

RE: HB2493

May 10, 2021

Dear Committee:

My name is Sally Anne Carroll, and I am a credentialed life coach and career coach and member of the International Coach Federation (ICF) global organization and its Oregon chapter. I am writing to you to ask for the removal of Life Coaches from HB 2493.

By categorizing Life Coaches as *unlicensed alternative therapy practitioners*, this proposal could limit where, when, and how I and my highly trained colleagues practice in Oregon. **No other state or nation places this restriction on professional coaches or classifies coaches in this manner.**

Over the decade that I have been practicing and in its 25+-year existence, coaching has become a specialized field of study taught separately from psychology in universities across the country and the globe, including Georgetown, Harvard, Case Western, NYU, Oxford and others. It's become a mainstay of leadership and workplace trainings at public- and private-sector employers across the globe, including here at many of Oregon's top employers, such as Nike, Adidas, Columbia, OHSU and Intel. Limiting our ability to practice would also be an economic loss for our state. Coaching is now a \$2.8 billion (USD) industry annually, according to the *2020 ICF Global Coaching Study*.

ICF, a pioneer in credentialing professional coaches and widely considered the premier professional development organization for coaches worldwide, defines coaching as *partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential*. ICF has defined curriculum standards and core competencies to ensure consistency in coach training and to define the differences between coaching and therapy and other behavioral health modalities, as well as between coaching and consulting. ICF's Ethical Code of Conduct, Conduct Review Process and Independent Review Board (IRB) protects consumers, ensures ethical adherence by coaches, and provides ability for clients to report ethical breaches.

Coaching is not, makes no claims to be, and is not regarded as, therapy. Coaching is in fact quite distinct from psychotherapy and behavioral health interventions and the ICF has developed [resources](#) to help coaches know when to refer clients to therapy. I personally have spent years obtaining 200+ hours of coach-specific education with industry leaders and accredited coach training programs, as well as engaging in ongoing professional development to meet a recertification requirement every three years. This is required of me in order to maintain my ICF credential and practice as an ICF-accredited coach.

In addition, I participate in ethics education and pledge to uphold a rigorous code of ethics that includes requirements that I encourage my client to make a change if I believe they would be better served by another coach or resource, suggest my client seek the services of other professionals where appropriate, and to establish and maintain coaching agreements that clearly outline the expectations and limitations of the professional coaching relationship.

I, along with my 300 fellow ICF Oregon members, thank you for your consideration, and hopefully your support, in removing ICF-certified Life Coaches from this legislation.

Sincerely,

Sally Anne Carroll
Portland, OR