

# ICF-NYC Membership Survey Findings:

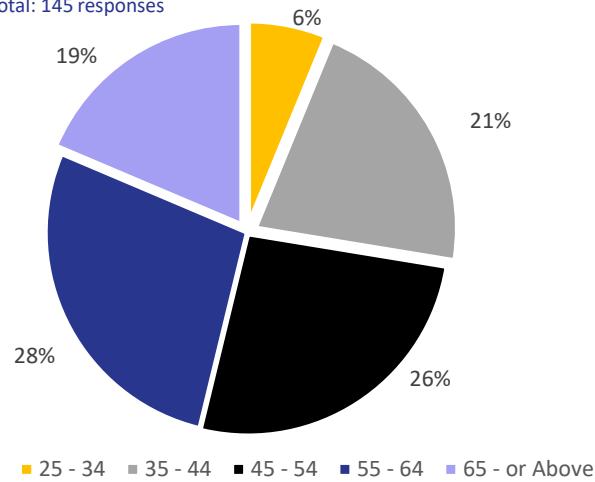
Demographics, Coaching Profile, and Membership Experience



# Demographics: Who and Where We Are

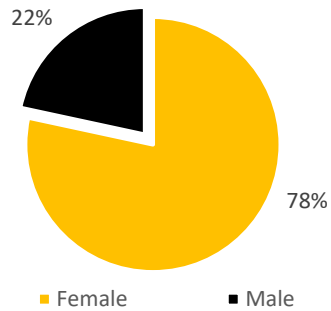
## Age Profile:

