



# ICF Toronto Chapter Survey 2021 Results

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**418** Chapter's members participated in the 2021 Survey



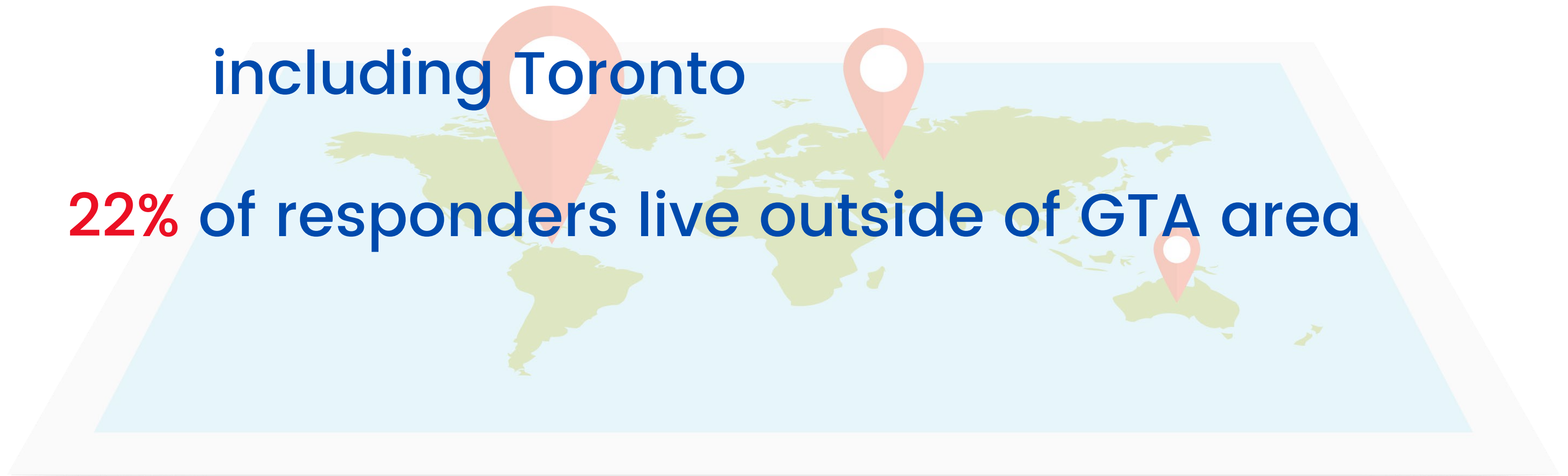
# Question # 1: What is your location

**46%** of responders live in Toronto

**32%** of responders live in GTA area, not

including Toronto

**22%** of responders live outside of GTA area



# Question # 2: ICF Credentials

**36%** of responders hold ACC

**35%** of responders hold PCC

**8%** of responders hold MCC

**15%** of responders hold non-ICF credentials

**10%** of responders have no credentials



# Question # 3: Information receiving channels

**88%** of responders prefer to receive information  
through emails.



# Question # 4: Social Media usage

Most popular:

**46%** use LinkedIn for their professional needs

**20%** use Facebook for their professional needs



# Question # 5: What activities create the most value for members.\*

67% Professional Development events

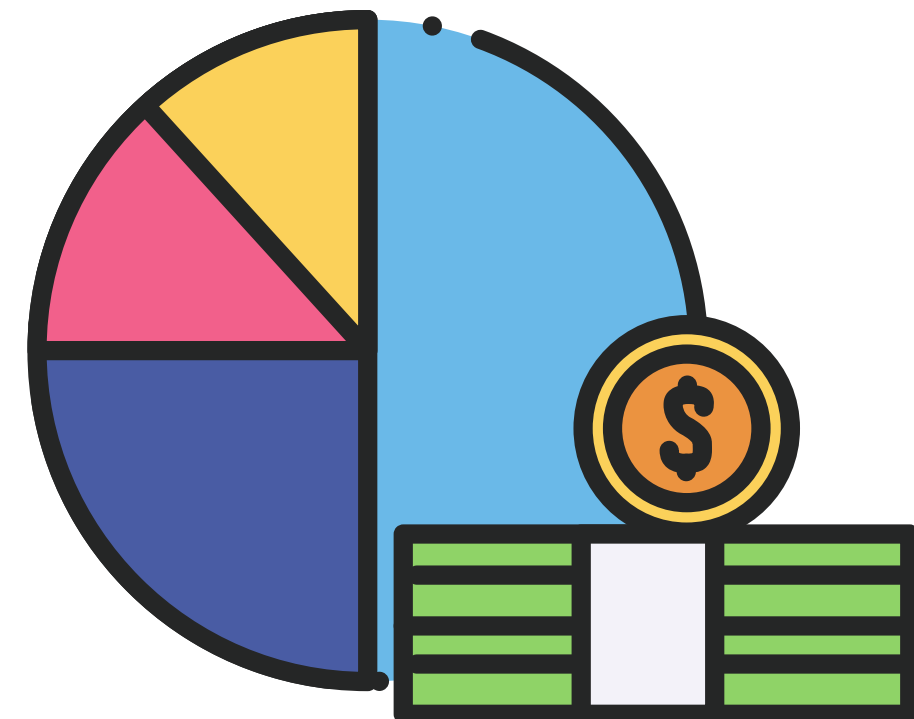
51% Virtual networking

47% Chapter's conference

40% Volunteer opportunities

36% In-person monthly meetings

28% Annual Awards program



\*Multiple choice question

# Question # 6: Readiness to attend events in-person

**46%** Very likely and likely to attend events in person

**23%** Haven't decided yet

**31%** Not likely to attend in person





# Question # 7: Rating of topics for Professional Development\*

72% New Coaching Trends and Methodologies

69% Neuroscience in Coaching

62% Team Coaching

55% Use of Technology in Coaching Business

54% Assessments as Coaching Tool

53% Business Development Strategies

53% ICF Credentialing Process

52% Adaptation to Change

51% Equality, Diversity and Inclusion

47% Mental Health Conditions and Trauma Recognition and Referral

46% Self-care for Coaches



\*Multiple choice question

# Question # 8: Popularity of Volunteer Opportunities

1. Coach Connect Program
2. Ignite Initiative
3. International Coaching Week
4. Board's Committees



**352** responders left their email addresses to be contacted regarding volunteer opportunities.

# Question # 9: Popularity of organizations to cooperate with:

1. HRPA
2. Learning & Development organizations
3. ACMP
4. Coaching Schools
5. Others (most common suggestions):
  - WBECS
  - Canadian Association of Management Consultants
  - College of Psychologists
  - Strategic Capability Network
  - Chambers of Commerce
  - Canadian Federation of Independent Business



# Question # 10: Suggestions for improvements:

1. More opportunities for networking and meetings for members who do not live in Toronto
2. Make newsletter shorter and easier to read (include clear CTA and imagery, etc.)
3. Include coaching demonstrations in programming
4. The chapter should be more visible and active on Social Media
5. Updating website and making search more user friendly
6. Create volunteers' recognition process
7. Schedule webinars earlier in the day and not just during late evenings
8. Create mentorship program
9. Include experience exchange sessions as part of professional development