

Association for Coaching  
Accreditation Webinar  
for  
Fields of Learning  
WELCOME!  
30<sup>th</sup> March 2021

# Accreditation Webinar

Presented by  
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# Purpose of this session



ACCREDITED  
FOUNDATION COACH

- To inform you about the experience-based, four-tier Accreditation Scheme
- To offer you the opportunity to ask questions and get clear on the facts



# How the session will go



- Brief Overview of the AC Coach Accreditation Scheme
- Application and Assessment Process
- Maintaining your Accredited Status
- Support available
- Q&A



# Why Accreditation?



ACCREDITED  
PROFESSIONAL COACH

“In an industry where there is no restriction, anyone can call themselves a Coach or create a programme to train and certify Coaches.”

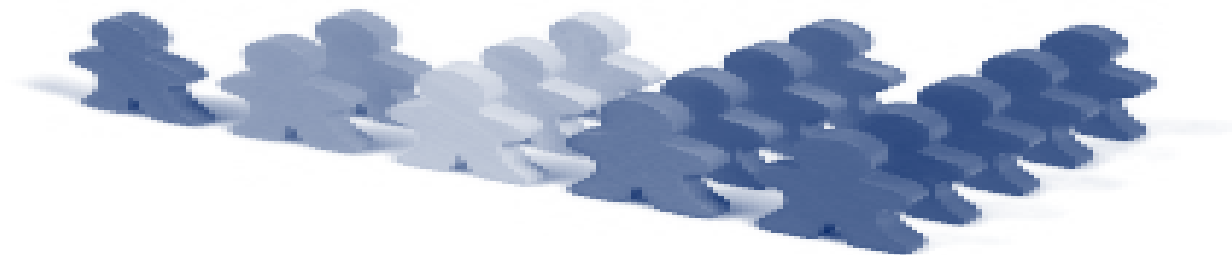
Brennan & Whybrow  
Excellence in Coaching  
The Industry Guide 2nd Edition 2010



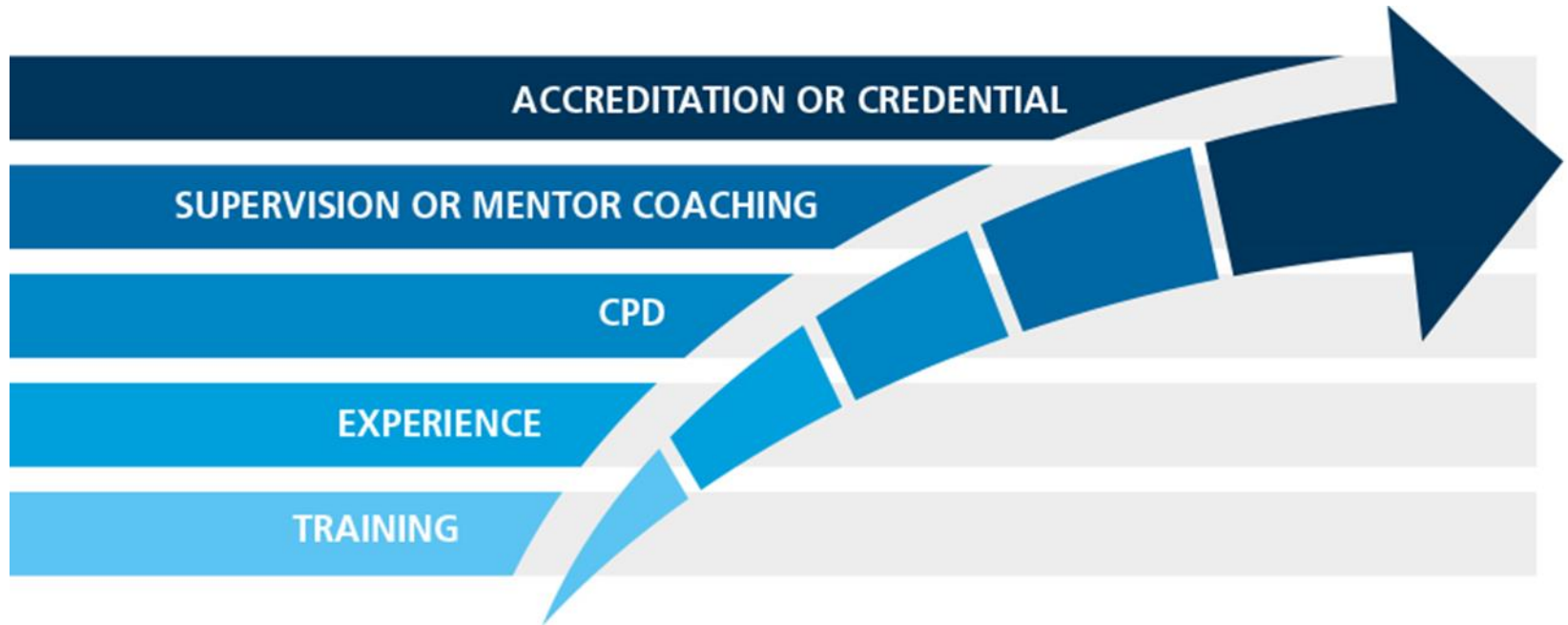


# Background

- July 2005 – official launch of coach accreditation scheme for AC Members
- October 2010 – New accreditation scheme launched in UK
- Currently circa 400 coaches accredited



# Professional Coaching Practice



Membership of a Professional Body  
Code of Ethics  
Coaching Competency Framework