Total: 145 responses

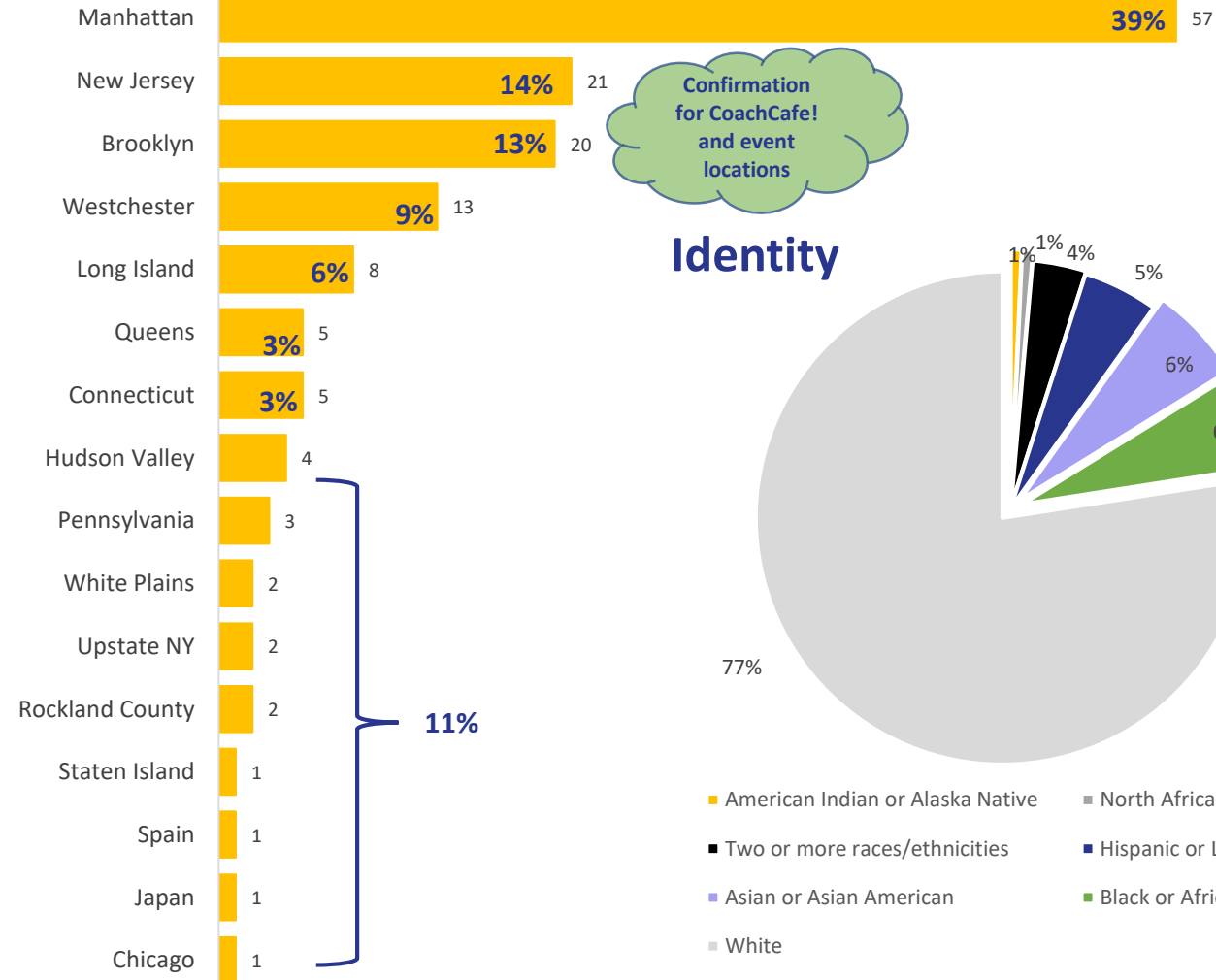


## Gender Profile:

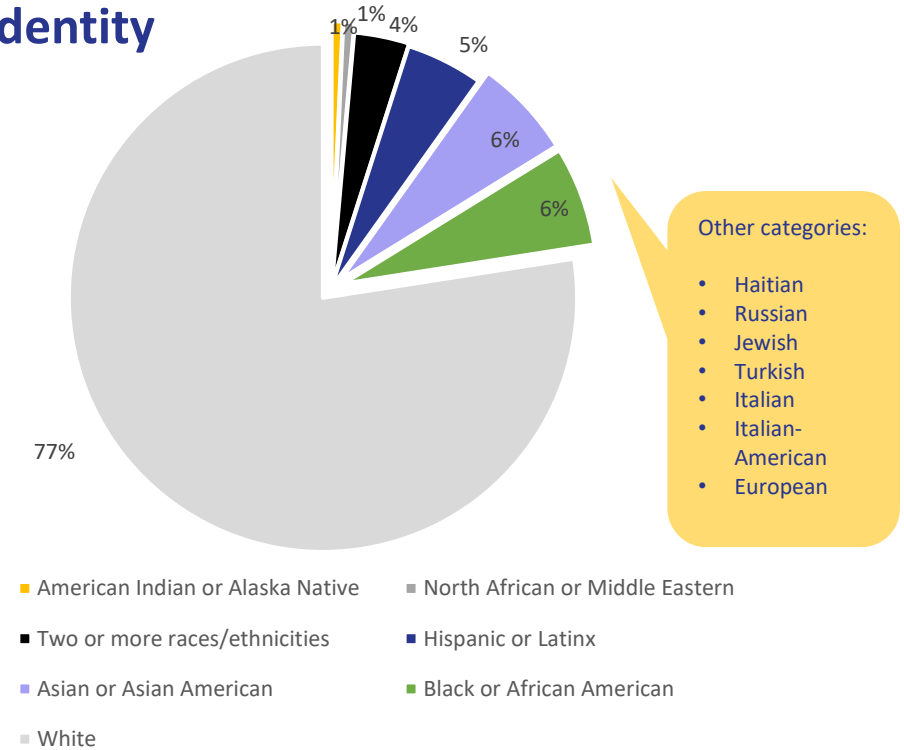
Total: 147 responses



## Home Base:

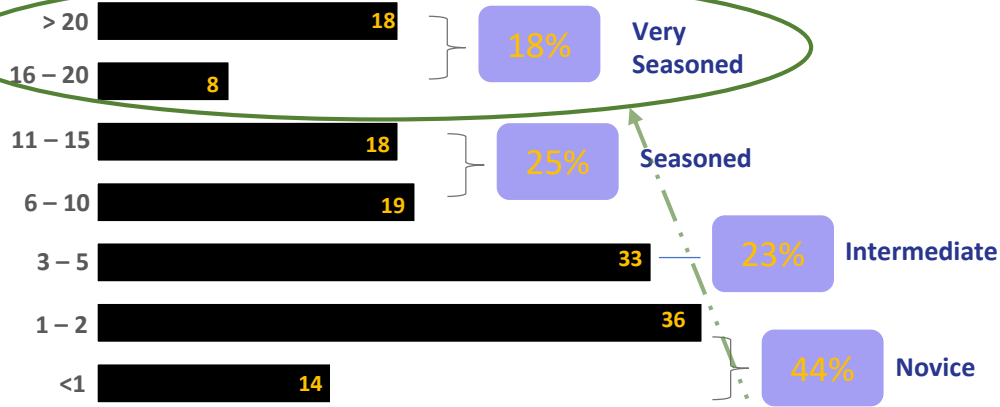


