



Critical Brand Distinction

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There's likely not a hotter topic promoted nowadays than professional branding. Good branding is essential for professional and career distinction; it sets one apart from the crowd and communicates uniqueness, value and expertise.

The same is true for the Institute of Career Certification International. There are hundreds of certifying bodies in the world but the ICC International brand is distinct, credible and of utmost value. Because you may be considering obtaining a credential to support your own professional brand, it might be helpful to compare ICC International to another well-known certifying organization, The International Coach Federation.

- **ICC International** is an international certifying institute that only certifies career professionals.

ICF is an international membership organization that certifies coaches in every area of discipline.

- **ICC International** is the only independent, not-for-profit certifying body in the career services field. You cannot join ICC International, so there are no membership fees.

Membership in ICF is not required for certification but non-members pay an additional \$200 application fee.

- **ICC International** certification is based on *demonstrated expertise and experience* drawn from industry-standard competencies that have been determined by thought leaders in the field. Each applicant is assigned a volunteer sponsor at the highest designated credential who serves as a guide through the application process.

In order to be certified through ICF, the applicant must be trained through an ICF-sanctioned training organization OR provide up to 200 hours of documented coach-specific training and up to 10 hours of work with a qualified mentor coach. Average costs for training ranges from \$3500 - \$20K. It is also expected that mentor coaches be paid for their service.

- **ICC International** requires the submission of a portfolio of experience that demonstrates the necessary competencies have been met. We do not administer written exams where enough study and preparation will render a passing score. Rather, the credential is based on proven and verifiable competence in the field.

ICF requires that the applicant pass an extensive written examination with pre-set questions and an additional \$150 exam fee.

- **ICC International** requires documentation of six years of employment in the career services field for Fellow designation, four years for Practitioner and two years for Associate.

ICF requires written documentation of paid and non-paid coaching hours (minimum of 750 hours for professional level; 2500 hours for master level).

- Both **ICC International** and ICF have an ethics policy and ask applicants to affirm adherence.
- **ICC International** recognizes that career professionals must be able to provide tools, resources, training, coaching, career exploration and serve as an information resource for clients, candidates and students. Competencies required for certification reflect the diverse knowledge and expertise career professionals must have in order to address career planning, transition and management. According to ICF guidelines, coaching is a process of inquiry and self-discovery that inspires clients to reach their personal and professional potential. Coaching, as defined by ICF, is not consulting and should not include directive activities unless agreed upon by the client.
- **ICC International** fees are US\$520 for CMF, US\$335 for Practitioner, no training or sponsor costs. Discounts are available for selected membership organizations (ACP International!) and for career firms certifying 3 or more applicants.

Fees for credentials through ICF for professional and master coach levels are US \$575 including exam fee. This does not include the cost for a mentor coach or required training.

By comparing and contrasting ICC International with ICF, we trust you will be able to determine which credential best fits your experience and career goals. Please let us know if you have questions or would like more information on ICC International certification or visit our website and download an application at www.careercertification.org.