

To Whom It May Concern:

As a leadership and executive coach with an ACC credential (and almost complete PCC credential) from the International Coaching Federation, I am opposed to this bill. This bill will create an obstacle to the excellent professional practice of coaching and builds unnecessary roadblocks for an industry that is already strongly regulated from within. Furthermore this bill, essentially, will mis-educate the general public on the actual nature of professional coaching by lumping it with alternative therapy practitioners. This bill includes coaches with alternative therapy practitioners and coaching is not, makes no claims to be, and is not regarded as, therapy. In fact, we are very clear about the differences between the two:

- ICF has developed specific resources to help coaches better understand when to refer clients to therapy.
- No other US state regulates coaching or defines it as therapy.
- Coaching has been an internationally recognized field for over 25 years and is now taught separately from psychology/therapy in universities across the country, including Georgetown University, Columbia University, New York University, and Rice University.
- Many Fortune 500 companies, including several based in Oregon, actively use coaching as a tool for professional development. In fact, many of the largest companies now have in-house coaching and coach training programs including Nike, Adidas, Intel, Columbia Sportswear, OHSU, Providence, Legacy, Facebook, Microsoft, and Google.
- The US Federal Government and many state governments actively use coaching to help support their employees and the public.
- ICF has taken measures to ensure that the public can rely on professional coaches. All ICF coaches—including myself—pledge to uphold a rigorous Code of Ethics, and our Ethical Conduct Review Process and Independent Review Board (IRB) protect consumers and ensure adherence to the Code of Ethics. ICF has also defined curriculum standards to ensure consistency in coach training, and there is an ICF Credentialing system with a three year renewal requirement to ensure Credential-holders' pursuit of continuous education.
- The European Union has recognized the self-regulation of coaching and established The Professional Charter for Coaching and Mentoring in June 2011.

Please allow our professional industry to regulate our practice rather than using this bill (as it is written) to mis-educate the public and throw road-blocks in front of organizations and individuals who are using professional coaches to support their growth.

Sincerely,
Dust Kunkel
Associate Certified Coach, International Coaching Federation