## Identity

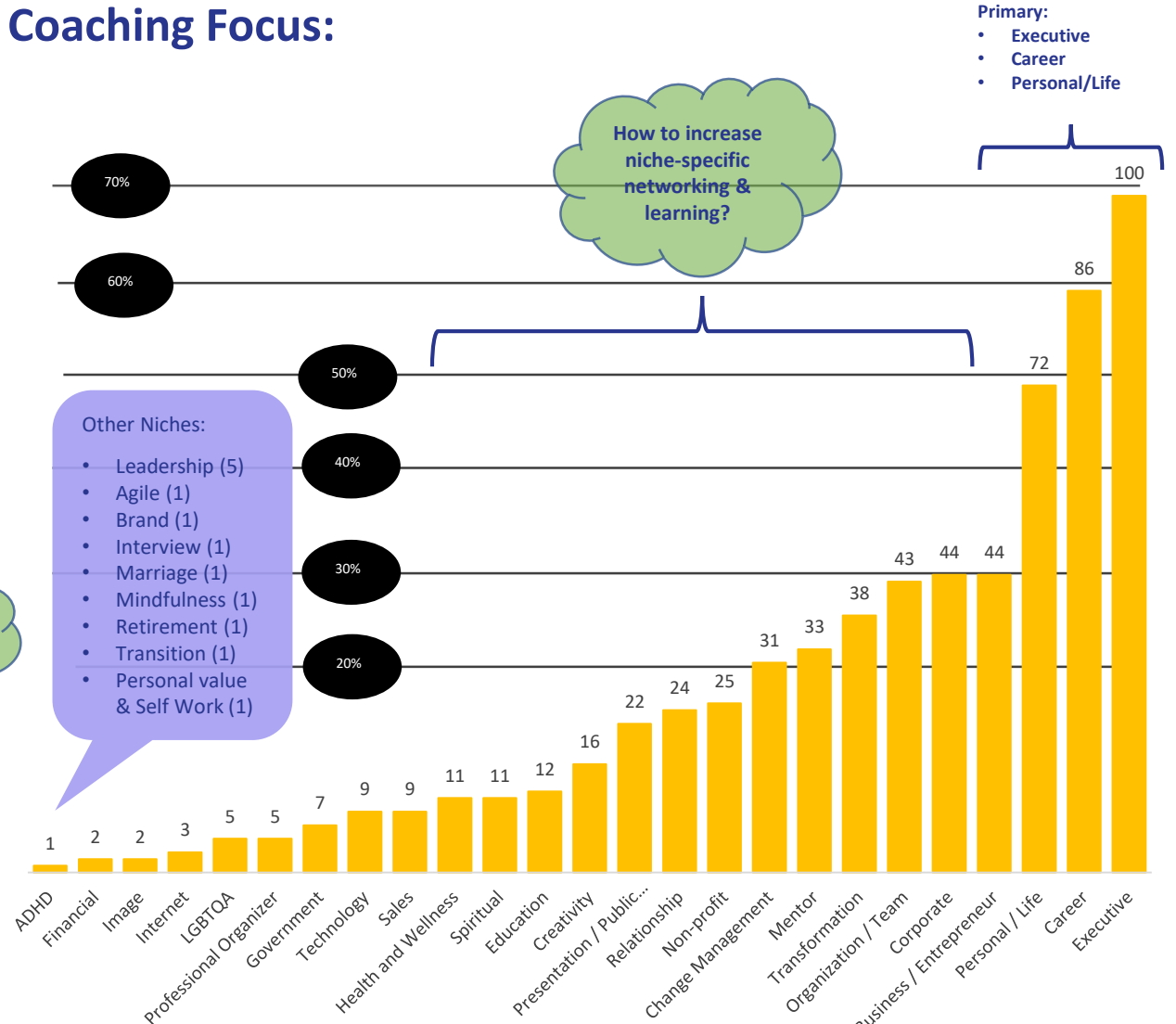


# Coaching Profile: Our Coaching Experience and Practices

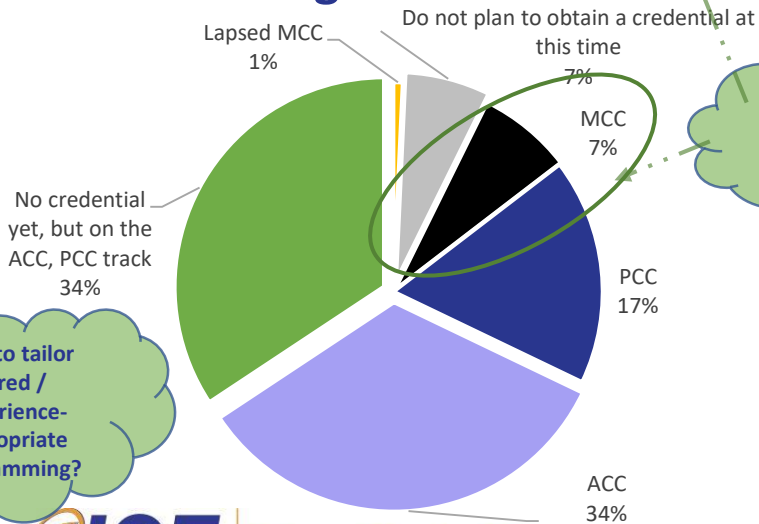
