



A FOUNDATION CORE COMPETENCIES - 1 & 2

THE COACH



DEMONSTRATES ETHICAL PRACTICE

Definition: Familiarity with the ICF Code of Ethics and its application is required for all levels of coaching. You must demonstrate a strong understanding of ethical coaching practice to earn any level of ICF credential.

Behaviors Consistent With ICF Coaching Standards / BARS (Behaviorally Anchored Rating Scale)

- Demonstrate a strong understanding and alignment with the ICF Code of Ethics.
- Consistently stay in the role of the coach, demonstrating knowledge of how to structure a coaching conversation and stay focused on future and present issues.
- Use key coaching skills such as trust, presence, active listening, and evoking awareness to facilitate the client's own insights.

Behaviors Inconsistent with ICF Coaching Standards

- The coach is in clear violation of the ICF Code of Ethics.
- The coach's focus is primarily on telling the client what to do or how to do it (consulting mode).
- Or if the conversation is based primarily on the past, particularly the emotional past (therapeutic mode).
- The coach primarily gives advice or tells the client what to do throughout the session.



EMBODIES A COACHING MINDSET

Definition: a mindset that is open, curious, flexible, and client-centered — is a process that requires ongoing personal and professional learning and development as a coach. These elements take place over the course of a coach's professional journey and cannot be fully captured in a single moment in time.

Your understanding of this competency is evaluated in the ICF Credentialing Exam.