

International Coaching Federation – Philadelphia (ICFP)
2016-2018 Strategic Plan
April 2016

Vision:

We envision a world where people are empowered to reach their full potential through the coaching profession.

Mission:

To uphold the high standards of coaching established by the International Coaching Federation (ICF) by providing education, professional development, support and networking for coaches in the Greater Philadelphia region.

Goals and Objectives 2016 - 2018

Goal One: Build a strong, consistent, and valued volunteer base

Objective 1: Identify, recruit, engage and sustain volunteers

- Involve those just getting involved in coaching
- Identify the opportunities for volunteer engagement
- Generate committee descriptions; Encourage participation
- Utilize training programs for volunteers (possibly provided by Global)
- Create opportunities to “dip toe” into volunteer activity
- Reverse the volunteer drain

Objective 2: Governance

- Develop a succession plan (for VP positions and officers)
- Explore a back-up system to key positions (assistant VPs)
- Evaluate volunteer workload; develop better balance with paid staff
- Redefine responsibilities for volunteer and paid staff

Objective 3: Expand the “bench”

- Create incentives for service
- Provide for consistency and professional growth among volunteers
- Build the “team”
- Utilize testimonials to market involvement
- Address the perception that competition exists (it can be a deterrent to involvement).

Goal Two: Strategically Grow Membership

Objective 1: Define Target Members

- Focus upon trained professionals credentialed with ICF and working in the field
- Define the role of credentialing in membership
- Target membership with programs/education at higher level to attract/retain higher level member

Objective 2: Develop a targeted outreach program

- Define the ICFP “target member” to be consistent with global member profile
- Develop a ladder approach to membership:
 - o Global members not yet ICFP members
 - o Philadelphia region coaches not yet global members
 - o General coaching community
 - o Set benchmarks for each membership outreach category
- Refine the recruitment and on-boarding process

Objective 3: Increasing Member Value

- Highlight reasons for joining: networking, credits, best practices
- Leverage opportunities through global; opportunities through other chapters
- Maintain quality programs; continue to raise the bar on speakers and panelists
- Create additional programs, both events and services:
 - o Tele-Classes, half-day programs etc.
 - o Website member directory (drive potential members to website)
 - o Networking: create trust networks
- Examine price differential between member and non-member program costs to reward members

Objective 4: Build organizational culture

- Enable membership defines program direction
- Monitor how organization culture influences program development (for instance: ICFP has built a strong monthly dinner program, but so much attention is given to this program that little is left for other programs)
- Factor in young professionals; Address geographic areas (Harrisburg)
- Must be a global member to be a chapter member; global membership should provide member value to chapter membership (although not defined)
- Address the need to “feed” seasoned coaches

Goal 3: Build Corporate Relations and Educational/Training Programs

Objective 1: Create and maintain relationship with regional training programs

- Partner with educational institutions providing coach education
- Explore mutually beneficial activities i.e., graduate assistants, internships
- Develop a natural membership pipeline; leverage global relationships in the region

Objective 2: Effectively align with company internal coaching programs

- Serve as a recruiting resource for internal company programs
- Provide best practices and training/credentialing
- Consider a corporate rate for membership (with appropriate benefits); endorsement through membership
- Develop an awards program acknowledging excellence in company coaching programs (Lehigh Valley Hospital is a good example)
- Explore a strategic alignment with SHRM

Objective 3: Data Mining and Credentialing

- Collect data to identify industries/organizations with internal coaching programs
- Assist Global in building stronger relationships with regional training programs in order to track data on potential members (ACTP)
- Find data on total available audience of coaches; There is ample knowledge about who belongs to Global but not local chapters
- Capitalize on ICF Global's reputation as the world-wide leader in credentialing
- Gather metrics at all levels

Goal 5: Secure Needed Resources

Objective 1: Make fund raising a priority

- Create a "Case for Support"
- Elevate fund raising to an all-board responsibility
- Provide training to the board on fund raising techniques
- Secure professional support
- Ensure that events cover their costs; utilize sponsorships

Objective 2: Develop a sponsorship/partnership program

- Delineate defined sponsor benefits
- Identify, track, cultivate and solicit prospects
- Manage the process

Objective 3: Initiate collaborative opportunities to expand program base

- Opportunities to gather credits
- Mutually beneficial relationships with area companies, especially healthcare

Objective 4: Secure expertise to provide efficiency

- Tap professional resources within the industry
- Engage appropriate professional support; clearly articulate deliverables
- Face of the Organization should be Executive Director

Goal 5: Engage ICF Global in Achieving ICFP Goals

Objective 1: Build a mutually beneficial relationship with Global

- Develop an interactive model with Global
- Create a forum of discussion among and between chapters (all chapters are unique, but share common purpose)
- Secure access to Global R & D would be valuable
- Engage the Global regional office in a discussion of the ICFP strategic plan
- Understand the Global strategy: control credentialing; provide revenue to chapters; raise the value of Global

Objective 2: Enlist Global support in developing member value

- Learn and use their membership strategy to benefit ICFP
- Drive more coaches to Global
- Align member benefits

Objective 3: Approach Global on specific areas

- Collaborate with Global on educational connections
- Access speakers bureau; program development support (do not recreate the wheel)
- Direction on common issues: board recruitment and retention; membership growth, resource development, etc.
- Assist with packaging board on-boarding materials and training programs (Standardized resources/webinars)
- Providing leadership institute/meeting; developing chapter leadership
- Contribute to chapter leadership incentives: Global to consider dues relief for chapter board members