## Coaching Experience:



## Coaching Focus:



## ICF Credentialing:



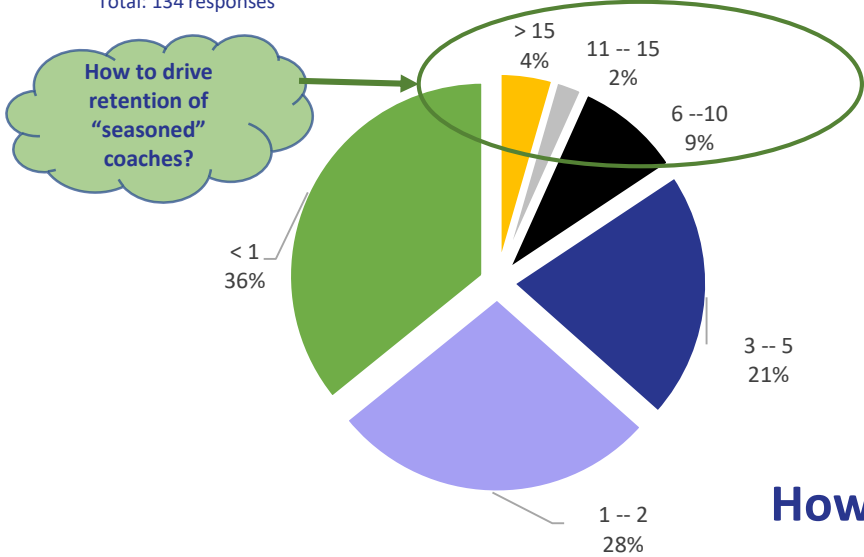
How to define "seasoned" = years &/or credential?

How to tailor tiered / experience-appropriate programming?

