

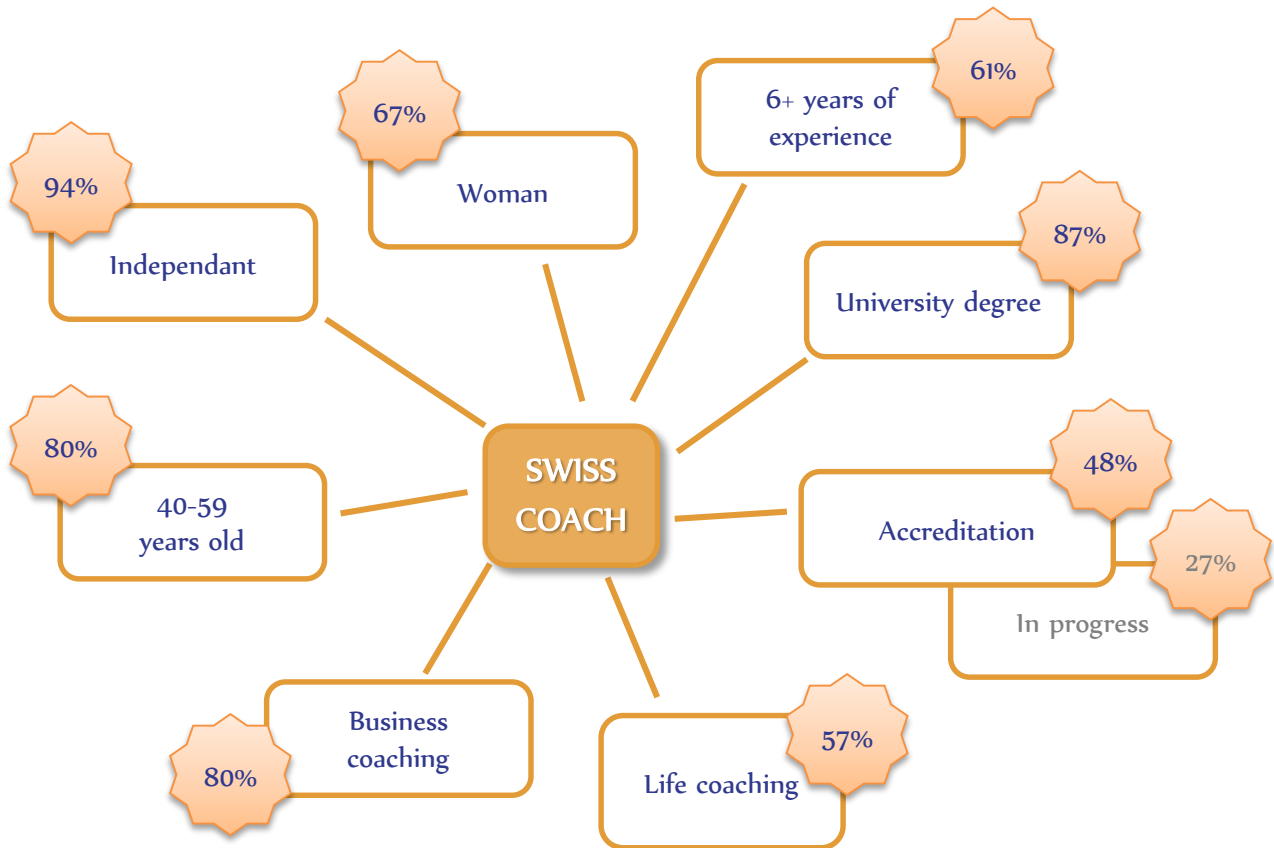
MEMBER SURVEY

2014

QUICK OVERVIEW

ON RESULTS

Swiss coach standard profile



Overall feedback

Key drivers for joining ICF

- Connecting to the Coaching Community
- Cultivating your personal growth
- Building Credibility
- Stay up to date on industry trends

ICFS offerings importance

- Chapter meetings
- Coach Directory
- Special Events
- Website
- Newsletter

Overall Satisfaction: 3.5 / 5

47% { 53% High satisfaction
36% In the middle
11% Low satisfaction

Likes

- Chapter meetings (51%) - with 16% mentioning the interesting variety of topics, tools, techniques
- Communication (13%)
- Continued education/Learning/Training (12%)
- Member Connections/Networking/Community (10%)
- Promotion/Visibility/Professionalization of coaching profession (7%)
- Special events (6%)

Comments were fairly short. For a group of coaches that understands the power of acknowledgement, championing and fulfilment it is a little surprising to not see more positive emotion in this.

Key Suggestions for improvement

- Promotion/Visibility/Professionalization of Coaching Profession (26%)
- Continued Education/Learning/Training (15%)
- Accreditation process/information & Communication (12%)
- Chapter meetings/Speakers & Member connections/networking/community (11%)
- Languages (7%)
- Website & Location of chapter meetings (6%)

In terms of the overall flavour of the comments there are some very concrete and interesting suggestions of specific improvements that could be made.

What else would you like Chapter to offer?

- New tools/Training/Education in general
- More inspirational speakers
- More visibility/inclusion of other parties
- Mentoring
- Language suggestions

1/4 of members was not aware that CCEU's are offered for Chapter meetings (CCEU's are necessary to renew accreditation)

3/4 of members are very interesting to participating in Peer Coaching and/or Supervision Groups

3/4 of members talk either sometime or never with clients about ICF

Who will bring it into existence?

Make yourself know!

16% Said yes to give a hand!

45% maybe interested in volunteering (depending on what it is)

92 members ready to volunteer

In conclusion

- Set together key priorities and thrilling goals for ICFS
- Facilitate the ICFS members' contribution to achieve these concrete goals

What's next?

Possible concrete suggestions*:

Chapter meeting

- Member information evening + Q&A about ICF/ICFS
- “World café” – analyse survey results and improvement suggestions and work together to decide on key priorities and thrilling goals

Informal meeting

- Organise an informal member gathering to identify wishes and schedule actions to put in place
- Create an ICFS party!

Peer coaching / supervision

- Create an “Action Team” to lead the project and make it happen

Creation of a “post-survey” section on the website where Members could find:

- Video of ICW 2014 – survey part
- Results of the survey (figures)
- Analysis
- Quick overview
- A way for members to get in touch with each other, so that they can share & take responsibility for projects/ideas and coordinate

** Each suggestion needs to meet his/her own project leader(s) to exist – don't hesitate to contact your **Chapter Leader!***

Survey Team

Nathalie Ducrot, PCC – Board Member – Initiator & coordinator
Martine Corthésy, ACC – Creation, design, analysis and follow-up
Esther Goette, ACC – Chapter Leader – Follow-up project leader
Dorinda Phillips, ACC – Consumer Research and Analysis
Claudine Marchand – German translation
Béatrice Tétaz – Board Member – Website (until Dec.2014)