




May 11 - 17, 2026

EMPOWERING THE WORLD THROUGH COACHING

ICW 2026

Moving our Coaching from broke to Bold

Join ICF Toronto Coaches for impactful learning during ICW 2026

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Land Acknowledgement

ICF Toronto Charter Chapter acknowledges that we gather on the traditional territory of many nations, including the Mississauga's of the Credit, the Anishinabek, the Chippewa, the Haudenosaunee, and the Wendat peoples. This land is now home to many diverse First Nations, Inuit, and Métis peoples from across Turtle Island.

We acknowledge that Toronto is covered by Treaty 13 with the Mississauga's of the Credit, and the Williams Treaties with multiple Mississauga and Chippewa bands. We are grateful to live, work, and gather on this land, and we honour the enduring presence and resilience of Indigenous peoples whose relationship with this territory spans over 10,000 years.

ICF Toronto is grounded in the coaching values of dignity, inclusion, and respect for every human being. We welcome people of all backgrounds, cultures, identities, and lived experiences. As coaches, we commit to creating spaces where everyone is seen, heard, and valued — in the spirit of unity and shared humanity.

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Agenda



- **What are the signs of “broke coaching”?**
- **What causes “broke coaching” - 3 levels**
- **What is Bold Coaching?**
- **The boldness of the questions**
- **Shifting from broke to bold on 3 levels**
- **Broke to bold exercise**
- **Baby steps and bigger leaps**
- **Reflections and Q&A**

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What are the signs of “broke coaching”?

- Coaching that is not financially sustainable
- Coaching that is financially motivated
- Coaching that depletes the coach





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What causes “broke coaching”?

1st level: external factors

- New coach or coaching business
- Not enough clients
- Pricing too low
- Costs are too high


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What causes “broke coaching”?

2nd level: Mindset

- Feeling like what we offer is not valuable
- Feeling like we need to spend a lot of money to be “legit”
- Being in such financial need that we act desperate with potential clients (the fallacy of the quick and easy \$100K business)





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What causes “broke coaching”?

3rd level: Values and goals

Our coaching business is not aligned with our core values




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What is Bold Coaching?

- For you: freedom, confidence, income that reflects your values
- For your clients: a coach who is fully present, grounded, and asks with curiosity and empathy the questions that may be uncomfortable but are critical for their growth



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The boldness of the questions

- "What's one thing you know you need to do but keep avoiding?"
- "What does this pattern cost you in terms of who you want to be?"
- "If not now, when? And what makes then different from today?"
- ...



Shifting from broke to bold – 3rd level: values





Shifting from broke to bold – 2nd level: mindset

- Your self-worth
- Your strengths
- Your oxygen mask
- One step ahead of your client


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Shifting from broke to bold – 1st level: finances

- Build a cushion
- Spend only as needed
- Part-time work
- Your network is a treasure


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Broke to Bold exercise




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Baby Steps to move the needle

- Reframe the way you talk about your value
- Adjust a price, say no to a client who doesn't respect you
- Dare to launch a new offer




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The Bigger Leaps



- Reposition your entire offer
- Communicate boldly: visibility, a strong message
- Build a model that fits who you are and actually holds



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Reflections and Q&A



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Thank you!

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