# Membership: Tenure and Drivers

## Membership Tenure:

Total: 134 responses



## Membership Drivers:

Be part of professional association of coaches

Learn from experienced coaches

Build network of coaches

Obtain an ICF credential

Help build business

Obtain CCEUs

Warm and supportiveness of chapter

Get a mentor coach



83%

122

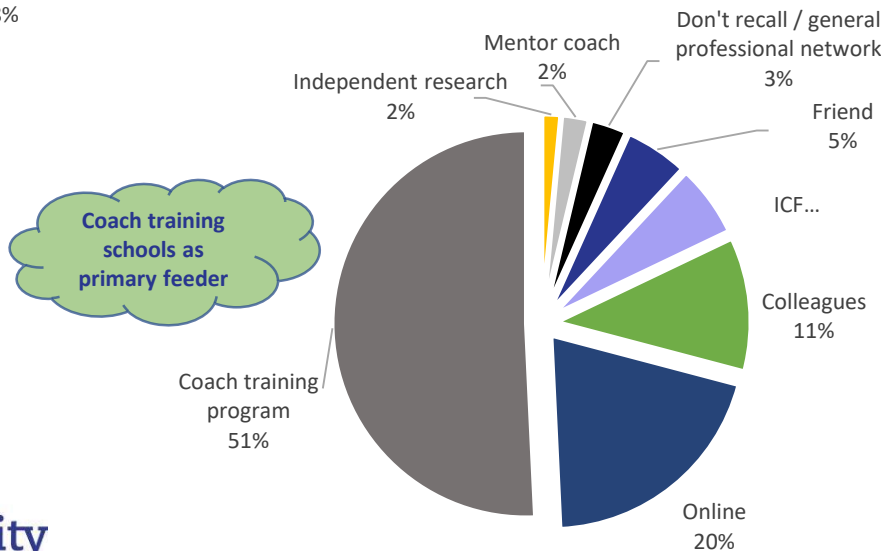


15

Other Drivers:

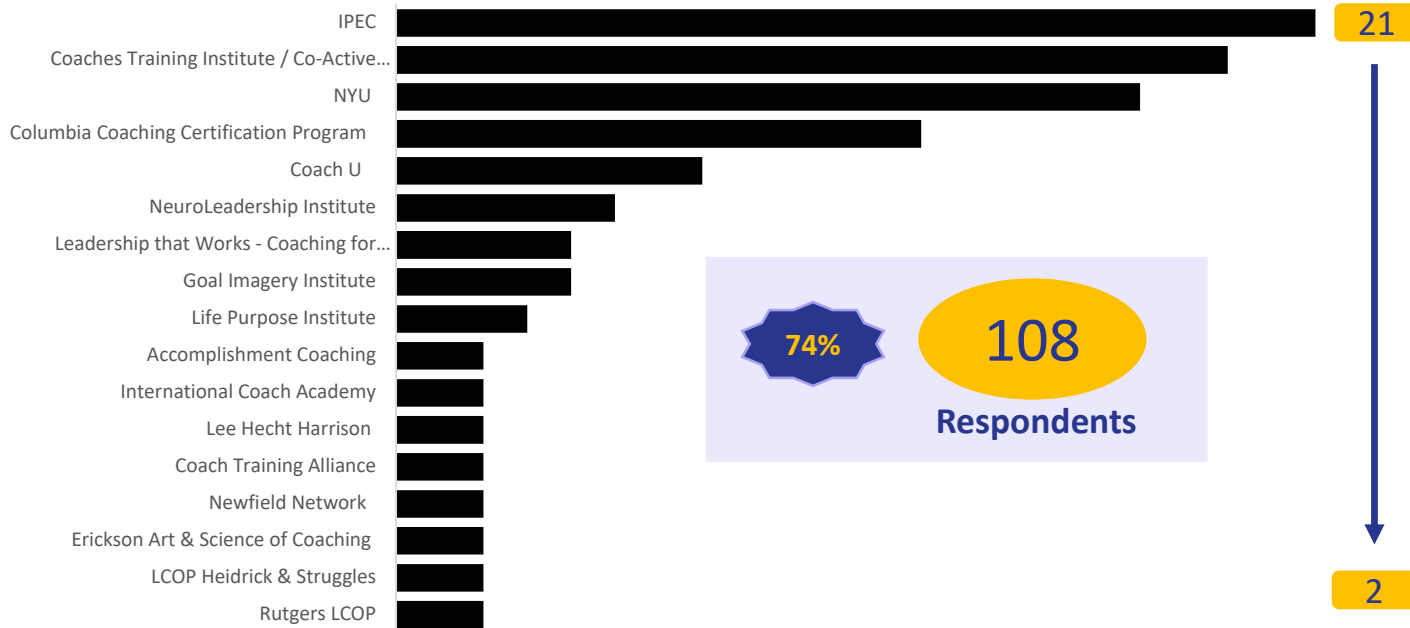
- Maintain credentials (1)
- Attend CoachCafe! (1)
- Coaching communities
- Community service opportunities (1)
- Access to member benefits, trainings, discounts (1)

