

# ICG Quick Start Guide For Recognised Schools

## *Why the International Coach Guild (ICG) started:*

The ICG was started in 2013 as a way of providing the highest standards of training and recognition for coaching students, and for coaching schools.

It was started by a group of coaches, as was the International Coach Federation, with the knowledge that all recognition bodies must be founded by passionate practitioners of the craft. Since then it has attracted hundreds of members, primarily within Australia.

Up until 2013 the standard requirement for recognition as a credentialed coach was one simple assessment. The ICG requires a minimum of three assessments to be completed and conferred for a coach to be recognised in addition to completing an ICG recognised course. These assessments are (1) Practical skills assessment (2) Case study assessment and (3) Written assessment. An additional written assessment is required for coaches applying for recognition via the ICG's Portfolio Pathway to demonstrate their coaching knowledge and skills. This is in comparison to other coaching recognition bodies that have a maximum of three assessments, some of which are in multiple-choice format.

There was also, until that time, no formal requirement for a school to train their coaches in business, marketing or client conversion strategies. The focus had been solely on coaching skills.

The rigour of the training and assessment process has been proven to be an effective preparation for students within the training system, resulting in more success stories (paid clients, building coaching practices) than any other coaching provider in the region.



### *What's the International Coach Guild:*

The ICG has been established as a viable and relevant alternative to the national provider pathway within Australia (ASQA), and as a more robust and demanding system than the International Coach Federation (ICF).

We believe all provider pathways have value, however, after eleven years of studying the results through the different pathways, it was obvious that more rigour in assessments, and assessments designed to demonstrate ability, were producing far more successful coaches than the alternatives. This realisation was formalised within the ICG's 15 Core Competencies and the 100 point system of the Business Mentorship provider System in 2013.

We believe it's important that coaches have choice in their coach training, and how that training is recognised. Until 2013, the ICF was the only real choice coaches had. It was obvious an alternative was needed which provided significant points of difference, even if only to provide contrast and choice for students of coaching.

### *What the International Coach Guild (ICG) provides its members:*

Being a member of the ICG means you receive resources and support in your coaching journey. It is also a way of being represented by a professional body whose sole purpose is to further the quality of coach education.

The ICG has been established to provide benchmarked standards for coaching education and for business education for coaches.

1. **Representation** – the ICG represents members and non-members in its endeavour to ensure the highest standards of coaching training are provided to all students of coaching.
2. **Core competencies** – the ICG team developed 15 core competencies which students of ICG recognised schools must be familiar with. The 15 competencies are the same, regardless of the level of training you are enrolled in. However, the burden of demonstration of those competencies in assessments increases in line with the advanced nature of the enrolment level.

3. **Coaching education** – if your school is recognised by the ICG, you will be required to attend live classes and study pre-recorded material, as well as complete a number of assessments throughout your training. These requirements are the most rigorous of any credentialing body, including nationally recognised programs.
4. **Business Mentorship** – the ICG has created a 100 point system for you to assess the level of business education you will receive by your coaching school. If your school is part of the Business Mentorship Provider system, you will receive a minimum of 25 hours of business education as part of your program.
5. **Insurance** – all coaches within Australia who are members of the ICG (including Associate Members) receive access to the most discounted insurance rates available in Australia, through the ICG Partner Program with AON Insurance.
6. **Professional development** – each month, classes are provided by ICG recognised coaches for ICG members at no charge.
7. **Networking** – each month (based on availability of speakers) there is a Coach and Connect in each of the major cities in Australia, providing opportunities for networking and professional development.
8. **Recognition of prior learning** – because the standards required within an ICG recognised program are so rigorous, graduates of ICG recognised programs are able to achieve recognition of prior learning if they want the national recognition (within Australia). Please note that some units may need to be completed and not all private providers teach the content required to be taught by an ICG recognised school.
9. **Training and coaching facilities** – the ICG owns and operates dedicated training and coaching facilities for coaches, consultants and trainers. ICG members receive heavily discounted rates when accessing these rooms.
10. **Research based methodologies** – as part of its commitment to ensure the highest standards of coaching training for all coaches, the ICG is partially funding ongoing research into the veracity and effectiveness of new methodologies in coaching.



