

Coach Accreditation Scheme and Executive Coach Accreditation Scheme

Applicant Guide



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3. The AC Coach Accreditation Scheme

The Association for Coaching (AC) Coach Accreditation Scheme, launched in 2010, is designed in line with our purpose of championing standards of excellence in the coaching professions. Its core features are:

Inclusivity

We welcome coaches from different backgrounds, training and experience to become accredited, rather than prescribing a route to accreditation. The scheme focuses on accrediting fitness to practise rather than being overtly academic or theoretical.

Rigorous standards

We established our Coach Accreditation scheme for coaches to benchmark themselves against high professional standards and reassure buyers of coaching about coaches' level of experience and capability.

Developmental focus

The scheme offers a four-tiered approach, so you can apply for accreditation at the level of experience and capability you have currently, with a developmental path of progression through to higher levels of accreditation.

Relevance

The scheme offers a choice of two accreditation types, whichever is the most relevant to you - Coach Accreditation and Executive Coach Accreditation. We designed the Executive Coach Accreditation to allow those who coach primarily in the context of the coachee's work to be accredited for that specialism. Both types of accreditations are equal in terms of standards.

Feedback

We aim to make this Applicant Guide clear and easy to follow, and we welcome feedback and suggestions for improvement. Please send any comments to:

individual@associationforcoaching.com



Documents Required

Please download the application documents from our website if you have not done so already. You will need the following:

- Coach Accreditation Overview
- Applicant Guide (this document)
- Applicant Guide – Worked Examples
- Coaching Supervision Guide
- Coach Accreditation FAQ
- Coaching Competency Framework
- AC Global Code of Ethics for Coaches, Mentors and Supervisors
- Application Form
- Client Reference
- Supervision Report
- Coaching Experience Log

What You Need to Do

If you are interested in applying for AC Coach or Executive Coach Accreditation for the first time, these are the steps to follow, in brief:

1. The Applicant Guide contains all the information you need to complete the process. You will need to read through the guidelines thoroughly, possibly more than once. If something is still not clear, then you can email Individual@associationforcoaching.com
2. If applying for any level higher than Foundation, please email individual@associationforcoaching.com to request your ethical dilemma questions.
3. Work methodically through this Applicant Guide, requesting the support of your Coach Supervisor and clients where required, and start to prepare your application.
4. When complete, follow the instructions on the website to submit your application.

Qualifying Criteria

Your training hours and coaching experience are qualifying criteria for different levels of the accreditation scheme. We will also assess the depth of your coaching knowledge and the quality of your coaching practice. Higher levels of accreditation require the demonstration of a greater breadth and depth of coaching capabilities, as indicated in our **Coach Accreditation Overview document**.



Before you Apply

Please make sure you meet all of the criteria for the scheme and level of accreditation you apply for before submitting your application. If you are awarded accreditation at a lower level than you applied, you will be eligible for a partial refund of the accreditation fee. There will be no refund on the assessment fee element.

Fees

You must pay your assessment and three-year accreditation fees when you submit your application. Our current prices are available on our website. We review our Assessment and Accreditation Fees annually in **April**.

Submitting your Application

Please submit your application online, following the instructions. If you have any technical problems during the submission process, please contact individual@associationforcoaching.com with the details.

Please note before you submit your application:

You must complete the application in full as specified; otherwise, you may need to amend it and resubmit. We may request resubmissions at one of two stages:

1. After a first stage assessment of eligibility and completeness of the application.
Prices are as follows:

Application level	Amount
Foundation Coach/ Foundation Executive Coach	£25.00
Coach/ Executive Coach	£35.00
Professional Coach/ Professional Executive Coach	£45.00
Master Coach/ Master Executive Coach	£55.00

2. After a second stage competency assessment where you have provided insufficient evidence of competencies. Prices are as follows:

Application level	Amount
Foundation Coach/ Foundation Executive Coach	£70.00
Coach/ Executive Coach	£80.00
Professional Coach/ Professional Executive Coach	£85.00
Master Coach/ Master Executive Coach	£90.00



In the unlikely event that you cannot resubmit sufficient evidence, we will tell you if you qualify for any partial refund of your assessment fee. It will depend on how much assessment work you have undertaken.

Once you have submitted your online application, you will receive a confirmation receipt plus payment instructions. When you have paid, your application will move into the accreditation process.

