

GUIDE TO

ICW2020

INTERNATIONAL **COACHING** WEEK

MAY 4–10, 2020

CELEBRATE COACHING

Dear ICF Heartland Member,

Thank you for being a part of our chapter.

This year ICF celebrates its 25th year leading the future of coaching. Since its founding in 1995 the International Coaching Federation's purpose has been to give credibility to coaching as an emerging profession and to give coaches a place to connect with each other.

International Coaching Week (ICW) is an opportunity to celebrate and promote the enormous power and impact of professional coaching. In this guide you will find some of the ways you can participate.

Including...

- Tour of Heartland Coaches – Facebook Live Stream
- International Coaching Day – Pro Bono Campaign
- Social Media Blast and Contest
- Credentialing Panel, and
- #ExperienceCoaching

Also, in this guide you will find logos that you may use to create your own International Coaching Week content and material as well as a checklist calendar for helping you manage the various ICW happenings.

Together, as professional coaches, affiliates, and ICF members, we pursue the vision of ensuring that coaching is an integral part of a thriving society.

Thank you for all that you do in pursuit of this vision. ICF Heartland would not exist without you.

We look forward to hearing your stories and celebrating you.

My Best Always,



A handwritten signature in blue ink that reads "Stacy Feil".

Stacy Feil
Vice President, ICF Heartland
Chair ICW2020, ICF Heartland

TOUR OF HEARTLAND COACHES

FACEBOOK LIVE

Join us every weekday, May 4-8, and Saturday, May 9, from 11:00 to 11:20 on Facebook Live for an interview-style conversation with a Heartland coach.

ICF Heartland coaches come from diverse backgrounds including human resources, finance, military, engineering, physical fitness, counseling, education, and business. Equally diverse is the type of coaching our members provide. Among our members are Health & Wellness coaches, Executive and Leadership coaches, Somatic coaches, ADHD coaches, Career coaches, Life coaches, Retirement coaches, Business coaches, and myriad other specialties.

Each of our coaches being interviewed represent a unique niche in the coaching industry. It's a great opportunity to get to know your fellow chapter members, hear a personal coaching story, and gain inspiration for your own coaching journey.

It is also a great opportunity for those outside our chapter to learn about coaching.

There will be time at the end of each conversation for Q&A, so bring your questions.

HERE'S WHAT TO DO:

- Logon to our Facebook page facebook.com/icfheartland/ at 11:00 Monday through Friday for a 20-minute conversation with a Heartland coach.
- Encourage friends, colleagues, and potential clients to tune in.

INTERNATIONAL COACHING DAY **MAY 6, 2020**

Please join us by providing one (1) hour of pro bono coaching on May 6.

This year we are excited to join ICF in launching International Coaching Day on Wednesday, May 6. On this day, coaches around the world will provide free coaching to those in their community creating the first ever 24-hour period of continuous pro bono coaching.

We are challenging every ICF Heartland coach to donate one hour of coaching to someone in their community on International Coaching Day. Every coach who participates and completes the impact story will receive a Pro Bono Coaching Provider badge to use in their marketing and promotion material.

COACHES, HERE'S WHAT TO DO:

1. Complete the [pledge form](#).
2. Find a member(s) of your community to receive the gift of coaching.
3. Provide one hour of pro bono, i.e. free, coaching. In lieu of a one-hour coaching session, consider two (2), three (3), or four (4) shorter sessions of 30, 20 or 15 minutes each.
4. Go to icfheartland.org/ICW2020 and complete the impact story survey.
5. Once your survey is complete, you will receive your Pro Bono Coaching Provider badge!
6. Use your Pro Bono Coaching Provider badge in your social media and/or marketing material to promote yourself as a coach who cares.



NON-COACH MEMBERS: Reach out to a coach to receive the gift of coaching for yourself or members of your organization through our [Find A Coach](#) feature.

SOCIAL MEDIA BLAST & CONTEST

RAISE AWARENESS OF PROFESSIONAL COACHING

International Coaching Week is the perfect time to rally together to increase the visibility, understanding and impact of coaching.

Spread the word about coaching, ICF Heartland, and ICF to members of your personal and professional network using **#ICFHeartland** and **#InternationalCoachingWeek**.

For each of the seven days of ICW2020 that you post to social media using these hashtags, you will be entered in a drawing to win a press kit for your business and be recognized at our annual Members' Appreciation Brunch this fall.

Create your own posts or use our suggestions.

POST SUGGESTIONS

- Today begins International Coaching Week, a celebration of professional coaching and the extraordinary impact coaching has in individuals, organizations and communities around the world. #ICFHeartland #InternationalCoachingWeek
- Who's your coach? #ICFHeartland #InternationalCoachingWeek
- Coaching allows people to surpass their limitations and achieve personal and professional goals. #ICFHeartland #InternationalCoachingWeek
- A coach works with your strengths so that you achieve success #ICFHeartland #InternationalCoachingWeek
- On International Coaching Day, coaches around the world provide pro bono coaching to members of their community. #ICFHeartland #InternationalCoachingWeek
- The International Coaching Federation is a global community of professionally trained coaches. The ICF mission is to advance coaching so that it becomes an integral part of a thriving society. #ICF #ICFHeartland #InternationalCoachingWeek
- ICF Heartland is an ICF charter chapter with 140 members across the states of Kansas and Missouri. #ICFHeartland #InternationalCoachingWeek
- Did you know? ICFHeartland speakers will speak to your organization for free. Visit the list of speakers #ICFHeartland #InternationalCoachingWeek
- Coaching clients share their inspiring stories at www.experiencecoaching.com #ExperienceCoaching #ICFHeartland #InternationalCoachingWeek

To be entered into the drawing, remember to use both of these hashtags in all of your posts during coaching week: #ICFHeartland and #InternationalCoachingWeek.