# AC Coach Accreditation Scheme



ACCREDITED FOUNDATION  
EXECUTIVE COACH

- Designed with leading organizations, for executive organizational coaches
- Focuses on a coach's 'fitness to practice' not academic coaching
- Triangulates views from coach, client and coach supervisor
- Takes an "inclusive" approach - recognizes different training and cumulative coaching experience





# AC Coach Accreditation Scheme



- Centres on a coach creating own coaching model and showing congruence of working to that model in practice with clients
- Assesses Executive Coaching Competencies
- Emphasis on coach-driven CPD via self-assessment, personal/professional development plans (PDP) and coaching supervision
- Tests ethicality through real coaching dilemmas



# AC Coaching Competency Framework



## Coaching competencies for All Coaches

1. Meeting ethical, legal and professional guidelines
2. Establishing the coaching agreement and outcomes
3. Establishing a trust-based relationship with the client
4. Managing self and maintaining coaching presence
5. Communicating effectively
6. Raising awareness and insight
7. Designing strategies and actions
8. Maintaining forward momentum and evaluation
9. Undertaking continuous coach development



# AC Coaching Competency Framework



Additional competencies for Executive Coaches

10. Working within the organizational context
11. Understanding leadership issues
12. Working in partnership with the organization



# AC Coach Accreditation

## Coach and Executive Coach Schemes



ACCREDITED  
FOUNDATION COACH



ACCREDITED COACH



ACCREDITED  
PROFESSIONAL COACH



ACCREDITED  
MASTER COACH



ACCREDITED FOUNDATION  
EXECUTIVE COACH



ACCREDITED  
EXECUTIVE COACH



ACCREDITED PROFESSIONAL  
EXECUTIVE COACH



ACCREDITED MASTER  
EXECUTIVE COACH



# Eligibility Requirements

	FOUNDATION	COACH	PROFESSIONAL	MASTER
COACHING HOURS	75+	250+	750+	1500+
TRAINING HOURS	35+	40+	60+	80+
CPD HOURS P.A.		30+	36+	42+
MONTHS IN SUPERVISION (MINIMUM)	3	6	9	12

# Application Requirements

	FOUNDATION	COACH	PROFESSIONAL	MASTER
PERSONAL COACHING APPROACH	500 - 1000 WORDS	1000 WORDS	1500 WORDS	2000 WORDS
COACHING CASE STUDY	500 -1000 WORDS	1000 WORDS	1500 WORDS	2000 WORDS
COACH STANDARDS AND ETHICS	ADHERENCE TO CODE	ETHICAL DILEMMA Q&A		
		+ PERSONAL ETHICAL DILEMMA		
COACH FITNESS TO PRACTISE	REFLECTIVE STATEMENT	AUDIO RECORDING + TRANSCRIPT + CRITICAL REFLECTION		
CLIENT REFERENCE	1	2	3	4



# Application Requirements

	FOUNDATION	COACH	PROFESSIONAL	MASTER
COACHING SUPERVISION	RATIO 1:15	RATIO 1:15	RATIO 1:30	RATIO 1:40
	SUPERVISION LOG, LEARNING RECORD AND COACHING SUPERVISOR'S REFERENCE			
COACH CPD	SINCE TRAINING	30 HOURS	36 HOURS	42 HOURS
	12 MONTHS CRITICAL REFLECTION ON KEY LEARNINGS			
COACH SELF-ASSESSMENT	COACH'S SELF-ASSESSMENT OF PRACTICE + COACHING DEVELOPMENT PLAN			



# Checklist for Coach Accreditation

	SECTION	TIME
1	APPLICATION FORM SIGNED DECLARATION	5 MINUTES
2	COACH TRAINING	30 MINUTES
3	COACHING EXPERIENCE LOG	1.5 HOURS
4	PERSONAL COACHING APPROACH	2 HOURS
5	COACHING CASE STUDY + GAIN PERMISSION FROM CLIENT	2 HOURS
6	COACHING STANDARDS AND ETHICS – ETHICAL DILEMMA Q&A = PERSONAL DILEMMA (IF APPLICABLE)	1 HOUR
7	COACH FITNESS TO PRACTISE + GAIN PERMISSION FROM CLIENT	5 HOURS 15 MINUTES
8	CLIENT REFERENCE (S)	30 MINUTES
9	SUPERVISION REFERENCE	30 MINUTES
10	COACH CPD AND EVIDENCE	1 HOUR
11	COACH SELF-ASSESSMENT AND COACHING DEVELOPMENT PLAN	30 MINUTES





# Application Process

You need to:

- read the Applicant Guide
- gather all relevant information and supporting documentation
- ensure you demonstrate how you meet the coaching competency indicators
- complete your application and submit your supporting documents online
- submit your accreditation and assessment fee



# Assessment Process

## Your application:

- undergoes a two-stage eligibility check
- a competency assessment by an experienced AC Assessor



# Assessment Process

## Outcome:

- within 3 months you are given the outcome which includes developmental feedback on your application
- you will be sent your certificate and an AC Accredited logo



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FOUNDATION COACH



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EXECUTIVE COACH



ACCREDITED MASTER  
EXECUTIVE COACH



# Maintaining Accredited Status

Once accredited this remains valid for 3 years while you:

- hold current membership of the AC
- uphold the Global Code of Ethics for Coaches, Mentors & Supervisors
- do not have any up-held complaints against you
- complete the required number of CPD hours per annum for your level
- undergo regular coaching supervision



# Support

Read the Applicant Guide

[accreditationoffice@associationforcoaching.com](mailto:accreditationoffice@associationforcoaching.com)



# Q&A



# Summary

- Brief Overview of the AC Coach Accreditation Scheme ✓
- Application and Assessment Process ✓
- Maintaining your Accredited Status ✓
- Support available ✓
- Q&A ✓