You are responsible for your accreditation application. Any documentation submitted in support of your application must be authentic and truthful. If you provide any false information, this will invalidate the whole application, and we will remove any awarded accredited status.

Assessment of your Application

Our trained assessors – who are themselves AC Accredited Coaches – will assess your application using our Coaching Competency Framework, which you can find on our website.

We make every effort to make sure your application is not assessed by anyone to whom you are known. Our coach assessors abide by a Code of Conduct which includes the confidential treatment of all information they access.

We will assess each section of your application using specific competencies outlined in this document. You will not necessarily need to demonstrate each competency indicator in that section, but they should be evidenced somewhere in your application. Please pay particular attention to how you write your Personal Coaching Approach, Client Case Study and Fitness to Practise Critical Reflection, so that you highlight your connection to the competencies wherever possible.

The outcome of the assessment of your application could be one of the following:

- A pass at the level for which you have applied
- A referral for resubmission at the level for which you have applied
- A pass at a lower level
- A pass at a lower level and a referral for resubmission to achieve the level for which you have applied
- A fail

You will receive feedback, including strengths and development areas, as well as a decision on the outcome of your application.

We will endeavour to assess your application as quickly as possible. **If you fully complete your application, this should take no more than three months.** Should any items be missing, then the assessment may take longer. We give all feedback in writing.



If you have further questions after assessing your application, please submit these to the Membership and Accreditation Services team in writing at individual@associationforcoaching.com. We will forward these to your assessor(s). There is no requirement for them to respond, but they will provide more information wherever possible.

Details of your application remain confidential, known only to AC administration and the panel of assessors. After your successful assessment, your assessors do not retain any part of your application. Upon completing your assessment and your successful accreditation, our Membership and Accreditation Services team will store your application securely until your renewal application has been processed (or a maximum of four years, whichever is longer). Please keep your own copy of your application for future reference to help you apply for your renewal accreditation after three years.

When we award your Accreditation, we will send you a certificate of accreditation and the relevant AC Accredited Coach logo to use on your website or printed literature.

Maintaining and Renewing your Accreditation

AC Accreditation is valid for three years and dependent on your continued membership of a professional body, ongoing coaching supervision and CPD.

As the purpose of accreditation is to confirm that a coach has an active coaching practice and is continuing to develop skills, gain experience and develop him or herself, there will be a requirement to renew accreditation at expiry.

Further Support

A range of support is available to applicants for AC Coach Accreditation:

1. Our Accreditation Overview gives you a summary of qualifying criteria and what is required when you submit your application
2. This Applicant Guide provides detailed guidance on fulfilling each section of the Application Form.
3. Our Applicant Guide – Worked Examples document includes some typical approaches to completing each application section.
4. The Coach Accreditation FAQ Document offers answers to questions you may have, available to download with all other accreditation documentation.
5. If you cannot find the information you need elsewhere, you may raise questions with the Membership and Accreditation Services team at individual@associationforcoaching.com.



Application Form

In this section, you confirm your details and the level of Coach Accreditation for which you are applying.

1. Declaration

1.1 and 1.2

In this section, you confirm your membership of a professional body, your commitment to the AC Global Code of Ethics for Coaches, Mentors and Supervisors. You sign a statement to ensure that you meet, stay up to date and comply with all statutory/legal requirements in the country where your work takes place and work within any organizational policies/procedures in the context in which the coaching occurs.

What You Need to Do

- You must be an AC member and have membership in one of the following capacities before you submit your application:
 - AC Full Individual Member
 - AC Leader Coach Member
 - AC Organizational Member – Coaching Service Provider, Coaching Training Provider or Academia (as Primary Contact or Associate Member)
 - AC Corporate Member (as Primary Contact or Member, Leader Coach or Associate Member)

Or

- Be member of a professional body and give the relevant details
- Read the Terms and Conditions carefully and complete the box about your Professional Indemnity Insurance if appropriate.
- Enter your name and the date at the end of the declaration page.



2. Coach Training

In this section, you must outline the coach training and development you have undertaken to build your coaching knowledge and skills.

Coach Training is any *course* you have undertaken with a specific focus on developing your *coaching skills or knowledge*. As well as courses dedicated to coaching, you can include significant elements specifically focused on coaching and other non-coaching aspects. Only count the hours dedicated to developing your coaching skills or knowledge and not the hours for the whole course.