11. **Discounted events and access** – as part of its representation of its members, the ICG negotiates discounted access to events throughout the world from time to time. If you know of an event that coaches would benefit from attending, let us know so we can endeavour to get great deals for our members.
12. **Members' Directory** – as part of your recognition with ICG, you will have a feature page on our main website describing the services you provide as a coach as well as having your profile available to the public promoting your expertise. We believe in providing all our members access to a pool of talented and experienced coaches to help solve problems, stay on top of the industry, mentoring opportunities and to connect with other coaching professionals.

#### 10 BENEFITS OF BEING AN ICG MEMBER

1. ICG recognition puts you at the elite and is exclusive - branding, logo, recognition, point of difference, not devalued by an inadequate coach who also has it
2. ICG promotes its coaches and the coaching practice - members' directory
3. Invitations to Personal Development workshops and seminars that will count towards your Continuous Personal Development hours (required for maintaining your recognition)
4. Increase your credibility by aligning yourself with ICG to demonstrate you are committed to excellence
5. Access to coaching and industry resources (for professional development)
6. Provides great discounts to special events around the world.
7. Runs classes for all members.
8. Has a professional development path for non-coaches wanting management coaching skills
9. Access to Trusted Referral Business Specialist (for our recognised members to confidently refer their clients to other specialist) (TBC)
10. Participate in local chapters by ICG members worldwide (TBC)

*How you get involved:*

You are already enrolled in an ICG Recognised Coaching Education Provider!

You can become a member of the ICG by visiting the link below and completing the form that's there. You qualify to become a member once you've done 100 hours of coach training. This training can be done in classroom (for example, webinars or trainings specific to your Recognised Coaching Education Provider) and/or through self-study. Once you've achieved 100 hours of study, you are able to become an Associate Member of the ICG.

From there, as you complete the various training components and the assessment requirements, you are able to apply for higher levels of recognition within the ICG.

<http://www.internationalcoachguild.com/get-started/>

*Here are the levels for you that you can attain:*

ICG COACH RECOGNITION STATUS	MINIMUM REQUIREMENTS
CERTIFIED COACH (CC)	<ul style="list-style-type: none"> <li>• Completion of ICG Level 1 Recognised Course (70+ training hours)</li> <li>• Log minimum 500 coaching hours</li> <li>• Log minimum 350 paid hours out of the 500 coaching hour</li> <li>• 5 x Client references</li> <li>• Supervised by an ICG Level I Recognised Coach</li> <li>• 1 x coaching session recording, with transcript</li> <li>• 750 word critical reflection on where ICG Core Competencies are demonstrated</li> <li>• 500 words Coach's self-assessment of practice</li> </ul>



CERTIFIED ADVANCED  
COACH  
**(CAC)**

- Completion of ICG Level II Recognised Course (150+ training hours)
- Log minimum 750 coaching hours
- Log minimum 675 paid hours out of the 750 coaching hours
- 7 x Client references
- Supervised by an ICG Level II Recognised Coach
- 1 x coaching session recording, with transcript
- 750 word critical reflection on where ICG Core Competencies are demonstrated
- 500 words Coach's self-assessment of practice

CERTIFIED PROFESSIONAL  
COACH  
**(CPC)**

- Completion of ICG Level III Recognised Course (250+ training hours)
- Log minimum 2500 coaching hours
- Log minimum 2250 paid hours out of the 2500 coaching hours
- 10 x Client references
- Supervised by an ICG Level III Recognised Coach
- 1 x coaching session recording, with transcript
- 1000 word critical reflection on where ICG Core Competencies are demonstrated
- 500 words Coach's self-assessment of practice

ACCREDITED COACH  
**(AC)**

- Completion of ICG Level IV Recognised Course (350+ training hours)
- Log minimum 3000 coaching hours
- Log minimum 2500 paid hours out of the 3000 coaching hours
- 10 x Client references
- Supervised by an ICG Level IV Recognised Coach
- 1 x coaching session recording, with transcript
- 1500 word critical reflection on where ICG Core Competencies are demonstrated
- 500 words Coach's self-assessment of practice

*What we recommend:*

At the very least, we recommend becoming an Associate Member with the ICG as soon as possible, to secure the insurance deal through AON. The rate is substantially less than market prices and is only available through your ICG membership. Insurance coverage is important as a coach, whether you're coaching pro bono or with fee paying clients. It provides peace of mind for the unforeseen, and for a small investment you can be covered for several millions of dollars' worth of risk.

*You can be involved:*

The ICG is only as successful as the people involved in its success. If you want to be involved in its growth and success, let us know!

[contact@internationalcoachguild.com](mailto:contact@internationalcoachguild.com)