## How Found ICFNYC:



# Coaching Feeder: Where We Source Members...and gaps

## Most Frequently Cited Programs:



## Other programs (not exhaustive):

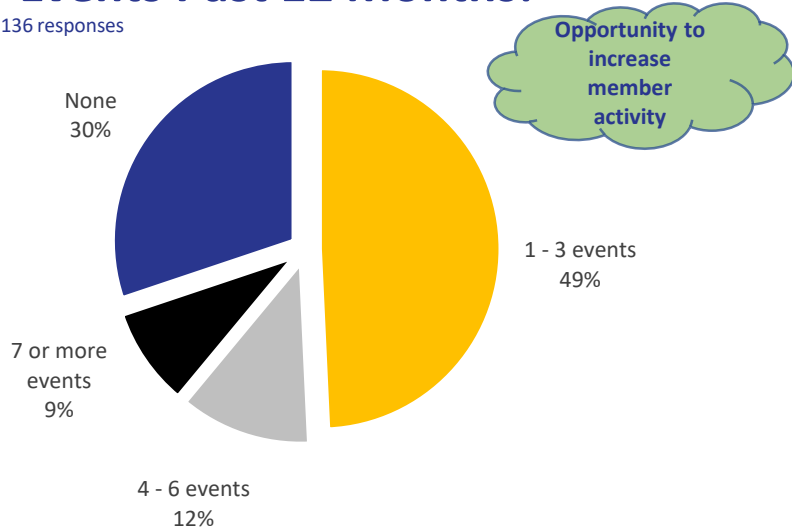
- Coach Approach Ministries
- InviteCHANGE
- iCoach New York
- ICF – Activision
- CI International
- Gestalt International
- Coach Training EDU
- Marshall Goldsmith
- Paul Ekman International Institute
- Six Seconds
- CreatingWe Conversational Intelligence
- Attention Deficit Disorder Coaching Academy
- Whole Being Institute
- Ideal Coaching Global
- Institute of Life Coach Training
- Potentials Realized Wellness Inventory
- Academy of Coaching Excellence
- Goldvarg Consulting Group
- CLC Foundation for Inspired Learning
- Coach Diversity Institute
- CaPP (Coaching and Positive Psychology) Institute
- ORSC (Center for Right Relationship)
- Forum Corporation
- Immunity to Change Coaching
- CDC Certified Divorce Coach Training Program
- Professional Christian Coaching Institute

A wide variety of coaching schools...how to better engage a broader network of coaching schools?

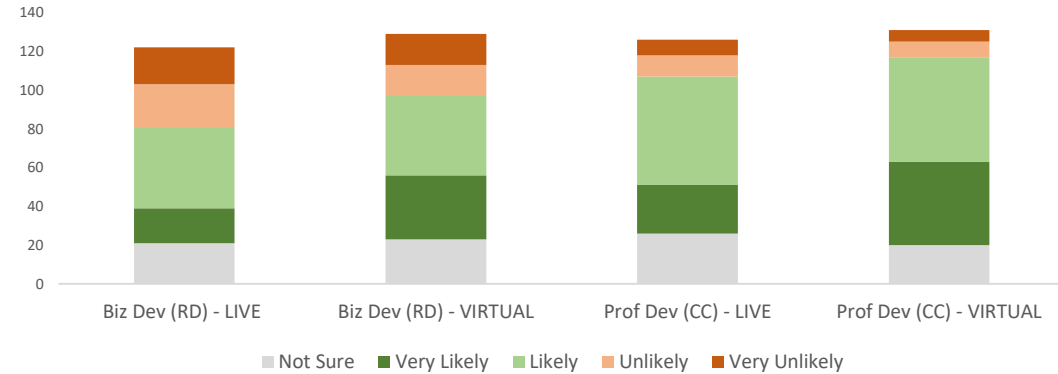
# Membership: Engagement Level and Preferences