Make sure you only record Coach Training in the Coach Training section of your Accreditation Application, not activities and events that are CPD (please see the Coach CPD section in this Guide for a definition of CPD).

What You Need to Do

- **Provide a record of your coach-specific training** in the log within the application form, ensuring you meet the following minimum requirements.*
- **Upload copies of all training certificates** or other evidence of course completion, such as a letter on headed paper from the training provider. If you have attended more than one coach training course, please scan and upload all items of evidence as one document.

Minimum training requirements	Hours
Foundation Coach/ Foundation Executive Coach	35
Coach/ Executive Coach	40
Professional Coach/ Professional Executive Coach	60
Master Coach/ Master Executive Coach	80

* If you have not completed any coach-specific training:

We expect that most applicants will have completed a recognized or accredited programme of coach-specific training with a Coach Training Provider. This training can be undertaken with any coach training provider and does not have to be an AC Accredited Course to meet the eligibility requirements. In the rare event that you have not undertaken sufficient coach-specific training hours, please make a case for how your background, skills, experience and other training and development have helped you develop our coaching competencies. Please do this by completing a 500-word statement and submitting it with your application.



What Will be Assessed

We will cover all coaching competencies with training.

Helpful tips for the Coach Training Section

Please do include:

- an indication of which core competencies you covered in each training.
- the coaching elements of any NLP training you have attended.

Please don't include:

- any training which is not explicitly focused on developing your coaching skills or knowledge, such as MBTI training and DISC (you should record this as CPD).
- short learning events which would count as CPD rather than training.
- any double-counting of coach training courses included in the CPD section.



3. Coaching Experience

We have designed this section to record your accumulated practical coaching experience.

What You Need to Do

- Make sure that you have sufficient hours of experience for the accreditation level at which you are planning to apply before you submit your application as follows:

Minimum coaching delivery requirements	Hours
Foundation Coach/ Foundation Executive Coach	50
Coach/ Executive Coach	100
Professional Coach/ Professional Executive Coach	500
Master Coach/ Master Executive Coach	1500

- Upload a log of your coaching hours using the separate Coaching Experience Log template. You can find instructions on how to complete this in Appendix I. Alternatively, submit your coaching log (see tips below)
- You may include pro bono (no charge) coaching hours.
- Include team coaching and group coaching hours. For the definition of team and group coaching, see Additional Guidance below
- For applications under the Executive scheme only, a minimum of 75% of logged coaching hours must involve coaching in an organizational setting

What Will be Assessed

You will need to prove that your coaching experience to date fully meets the criteria for the level and type of accreditation you are seeking.



Helpful Tips for the Coaching Experience Section

Please do:

- Feel free to upload your coaching log if you already have one, rather than completing the blank Excel spreadsheet log provided, **as long as your log records all of the information indicated as required** on the Excel spreadsheet log.
- Go back in your records of coaching delivery as far as you need to demonstrate the required coaching hours.
- Make sure that all data is totalled accurately (to prevent your application from being returned).

Please don't:

- Submit your application until you can meet all the criteria about logged coaching experience.
- Include hours in your log that you have spent in one-to-one sessions that are not coaching, for example, giving feedback on psychological assessments, mentoring, consulting, or one-to-one meetings as a line manager.
- Include delivery of coach training courses in your coaching log.

Extra Guidance

- For the Executive Coach Accreditation Scheme, experience counted as 'Executive Coaching' is where you have undertaken coaching in the context of the coachee's *work*. It could be in the context of their role in an organization (of any size) or role in self-employment. It may include, for example, performance coaching, leadership coaching, career development coaching and business coaching:
 - You can include coachees at any level - not restricted to senior leaders or executives.
 - The coaching can be self-commissioned or self-funded or commissioned and/or funded by the employer.
- Non-Executive Coaching is where it has been undertaken in any context outside of Executive Coaching. It may include, for example, personal coaching, relationship coaching, wellbeing coaching, coaching children and coaching parents.
- Internal coaching is countable in logged hours as long as it is part of a formal coaching arrangement rather than as a line manager.



