



FOR IMMEDIATE RELEASE

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CREDENTIAL FROM PROFESSIONAL COACHING ASSOCIATION CONNECTS CLIENTS TO COACHES WITH SUPERIOR SKILLS

*Michelle Scott, a Leadership and Entrepreneur coach in Calgary, Alberta, earns **Professional Certified Coach (PCC)** from the International Coach Federation*

April 27, 2018 — **Michelle Scott** recently earned the prestigious designation of **Professional Certified Coach (PCC)** by the International Coach Federation (ICF). ICF is the leading global organization with 27,000-plus professional personal and business coaches and offers the only independent and internationally recognized coach credentialing program. By earning a **PCC** credential, **Michelle Scott** has made a solid commitment to the profession of coaching.

Coaching is partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. Coaches work with clients in many areas, including business, career, finance, health and relationships.

Coaching credentials offered by ICF benefit both coaches and consumers. By acquiring an ICF Credential, consumers know that a coach is credible and has proper coaching experience. ICF-Credentialed coaches meet the highest professional standards and adhere to a strong code of ethics. ICF-Credentialed coaches must meet several requirements including obtaining a minimum number of coaching experience and coach-specific training hours. In addition, coaches who apply for a credential are assessed in their coaching standards and competence both orally and in writing by experienced, independent assessors under strict examination conditions.

Michelle provides professional coaching to teams and individuals. She supports team effectiveness and development through her coaching, and helps individuals achieve their peak performance and reach their potential. She focuses on leadership and entrepreneurs as well as those wanting to reach the next level in their careers and lives.

“Michelle’s coaching-style is collaborative, compassionate and solution-focused”

“Michelle’s coaching provided me with clarity and alignment of my values and goals. I was able to be more accountable and value myself in ways that I had not been able to implement before”

“I have incredible confidence in pursuing my goals as a result of partnering with Michelle”

“Michelle is a gifted coach who has the ability to hear the real messages and not just the responses. She helped me acknowledge and change deep beliefs that were holding me back”

Michelle has a B.Sc. in Psychology from the University of Calgary a Management Certificate in Human Resources and is a Certified Core Values Index Coach through Taylor Protocols. She believes in lifelong learning and continues to develop herself through training and education.

ICF defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. Coaching is a distinct service and differs greatly from therapy, consulting, mentoring or training. Individuals who engage in a coaching relationship can expect to experience fresh perspectives on personal challenges and opportunities, enhanced thinking and decision-making skills, enhanced interpersonal effectiveness, and increased confidence in carrying out their chosen work and life roles.

The International Coach Federation is dedicated to advancing the coaching profession by setting high ethical standard, providing independent certification and building a worldwide network of credentialed coaches across a variety of coaching disciplines. ICF is active in representing all facets of the coaching industry including Executive, Life Vision and Enhancement, Leadership, Relationship, and Career Coaching. Its 27,000-plus members located in more than 135 countries work toward the common goal of enhancing awareness of coaching, upholding the integrity of the profession, and continually educating themselves with the newest research and practices. Learn more at Coachfederation.org.