CREDENTIALING PANEL

FREE PROGRAM IN MAY

Our regularly schedule monthly program is free during International Coaching Week.

ICF Credentialing: Benefits and Paths

Friday, May 8, 2020

12:00-1:00 pm CDT

Angie Holloran of ICF global will join us to discuss the value and benefits of becoming an ICF credentialed coach and answer any questions you may have. Then we'll hear from a panel of ICF credentialed Heartland coaches. Our Heartland panelists will share their coaching stories and discuss the impact credentialing has had on them personally and professionally. They are eager to answer your questions, so come prepared.

Register via our chapter website for free virtual access.

NON-CREDENTIALLED COACHES

Are you a coach who is considering becoming ICF credentialed?

Do you know someone who is considering becoming a coach?

If so, register and join us on Friday, May 8 for a free member credentialing discussion.

CREDENTIALLED COACHES

Already a coach?

Credentialed members who register will receive one (1) Resource Development CCE for attending this program.

#EXPERIENCECOACHING

EVERYONE LOVES A STORY

One of the best ways to promote coaching is to share stories of how coaching has impacted you or your clients. Through our International Coaching Day (see that page in this guide for details) survey you will have a chance to tell us one of your stories.

Still looking for inspiring stories to share with your clients. Then visit www.experiencecoaching.com.

HOW YOU CAN USE #EXPERIENCECOACHING

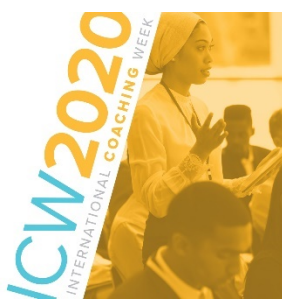
- Invite your clients to visit www.experiencecoaching.com and share their coaching story.
- Invite potential clients to visit www.experiencecoaching.com to learn more about how coaching can impact their lives.
- Encourage others by using [#ExperienceCoaching](#) on social media posts

LOGOS

Use the following logos to create your own ICW2020 content. Access [logos](http://www.icfheartland.org/ICW2020) at www.icfheartland.org/ICW2020.

ICW2020

INTERNATIONAL COACHING WEEK



CHECKLIST CALENDAR

Use this checklist to manage ICW2020 happenings.

Date	Content/Location
May 4 (Monday)	
<input type="checkbox"/> Post to Social Media	(See suggestions or create your own)
<input type="checkbox"/> 11:00-11:20 Watch Interview with ICFH Coach	Facebook Live (facebook.com/icfheartland)
<input type="checkbox"/> Download logos and create content	www.icfheartland.org/ICW2020
<input type="checkbox"/> Invite someone to #ExperienceCoaching	www.experiencecoaching.com
May 5 (Tuesday)	
<input type="checkbox"/> Post to Social Media	(See suggestions or create your own)
<input type="checkbox"/> 11:00-11:20 Watch Interview with ICFH Coach	Facebook Live (facebook.com/icfheartland)
<input type="checkbox"/> Post a Blog Article about coaching	Remember to use hashtags
May 6 (Wednesday)	
<input type="checkbox"/> Post to Social Media	(See suggestions or create your own)
<input type="checkbox"/> 11:00-11:20 Watch Interview with ICFH Coach	Facebook Live (facebook.com/icfheartland)
<input type="checkbox"/> Provide one hour of pro bono coaching	www.icfheartland.org/ICW2020
May 7 (Thursday)	
<input type="checkbox"/> Post to Social Media	(See suggestions or create your own)
<input type="checkbox"/> 11:00-11:20 Watch Interview with ICFH Coach	Facebook Live (facebook.com/icfheartland)
<input type="checkbox"/> Complete pro bono coaching impact survey	www.icfheartland.org/ICW2020
May 8 (Friday)	
<input type="checkbox"/> Post to Social Media	(See suggestions or create your own)
<input type="checkbox"/> 11:00-11:20 Watch Interview with ICFH Coach	Facebook Live (facebook.com/icfheartland))
<input type="checkbox"/> 12:00-1:00 Chapter Program: ICF Credentialing	Zoom link
May 9 (Saturday)	
<input type="checkbox"/> Post to Social Media	(See suggestions or create your own)
<input type="checkbox"/> 11:00-11:20 Watch Interview with ICFH Coach	Facebook Live (facebook.com/icfheartland)
May 10 (Sunday)	
<input type="checkbox"/> Post to Social Media	(See suggestions or create your own)

CHECKLIST CALENDAR

Use this blank page to create your own checklist or to do list for ICW2020.