- You can include both virtual and face to face coaching in your logged hours When counting hours of coaching experience, you may include team and group coaching under the following criteria:
 - The coaching involves you coaching a team or group with a shared purpose or learning agenda
 - The coaching is in some way directed at the team or group’s capacity to achieve goals, including the capacity to work with others to achieve the desired results
 - The coaching is distinct from Training: it is not facilitative training, training in a coaching mode, or training with a coaching focus; it involves minimal or no instructional element
 - Specific one-to-one coaching within a team or group event may be counted as individual coaching, so long as this is not double counted as team or group coaching.
- Coaching delivered as part of a service exchange without payment (e.g. one hour of coaching provided in exchange for one hour’s marketing consultation) will be counted as paid hours for AC Coach Accreditation.
- The minimum payment required for coaching delivery to a coachee is not defined.
- For executive scheme applications only – make sure that you have the minimum number of coaching hours within an organizational context for the level for which you are applying:

Minimum no. of coaching hours for Executive Scheme applications	
Foundation Executive Coach	37
Executive Coach	75
Professional Executive Coach	375
Master Executive Coach	1125



4. Personal Coaching Approach

This part of the application invites you to explore and describe what informs your coaching and how this manifests in your approach to coaching, i.e. the essence of how you work.

What You Need to Do

- Identify and explain your unique style of coaching
- Demonstrate how your coaching is informed and influenced by theoretical models
- Type your Coaching Approach within the following word counts:

What to submit	Word Count
Foundation Coach/Foundation Executive Coach	500 – 1,000
Coach/ Executive Coach	1,000*
Professional Coach/ Professional Executive Coach	1,500*
Master Coach/ Master Executive Coach	2,000*

***+/- 10%. Please note that any variation to the specified word counts, including tolerance, cannot be accepted. We will return your application to rectify it before assessment (this will be subject to resubmission fees).**

What Will be Assessed

The following are the primary competencies that we will assess. Not all indicators need to be present here, but we will need to see you sufficiently evidence all competencies across your application.

All competencies: 1, 2, 3, 4, 6, 7, 8

Executive competencies*: 11

*For Executive Coach Scheme Applications only



Helpful Tips for the Personal Coaching Approach Section

Please do:

- Demonstrate your use of theoretical models.
- Demonstrate how you have incorporated and adapted theoretical models into your coaching practice as you have gained coaching experience.
- Describe how you approach your coaching from beginning to end.
- Make sure your description reflects how you coach in practice.

Please don't:

- Merely replicate a standard coaching model without describing how you reflect it in your overall practice.

Extra Guidance

The following are questions to consider when looking for the salient aspects of your coaching approach that you would like to describe:

Purpose

- Why do you coach? (e.g. change, performance, leadership development)
- What is the intention behind your coaching?
- What are the key assumptions that underpin your approach to coaching?
- What is your passion for coaching?
- What are your strengths when coaching?
- What's the essential thing in your coaching?
- What are the inputs to your coaching?
- What are the outputs/outcomes/results from your coaching?
- What will be the achievements and measures of these?

Perspective

- What perspectives underpin the purpose of your coaching?
- What is your definition of coaching?
- Where do you coach?
- What are your values and beliefs?
- What models and theories underpin the purpose?
- What evidence underpins it? How do you know it works?
- What science and art inform your coaching?
- What are the boundaries and limits to your coaching? Who decides them? Are these always the same?



Process and tools/techniques

- What existing models that you use reflect your view of coaching?
- What are the typical stages/parts of your coaching – that you can identify in advance?
- How do you select an intervention to use with a client?
- How do you choose what to do next in your coaching?
- What school/philosophy/method can your tools and techniques be categorized?



5. Coaching Case Study

In this section of the application, please describe:

- how you have worked with a client over time, including the context for the coaching.
- your coaching process from start to end.
- your reflections and learnings from this piece of work.

What You Need to Do

- Identify and reflect on a piece of contracted client work that has taken place over some time.
- Ask your client for permission to submit them as an example for your case study.
- The client work can be over the entire time you worked with the client, or over a specific period you worked together on an objective/set of objectives, so long as you can demonstrate a beginning, middle and end to the work, e.g. if you have worked with a client over several years, and you have re-contracted annually during that time to meet a specific set of objectives, you may wish to select the start and end of the latest contracted year.
- Be clear that your case study illustrates your Personal Coaching Approach in action.
- Make sure the case study describes the beginning, middle and end of the coaching; the type of coaching; what outcomes you established; how you moved the client towards the outcomes, and the evaluation of the coaching.
- Remove all client and organizational identifiers and change names.
- Type your case study within the following word counts:

What to submit	Word Count
Foundation Coach/Foundation Executive Coach	500 - 1000
Coach/ Executive Coach	1000*
Professional Coach/ Professional Executive Coach	1500*
Master Coach/ Master Executive Coach	2000*

***+/- 10%. Please note that any variation to the specified word counts, including tolerance, will not be accepted. We will return your application to rectify it before assessment (this will be subject to resubmission fees).**



What Will be Assessed

The following are the primary competencies that we will assess in this section. Not all indicators need to be present here, but we will need to see you sufficiently evidence all competencies across your application.