## No Events Past 12 Months:

Total: 136 responses



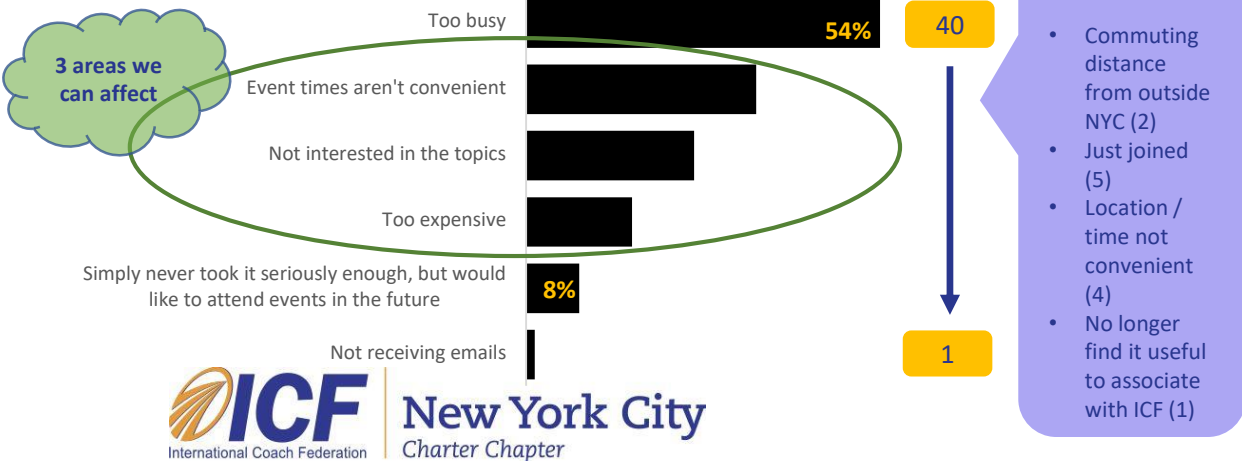
## Likelihood to attend event types:



## Those who have not attended an event, because:

Total: 74 responses

Note: wording was awkward – these are why people are not attending any, or fewer than they would like



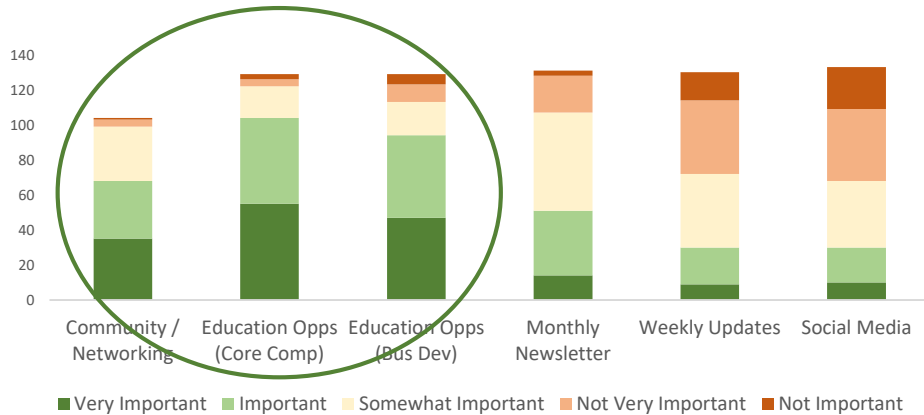
## To increase attendance, ICF NYC could:

- Offer more convenient times and locations
  - Increase virtual events\*\*\*
  - Stream more in-person events
  - More variety in timing – days of week, more daytime, weekend
  - Increased geographic variety (e.g., BK, Westchester)
  - Midtown breakfast events
- Be serious about time/CCEs
- Lower cost / more free events\*\*\*
- Send emails about events\*\*
- More information
  - Free intro sessions
  - Clearly identify CCEU credits
- Provide topics of interest
  - Higher caliber speakers
  - Relevant/inspirational speakers
  - Link events to business development opportunities
  - Smaller, more intimate networking groups
- How to build my business
- Referral and networking opportunities
- Coaching techniques, theory, case studies
- Recognized experts sharing new developments and research
- Topics geared towards MCCs
- Coach skill building
- Coaching strategies
- Leadership, spirituality
- Executive coaching
- Internal coaches
- Active participation
- Make recordings of events available after-the-fact

