



New York City
Charter Chapter

2025-2026 Strategic Plan



International
Coaching
Federation

Vision

A world where coaching is integral to transforming societies.

Mission

We advance coaching excellence, impact, and value worldwide.



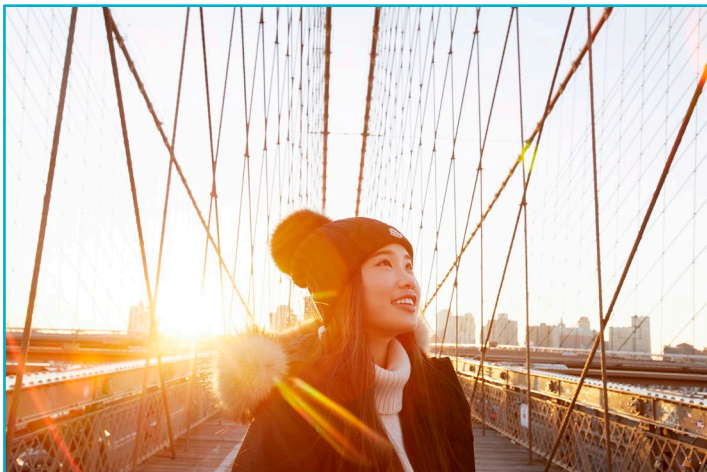
Selected high-level areas of emphasis for this strategic plan cycle.

ICF NYC is committed to setting the gold standard for empowering coaches and fostering impactful community connections in the rapidly evolving coaching and professional development landscape.

Our 2025-2026 Strategic Plan centers on creating a vibrant, inclusive environment where members can thrive as practitioners and entrepreneurs. By delivering exceptional value through personalized engagement, professional development, and community impact, we aim to inspire our members and position coaching as an indispensable tool for personal and organizational growth.

Vision

We envision a thriving, globally connected community where our members lead impactful coaching practices that drive personal and organizational transformation, fostering a culture of growth, resilience, and empowerment. By equipping coaches with tools, partnerships, and a collaborative network, we aim to amplify their ability to inspire change and reach their highest potential.



Mission

We empower members to become thriving internal/external professional coaches and build successful coaching businesses by offering ongoing professional development, cultivating a strong and supportive network, partnering with organizations to elevate the value of coaching and the ICF credential, and securing strategic sponsorships to enhance member benefits and keep fees accessible.

Strategic Focus Areas

	1. Member-Focused	2. Organizational	3. Empowerment
Objectives	Enhance member satisfaction and retention by providing personalized engagement, fostering community, and promoting diversity and inclusion. Through tailored experiences, proactive outreach, and strategic partnerships, we aim to create a supportive, accessible, and engaging environment that meets the evolving needs of our diverse membership	Focus on ensuring a solid organizational foundation to support chapter growth and evolution. Create a solid framework for sustainable growth by keeping our governance policies updated, planning for leadership succession, and refining our budgeting and revenue strategies. Embracing technology, we aim to enhance member engagement and safeguard operational efficiency while streamlining processes to ensure all roles are covered, communication is seamless, and our chapter continues to thrive.	Empower members through volunteer recognition, dynamic professional development, and community impact. By providing leadership pathways, fostering partnerships, and expanding pro bono services, we aim to enhance engagement and advance coaching within the community.
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Initiatives	<ul style="list-style-type: none"> • Enhance Member Experience • Member Retention • Diversity, Equity, Inclusion, Justice, and Belonging (DEIJB) • Member Engagement and Community Building • Strategic Sponsorships and Partnerships (member-focused) 	<ul style="list-style-type: none"> • Governance • Financial Management • Technology and Innovation • Operations 	<ul style="list-style-type: none"> • Volunteer Empowerment • Professional Development • Community Impact
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KPIs	<ul style="list-style-type: none"> • Member growth year over year • Membership retention year over year • Increase engagement rate Year over Year • Successful implementation of DEIJB Fellowship Program 2025 	<ul style="list-style-type: none"> • Sept 2025 Budget planned and approved for FY 2026 • 2025: Keep ICF NYC Operations and Policy Manual up to date • 2024-2025 Develop and communicate criteria for partnerships and systematically research potential partners (future: set financial goals) • 2025: Finalize approval of bylaws • Feedback from members on operational efficiencies 	<ul style="list-style-type: none"> • Track # volunteers by Committee by Quarter / Year. YOY changes • Succession plan for board members through the Volunteer program - no open roles • Awards ceremony for volunteers and ongoing recognition of volunteers • Number of credentialed members YOY

1 Member-Focused



Enhance Member Experience

- Implement personalized member journeys with tailored communication and engagement plans.
- Regularly conduct surveys and feedback loops to understand and address member needs.
- Enhance the digital member portal for easier access to resources, events, and networking opportunities.

Member Retention

- Use data analytics to identify and proactively engage at-risk members.
- Develop loyalty programs offering exclusive benefits for long-term members.
- Launch targeted renewal campaigns reminding members of the value and benefits of continued membership.

Diversity, Equity, Inclusion, Justice, and Belonging (DEIJB)

- Expand representation of underrepresented communities by increasing diverse member enrollment by 20% by the end of 2026
- Launch an annual DEIJB Fellowship cohort that equips members with actionable diversity practices to graduate 50 fellows by 2026.
- Implement quarterly tracking to monitor progress in chapter diversity and ensure inclusivity in all events and resources.
- Develop and enforce policies that promote equity within the chapter and the broader coaching community.

Member Engagement and Community Building

- Organize regular social and professional events such as game nights, summer socials, holiday parties, and Coach Cafés.
- Implement active campaigns to attract new members by showcasing the value and benefits of ICF NYC membership.
- Utilize various communication platforms (emails, newsletters, social media) to keep members informed and engaged.

Strategic Sponsorships and Partnerships (member-focused)

- Establish relationships with selected NYC-headquartered companies to create member networking opportunities.
- Identify and solicit sponsors whose products and services align with our vision and mission, using funds to benefit members.

2 Organizational

Governance

- Ensure governance structure and practices are in place to support the organization’s growth.
- Ensure the ICF NYC Operations and Policy Manual is constantly updated to reflect business processes.
- Bolstering our volunteer efforts and leadership succession planning.

Financial Management

- Refine the annual budgeting process.
- Diversify revenue streams through strategic partnerships and sponsors..
- Invest in innovative programming that enhances member experience.

Technology and Innovation

- Leverage new technologies to improve member engagement and operational efficiency.
- Ensure the new website launch includes features for member interaction, resource access, and event management.
- Implement security measures to protect against spam, bots, and phishing emails.

Operations

- Streamline operations to enhance efficiencies and effectiveness.
- Ensure there is a backfill strategy to ensure all key roles are filled 100% of the time.
- Effective internal/external communications and marketing strategies.



3 Empowerment

Volunteer Empowerment

- Regularly recognize and reward volunteer contributions.
- Offer training and development opportunities for volunteers.
- Create clear pathways for volunteers to progress into leadership roles within the chapter.



Professional Development

- Develop a dynamic ICW (International Coaching Week) program incorporating hybrid learning models, masterclasses led by industry leaders, and live coaching demonstrations.
- Partner with other chapters to host virtual roundtables on trending topics like AI in coaching and sustainability.
- Introduce a 'Leadership Accelerator Track' to support members aspiring for advanced credentials or executive coaching roles.
- Create member business networks through industry association partnerships.

Community Impact

- Expand the pro bono coaching program to provide services to local communities in need.
- Foster relationships with local organizations to promote the value of coaching and the ICF credential.
- Increase awareness and engagement through community events and partnerships.