All competencies: 1, 2, 3, 4, 6, 7, 8

Executive competencies*: 10, 11, 12

*For Executive Coach Scheme Applications only

Helpful Tips for the Coaching Case Study Section

Please do:

- Focus on converting your learning from a piece of work rather than attempting to submit your 'best' work.
- Think about how your case study reflects your Personal Coaching Approach.
- Write in essay format.
- See Appendix II if you would like further guidance on professional reflective practice.
- Change client names and identifying details.
- **(For Executive applications)** Demonstrate your understanding of the organizational system, its impact on you, your client and coaching. Evidence your work with a leader and your partnership approach to working with an organization.

Please don't:

- Use a case study of just one session

Extra Guidance

Here is a list of subjects you may wish to consider when writing up your case study. You may even want to use some of them as headings, although there is no requirement to do so:

- Client
- Brief description of context for coaching
- Referrer
- Presenting issues
- Initial impressions on meeting/speaking to the client, e.g., what you noticed about your client, words used, your thoughts and feelings etc.
- Assessment/diagnostic – work and findings.
- Initial coaching contract/agreement including the plan of action and (for executive applications) three (or more) cornered contracting arrangements where relevant.
- Process of coaching.



- How the work unfolded, including highs and lows, stuck points, use of supervision, responsiveness, evidence of self-reflection and ethical thinking.
- Ending.
- Concluding thoughts, processes, and issues of ending or next steps.
- Reflections and learning from this client work.

6. Coaching Standards and Ethics

This part of the application allows you to demonstrate that you can manage ethical coaching dilemmas effectively in practice.

What You Need to Do

- **Coach level and above:** Contact the Membership and Accreditation Services team at individual@associationforcoaching.com to request your two ethical dilemma questions.
- Develop and submit short written responses to ethical dilemmas emailed to you by our Accreditation Team. There are no specified word counts for your responses.
- For Master Coach/Master Executive Coach level, you will also need to provide a short written description of an ethical dilemma you have faced as a coach, how you handled it and the outcome

What to submit	Ethical Q & A Paper	Ethical Dilemma Description
Foundation Coach/ Foundation Executive Coach*	N/A	N/A
Coach/ Executive Coach	2	N/A
Professional Coach/ Professional Executive Coach	2	N/A
Master Coach/ Master Executive Coach	2	1

* Covered in Signed Declaration on page two of the Application Form for an application at this level

What Will be Assessed

You will be assessed on competency one in this section.



Helpful Tips for the Coaching Standards and Ethics Section

Please do:

- Include the questions with your responses to the ethical dilemmas that you receive from our Membership and Accreditation Services team.
- Demonstrate your understanding of how you would apply our Code of Ethics for Coaches, Mentors and Supervisors in practice.

Please don't:

- Disclose the questions we give you to other coaches to preserve the integrity and fairness of the accreditation process.



7. Coach Fitness to Practise

This part of the application allows you to demonstrate and reflect on your coaching with a typical client. You show how you work in practise, reflect, learn and develop as a coach.

What You Need to Do

Applicants for Foundation Coach/Foundation Executive Coach:

- **Write a 500 – 1000** word critical reflection on your coaching practice since your initial coach training, linking this to your self-assessment and Coaching Development Plan

Applicants for all other levels of the Accredited Coach/Executive Coach Schemes:

