

IRIS is built by coaches and psychologists for coaches. Our science and platform is specifically designed to align with ICF competencies to help you be the best coach possible.

ICF Core Competency	What It Emphasizes	How IRIS Can Support It	Watch-Outs / Coaching Cautions
1. Demonstrates Ethical Practice	Honors confidentiality, context, and client autonomy; manages bias.	Use IRIS insights as conversation starters, not verdicts. Align data use with informed consent.	Avoid positioning IRIS results as “truth.” Keep interpretation client-centered.
2. Embodies a Coaching Mindset	Reflective practice, ongoing learning, and humility in service of the client.	IRIS provides feedback loops for self-reflection—both for coach and client. Reviewing your own Driver/Imperative trends models a growth mindset.	Don’t let analytics replace your intuitive noticing. Maintain curiosity over certainty.
3. Establishes and Maintains Agreements	Clarifies scope, roles, goals, and revisits them regularly.	Begin contracts with shared IRIS data—clarify which areas of growth the client owns and what support they want. Revisit results as the relationship evolves.	Ensure agreements stay about <i>the client’s</i> desired outcomes, not about “fixing” scores.
4. Cultivates Trust and Safety	Creates openness through respect, empathy, and transparency.	IRIS results can normalize imperfection and spark honest dialogue about blind spots. Use your own openness with the data to model safety.	If feedback feels evaluative, trust erodes. Invite interpretation before offering any.

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5. Maintains Presence	Stays fully attentive, curious, and responsive in the moment.	Because IRIS externalizes patterns, you can hold the map lightly and attend more deeply to real-time emotion or insight.	Don't anchor to the map. Presence is about <i>who's in front of you now</i> , not who the data once described.
6. Listens Actively	Integrates meaning across words, tone, emotion, and body.	IRIS gives language for underlying dynamics (e.g., Self-Blame, Deference) that might surface as tone or pattern. You can listen for evidence of growth between sessions.	Avoid listening <i>for</i> the attribute; listen <i>with</i> awareness of it. The client's story matters more than the label.
7. Evokes Awareness	Uses questioning, reflection, metaphor, and challenge to deepen insight.	Each IRIS attribute can anchor a powerful inquiry: "How does your pattern of Self-Confidence help or hinder you here?"	Resist teaching from IRIS; coach with it. Keep questions exploratory, not interpretive.
8. Facilitates Client Growth	Encourages insight to translate into action, learning, and accountability.	IRIS makes progress visible over time. Re-surveying helps clients see tangible change and reinforces ownership of growth.	Growth isn't only what shifts on a graph. Celebrate qualitative changes equally.

IRIS focuses on what is coachable and guides you through that development.

It is the only coaching tool that can prove your coaching is effective.