leadership skills and unlocking your potential.

## Why should I partner with a coach?

If you want to take advantage of an opportunity or challenge, feel “stuck” on the path to achieving your goals, or simply believe there’s something more to discover in your personal or professional life, partnering with a professional coach could benefit you. Professional coaching can help clients who:

- Want to develop their leadership presence in a focused and authentic way
- Want to live a more balanced and fulfilling life
- Want to take their company to the next level
- Have business problems that need solving
- Want to manage conflict more effectively
- Wish to improve health and a sense of well-being
- Feel stuck in an unsatisfying career
- Wish to go into business for themselves

## What are the benefits of working with a coach?

Coaching clients who responded to the 2017 ICF Global Awareness Study reported positive coaching impacts, including:

- Improved communication skills
- Increased self-esteem/self-confidence
- Increased productivity
- Optimized individual/teamwork performance
- Improved work/life balance
- Increased well-being
- Improved business management strategies
- Expanded professional career opportunities
- Accelerated on-boarding into a new role

*The International Coaching Federation (ICF) is the world’s largest organization leading the global advancement of the coaching profession and fostering coaching’s role as an integral part of a thriving society. Founded in 1995, its 35,000 plus members located in more than 140 countries and territories work toward common goals of enhancing awareness of coaching and upholding the integrity of the profession through lifelong learning and upholding the highest ethical standards. Through the work of its six unique family organizations, ICF empowers professional coaches, coaching clients, organizations, communities and the world through coaching. Visit [coachingfederation.org](http://coachingfederation.org) for more information.*



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