- Ask your client for permission to submit a recording of your session together for your accreditation application.
 - To access the link to the **.mp3** or **.mp4** audio or video file of your 30-40 minute recording, you first need to upload the file to a third-party service
 - Once uploaded, you need to click on the hyperlink this creates.
 - Copy then paste this hyperlink into the box labelled “Enter your file hyperlink here.” Examples of these third-party services include:
 - [dropbox.com](https://www.dropbox.com)
 - [yousendit.com](https://www.yousendit.com)
 - [wetransfer.com](https://www.wetransfer.com)
 - [sendthisfile.com](https://www.sendthisfile.com)
 - [transferbigfiles.com](https://www.transferbigfiles.com)
 - [mailbigfile.com](https://www.mailbigfile.com)
 - [box.com](https://www.box.com)
- Include a verbatim written transcript of the recording in your Application Form
- Write a short description of the coaching context (describing client relationship and organization if relevant), duration of the relationship, what happened before this coaching, and just before the recorded piece, what happened after etc. No more than 500 words. Please note: this word count is in addition to the required word count for your critical reflection.
- Remove client and organizational identifiers (use client first name only)
- Reflect on your practice and learning from the delivery of this coaching piece
- Include your critical reflection within the word count indicated:



What to submit	Word Count*
Coach/ Executive Coach	1,000 (excluding context)
Professional Coach/ Professional Executive Coach	1,500 (excluding context)
Master Coach/ Master Executive Coach	2,000 (excluding context)

***+/- 10%. Please note that any variation to the specified word counts, including tolerance, will not be accepted. We will return your application to rectify it before assessment (this will be subject to resubmission fees).**

What Will be Assessed

The following are the primary competencies that we will assess in this section. Not all indicators need to be present here, but you need to sufficiently evidence all competencies across your application as a whole.

All competencies: 1, 2, 3, 4, 5, 6, 7, 8

Executive competencies*: 10, 11

*For Executive Coach Scheme Applications only

This section forms an essential part of your application. For all but Foundation Coach/Foundation Executive Coach applications, your critical reflection of the short piece of coaching you choose to submit is as pivotal to the assessment of this section as the recorded coaching itself.

We recognize that the piece you submit may not be your best work, and you must outline in your reflections what you think you did well and, on reflection, what you may do differently and how. We will also assess the extent to which your recording and critical reflection demonstrate your Coaching Approach in practice.



Helpful Tips for the Coach Fitness to Practise Section

Please do:

- Select a client who is representative of your typical coaching practice. For executive applications, make sure you select an executive client/issue.
- Choose to conduct a 30-40 minute session with your client's agreement if you feel you can demonstrate sufficient competence in this way. Or select 30-40 minutes from a longer session, making sure that your context statement makes it clear for assessors what happens before and after that 30-40 minutes.
- Make sure you delivered the coaching session **within 18 months** of the date of your application.
- Record either a face-to-face or telephone coaching session using digital media or Skype.
- Make sure the recording is in an **.mp3 format** or **.mp4 format** and of reasonable quality such that you and your coachee are audible, with minimal ambient noise.
- Make sure that the transcript you submit to accompany your recording is **verbatim**. If you would like a list of people who offer an audio transcription service, please contact individual@associationforcoaching.com
- Make sure that you demonstrate some core coaching competencies, including rapport-building, listening, questioning and reflection.
- Evaluate how your recorded session shows consistency with your Personal Coaching Approach.
- Describe your experiences within this piece of coaching, including anything, on reflection, you may do differently and how.
- Annotate your transcript with reflective comments if you wish. (Note, words used here will not count towards the word count of your critical reflection).
- See Appendix A if you would like further guidance on professional reflective practice.
- Keep client identifiers to a minimum (first name only) and describe the organization (if relevant) in broad terms and unnamed.



Please don't:

- Attempt to display every aspect of your coaching skills and style or a 'perfect' piece of coaching.
- Try to force the session to demonstrate the full coaching competencies that do not support the client's agenda and outcomes.
- Submit more than 40 minutes of recording – assessors will stop listening at the 40-minute cut-off point.
- Coach someone with whom you have a close relationship, rather than a typical client.



8. Coaching Client References

We have designed this part of the application to gauge the effectiveness of your coaching from a client perspective.

What You Need to Do

- Ask clients to supply a reference. Send them a Client Reference form, complete with your name and details of which scheme and level for which you are applying.
- Reference forms are available to download on our website.
- Ask your client to email the completed reference to you as a PDF.
- Submit the references in the appropriate place on the online application.
- The number of references that you should submit is as follows:

References to submit	#
Foundation Coach/ Foundation Executive Coach	1
Coach/ Executive Coach	2
Professional Coach/ Professional Executive Coach	3
Master Coach/ Master Executive Coach	4

Please note that we reserve the right to contact the clients to confirm genuine content.

What Will be Assessed

We will assess all competencies in this section.

