

FROM THE DESK OF

DANIELA CAINE

May 9, 2021

Dear Representatives,

In the current bill brought forth on May 10th 2021, coaches have been included with alternative therapy practitioners yet coaching does not make the claim to be - or to be regarded as - therapy, which is why coaching should not be included in Bill HB 2493.

In fact, being certified by the ICF means being held to a rigorous standard to protect clients. The ICF takes great measure to ensure that all ICF certified coaches pledge and uphold rigorous Code of Ethics, ensures consistency in coach training and has a credentialing system with a three year renewal requirement to ensure all holders of such credentials uphold their pledge and pursue continuous education.

No other US state regulates coaching or defines coaching as therapy.

As coach we work with high functioning, high potential clients who want to reach their highest potentials which results in better job performance and greater feeling of fulfillment.

Which is why many Fortune 500 companies use coaching as tool for professional development. Nike, Adidas, Columbia Sportswear, Intel, Providence, Legacy, Facebook, Microsoft, Google even have in-house coaching and training programs.

In fact all high achieving individuals have one or several coaches in specific areas of their lives.

The European Union has recognized the self-regulation of coaching and established the Professional Charter for Coaching and Mentoring.

The ICF is dedicated to ensuring all coaches are ethical and professional, therefore, coaches should not be included in Bill HB 2493

Sincerely yours,



Daniela Caine