Los Angeles
Charter Chapter

Why an ICF Credential Matters

Nina Rubin, PCC, Director, Credentialing Support

Coaching has never been more in demand, and never more crowded. As the profession grows, so does the noise. Clients, organizations, and HR professionals are navigating a sea of self-proclaimed coaches, and they're increasingly turning to one trusted signal: the International Coaching Federation (ICF) credentials.

It signals mastery, not just completion. An ICF credential isn't a certificate you earn after a weekend workshop. It requires documented coaching hours, rigorous training from an accredited program, and passing a credentialing exam that tests your understanding of the ICF Core Competencies and Code of Ethics. It demonstrates that you've done the work and know how to do it.

It builds client trust. Prospective clients want to know their coach is qualified. An ICF credential provides an internationally recognized benchmark for evaluating you. It answers the question they may not say out loud: "Can I trust this person with my goals, my growth, my time?"

It opens professional doors. Many corporations and organizations, especially those with formal coaching programs, require or strongly prefer ICF-credentialed coaches for vendor lists, executive coaching engagements, and internal programs. Without it, you may not be considered.

It connects you to a global community. Holding an ICF credential places you within a network of over 50,000 professionals worldwide who share your commitment to ethical, evidence-based coaching practice.

In a field where anyone can print business cards and push a landing page, your ICF credential is proof. It's the difference between saying you're a professional coach and demonstrating that you are.

Join Co-Hosts Nina Rubin, MA, PCC, ICFLA Director of Credentialing, and Carly Anderson, MCC, for upcoming SIGs:

August 20
October 15
December 17

2–3:30 pm Pacific

Open to ALL for CCEs

Nina Rubin, PCC, Director, Credentialing Support
ICF Los Angeles

Nina Rubin, PCC
Nina is a leadership and development coach known for her warm, direct style. Her present-centered, goal-oriented approach blends empathy with bold action to support entrepreneurs, executives, teams, and emerging leaders. With degrees from the University of Pennsylvania and Antioch University Los Angeles, she combines business insight with psychological depth and lives in San Diego near the ocean.