Helpful Tips for the Coaching Client References Section:

Please do:

- Ask for references from clients that:
 - are typical of your practice
 - you have coached more than once
 - you have coached within the last 18 months
 - ideally, you have had a coaching relationship for some time
- Make it clear to your clients which scheme you are applying for (Coach or Executive Coach Scheme) and therefore which sections of the Client Reference to complete (sections 1-9/sections or 1-12 respectively).



- If you are applying for the Executive Coach Scheme, select clients who can complete all sections 1-12. When your client completes any questions within sections 10-12, they are asked to complete some extra information within the Client Reference.



9. Coach Supervision

In this section, you demonstrate your commitment to the continued development of your coaching skills and practice to the benefit of your clients.

What You Need to Do

These requirements apply equally to internal and external coaches.

Make sure that you can fulfil the following requirements for supervision by participating in one or more of the following:

- One-to-one Coach Supervision
- One-to-one Peer Coach Supervision
- Group Coach Supervision
- Peer Group Coach Supervision

For a definition of peer and group supervision, see Additional Guidance below.

And that:

- You have undertaken the minimum time in supervision required for the level of accreditation for which you are applying
- You have undertaken supervision at the required minimum ratio of supervision hours: coaching hours for the level of accreditation for which you are applying
- Your supervision sessions have been over multiple sessions with regular intervals between
- You have undertaken supervision with one Coach Supervisor or Supervision Group for the minimum amount of sessions for the level of accreditation for which you are applying over the last 12 months*
- Your Coach Supervisor meets the credentials required (see Additional Guidance below)

*On occasion, we recognize that you might have had to work with more than one Coaching Supervisor in the required timeframe. If this is the case, you can submit more than one supervision reference from Supervisors to cover the time period and sessions. If this is the case, please explain your reasons by completing a statement of up to 500 words and submitting it with your application.



	Foundation Coach/ Foundation Executive Coach	Coach/ Executive Coach	Professional Coach/ Professional Executive Coach	Master Coach/ Master Executive Coach
The expected ratio of supervision to coaching hours	1:15	1:15	1:30	1:40
Time in supervision over the last 12 months*	At least three sessions	At least six sessions	At least six sessions	At least 6 sessions

****Your most recent supervision session should be as close as possible to the date of submission of your accreditation application. Having regular and consistent ongoing supervision at the relevant ratio applicable to your AC Accredited status is imperative.***

- Space out your supervision hours evenly over the previous months.
- Complete your name and details of which scheme you are applying for in the Coach Supervision Reference.
- Complete the Coach Supervision log in the Coach Supervision Reference document, covering the required period for your supervision. You can obtain this document from our website.
- Complete the Coach Learning log in the Coach Supervision Reference. Carefully consider what you have learned through your supervision, any further development you are pursuing around this competence, and how you apply the learning in your practice. Make sure you articulate this in your log
- Ask your Coach Supervisor to complete their elements of the Supervision Reference and email the completed report to you as a PDF.
- If you have had more than one Coach Supervisor, ask each supervisor to complete a separate Coach Supervision Reference. Only include details of the supervision you have undertaken with them and the relevant learnings you have gained. Then submit all Coach Supervision References as part of your accreditation application.

For more information on what credentials your Coach Supervisor requires, please read Additional Guidance below.

For internal coaches: if your supervision does not fully meet the requirements, please make a case (in a 300-500 word statement) so that we can consider your situation. Cases will be reviewed individually and require evidence of a solid commitment to supervision.



Also needed are your:

- fully completed AC Coach Learning Log detailing the dates that supervision has taken place;
- reflections on the learning and application.

What Will be Assessed

Supervision will assess the development of all competencies. Assessment will take your learning and growth into account in the context of your development plan against the backdrop of our coaching competencies.

Helpful Tips for the Coach Supervision Section

Please do:

- Be currently in supervision when you apply.
- Make sure your supervision is in line with our Coach Supervision Guide.
- Make sure your Coach Supervisor meets the requirements for our accreditation (see Additional Guidance below).
- Make sure your Coach Supervisor is conversant with our Global Code of Ethics for Coaches and Mentors, AC Competency Framework and AC Coach Supervision Guide.
- Make sure that your Coach Supervisor is prepared to provide your Coach Supervision Reference.
- If you include group supervision, make sure it complies with the definition of group supervision. **Please don't:**
- Have several supervisions over an intensive period to meet the supervision criteria. Space out your supervisions in a suitable ratio to coaching hours.
- Include attendance at AC Group Supervision Experience Calls in your supervision report - these count towards your CPD (section 10).



