

23 September 2017

ICF Switzerland Board Membership Application

Dear Coach Colleagues and ICF Members,

During a training in Lausanne in 2016, I uncovered a deep connection with coaching. Realising the significance in my life, I applied for the ICF accreditation as soon as I could - and was thrilled to be accepted in June 2017.



For the last 20+ years, coaching has grown as a profession in it's own right. Having experienced the Accounting and HR professions as they matured, **the key to ongoing success is professionalism** - that the spirit of respect, integrity, collaboration and excellence is upheld. If not embodied, hard won credibility and reputation can easily be lost. In other words, in this profession of individual transformation, **we need to keep practicing what we ...coach.**

It is within this context that I ask for your vote as a Board Member of ICF Switzerland.

My commitment is to bring the perspective of coaching in today's climate. In the face of increasing complexity and competition, it is important to start key discussions such as **'how we can thrive individually and collectively'**; *'whether we have the right level of supervision and peer-support to work on our blind-spots'* to *'how can we be better entrepreneurs'*. By setting our bar high, our clients and profession benefit, leading to a virtuous spiral of individual and collective success.

To the ICF, I bring 20 years of global HR strategy, project management, cultural and assignment management expertise. From start-ups to matrix environments of Fortune 500 companies, I have worked in finance, professional services and manufacturing sectors. Having lived in eight countries, Switzerland has been my home since 2008.

Thank you for your consideration. I look forward to **growing the spirit of ICF Switzerland together.**

Best regards,



Selena Teo Betton