

EML Lisbon 2016

ICF Hungary Charter Chapter Best Practices



Advancing the Art, Science, and Practice of Professional Coaching

ICF Hungary Charter Chapter

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Hungary
Charter Chapter

Evolving Hungarian Coaching Market

- Increasing popularity and use of coaching
- Several programs by many organizations
- Increasing number of members -> diverse levels of experience, training background and credentialing
- Strategic targets areas:
 - members
 - potential members, future coaches, coach trainers
 - HR and Client side



Targeted and Diversified Programs

Programs	Starting year	Number
Coach Clubs (methods, tools, directions)	2009	4
Competence Forums (ICF competencies, credentialing)	2010	4
CSR Rapid Date	2012	1
Supervision	2012	6
Coach Conference (ICW)	2013 (2015)	1
Master Programs (MCCs in Hungarian)	2015	3
Corporate Club / HR Conference	2016	2



People reached

Programs	2015	2016 (Oct.)
CSR Rapid Date	35	30 + 185
Coach Clubs (methods, tools, directions)	109	104
Competence Forums (ICF competencies, credentialing)	74	61
Coach Conference (ICW)	160	180
Master Programs (MCCs in Hungarian)	157	124
Supervision	14	33
Corporate Club / HR Conference	-	28 + (120)



Extras given – serving our members

Activity	2015	2016
Programs total	18	27
Speakers (mainly ICF members)	53	63
CCEU	32	39
Group Mentoring Certificates	8	8
Press	80	50
Cooperation with other coaching org.	3	4

Challenges faced and Learnings

- Strategic planning
- Capacity and Workload
- Communication – Strategy and Channels
- Who We Work With (inside and outside)
- Resources – Finance and HR
- Project owners and teams
- Measure – Feedback – Integrate - Change



How we do it? – work, activity, agility

- 7 Board members (functions) + teams
- Professional Support / Advisory Board
- Pro Partners (PR agencies, media, event org., catering, venues...)
- Activate members (speakers, organize, admin)
- Communication (off and online / in person, LI, FB, Newsletters...)



Challenges to face...

- Board members: 2-year-period
- Activate more members, and keep them active
- Membership renewal, new members
- Keep Growth and Quality
- Credentialing, Supervision, Mentoring



Thank You!

**KEEP
CALM
AND
BE
ACTIVE**