# Membership: Benefits and Information Priorities

Emphasis on learning and community

## Perceived importance and value of ICF NYC benefits:



## Information and content priorities:



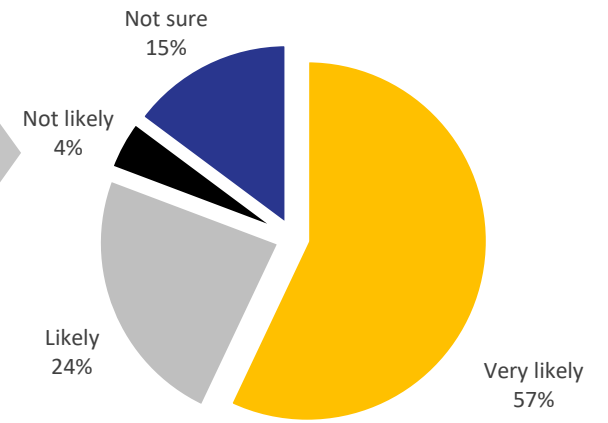
### Other Suggestions:

- Coaching opportunities /job postings (3)
- Other coaching community events
- Research
- Quick tidbits: "Did you know..."
- Helpful reposts from members' blogs/etc

## Likelihood of renewal:

For not sure / unlikely, ICF NYC could:

- In-transition membership fee
- Ways to engage them
- I only do it for the insurance. I find ICF not holding a high enough intellectual level while also very pricey
- More virtual events
- More events of WBECs caliber
- Lower fees (multiple)
- More geographic opportunities, e.g., volunteer / events in Westchester



# Final thoughts on how to increase membership value?

"when volunteers are asked for please respond"

Big Marketing campaign?

"I would like to see the ICF and NYC Chapter do more to raise the level of awareness of the general public to the benefits and existence of Coaching. Also, raise the understanding and value of working with a certified Coach."

"how do we leverage each other for client referrals?"

"After 8 years of membership we would have liked to see more referral opportunities from ICF, and a way for clients to find us but perhaps it's not the intention of the Chapter. It would help engage people!"

"a book group that takes a book like Primal Leadership and discusses it online. No more than 12 people in the group."

"What are 3 ways you can improve your website to make it more useful for members? Perhaps ask people this question."

"I get so much out of my membership as of now."

"Provide at least a weekly or by weekly training session, so far I see once a month. Continue to do coach cafes."

"Would like to expand events to my area in the Hudson Valley upstate."

Q for Global: New Hudson Valley Chapter?

"Thanks for the great programs you put on!"

"No, I think you folks do a great job. That is why I volunteered for Events, it is a robust program and really offers a variety of learning."

"You do great work. Please, keep the momentum!"

"Support to the members in building coaching business"

"I would say to add a chapter in Westchester or a norther chapter"

"Maybe have some virtual professional development programs in the afternoon."

"All of the above to develop the profession with evidence-based standards that we apply to ensure that our profession provides the greatest value possible to society."

"More events, less per-member fee."

"There are fees for everything. ICF fee, Chapter fee, Event fees it's not easy to remain a member or attend events when there's a fee for everything plus I have to pay a babysitter."

"more clarity on Resource Development CEU"

"I'd love to participate more, but the chapter is so large that I don't find community as much as I'd like. For business development, I have my own coach. It's too important. What I would enjoy are salons dedicated to smaller groups, like focused on executive coaching only."

"I think you are doing a terrific job! Thanks for all you do :)"

"Hold some classes outside of the City - perhaps in Westchester County!"

"I think there's a ton of really great stuff going on. I appreciate the efforts behind the scenes to make all these fabulous things happen. Thank you!"

"Running this org must be a ton of work. I appreciate your efforts, esp the commitment of volunteers."

"Stop changing the format of the website and access without alerting members and make it difficult to find one's personal page or to update. Not user-friendly enough."

"Have new coaches paired off with a more senior buddy"

"Provide coaching opportunities available at firms - serve as a recruiting arm possibly."

"Raise the level of speakers, events so they are more compelling. Charge more if the value is there and if you are going to have events at 6:00pm right after work then improve the food options and venue and provide more time for networking. The cost of an event should match the value you get. Do a better job of differentiating between what would be a better ZOOM event/ Webinar vs live event."

"advice to help the new coach succeed"

"would enjoy seeing member profiles in the newsletter"

"Please try to reduce emails, I get overwhelmed by the many emails a week."

Affordability?

Enable smaller groups