Extra Guidance

To meet the requirements for AC accreditation, your supervisor should:

1. Be a member of at least one appropriate professional body, such as the AC, AOCS, APECS, BABCP, BACP, BPS, BCP, CIPD, EIC, EMCC, IAC, ICF, SGCP, UKCP, or WABC.
2. Have undergone some Coach training.
3. Manage the boundaries of the Supervisor/Supervisee relationship concerning any dual relationship you may have, e.g. as a Colleague, Business Partner, or Manager.
4. Fulfil at least two of the following criteria:
 - at least three years' experience as a Coach
 - at least two years' experience as a Supervisor
 - trained as a Supervisor
 - Business/Leadership Advisor who is a Member of a relevant Professional Body
 - accreditation from a professional body as at least one of the following:
 - Coach
 - Supervisor
 - Psychologist
 - Counsellor
 - Psychotherapist
5. Be conversant with our:
 - Global Code of Ethics for Coaches, Mentors and Supervisors
 - Coaching Competency Framework

Group Supervision:

In addition to one-to-one supervision, you can choose to work with several coaches together with a Coach Supervisor in a group supervision arrangement. In this arrangement, the Coach Supervisor maintains responsibility for the group and leads the group, ensuring each coach receives effective supervision.

In Group Supervision, the permissible hours you can record as supervision are when you are actively:

- presenting and receiving feedback on your coaching work.



- listening to and giving feedback to a fellow supervisee on their coaching work.

Peer Supervision / Peer Group Supervision:

Our Coach Supervisor criteria give you the flexibility to choose whether to work with someone working professionally as a supervisor or with a peer supervisor. You can also choose to work simultaneously with both types of supervisor, professional and peer.

A professional supervisor is at least one of the following: trained, qualified, experienced, and accredited in supervision. A peer supervisor is not a professional supervisor but has specific experience or knowledge you believe is important to your supervision.

For example, you may choose a peer supervisor as they have a depth of experience in an organizational setting, which you think would be particularly helpful to develop your competence as an Executive Coach. Or someone who is a psychologist or psychotherapist, whose experience and knowledge you feel would help you develop your coaching approach. (Of course, many professional supervisors also have in-depth experience in an organization setting or as a psychologist or psychotherapist.)

If you choose to work with a peer supervisor, they must meet our criteria for being a supervisor. In addition, make sure that you are both confident that they can offer you effective supervision, as set out in our Coach Supervision Guide.

Peer supervision can be one-to-one or in a group setting, i.e. you work together with several other coaches to supervise each other in the session. It can be face-to-face and by telephone/video conference such as Skype.

In Peer Group Supervision, the permissible hours you can record as supervision are when you are actively:

- presenting and receiving feedback on your coaching work
- listening to and giving feedback to a fellow supervisee on their coaching work.



10. Coach CPD

This section demonstrates your commitment to continuously deepening your coaching knowledge and personal and professional development as a coach.

What You Need to Do

For Foundation Coach/Foundation Executive Coach applicants

- Complete a CPD log for the time since your initial coach training (or three years, whichever is the shorter time)
- Use the log in the Application Form but do not complete the ‘Reflections on CPD activity and learning gained’ column

For all other applicants

- Make sure that you meet the following requirements for CPD
- **Upload scanned copies of two CPD certificates** or other evidence of events attended, e.g. email confirmations, copies of articles written etc. Please upload as one document.

Annual CPD requirements	Hours
Foundation/ Foundation Executive	10
Coach/ Executive Coach	30
Professional Coach/ Professional Executive Coach	35
Master Coach/ Master Executive Coach	40

- Complete your CPD log in the Application Form for the last three years, including completing the ‘Reflections on CPD activity, and learning gained’ column for the previous 12 months only.

We reserve the right to randomly check a proportion of applications each year, requiring you to provide evidence of the CPD activity undertaken. **When requested, please make sure you only declare what you can evidence.**



What Will be Assessed

Assessment will consider your commitment to CPD and the critical reflection on your learning experiences over the last 12 months.

Helpful Tips for the Coach CPD Section

Please do:

- Provide specific details of the CPD you have taken part in under the 'Description of CPD Activity' column (for types of CPD, see Additional Guidance below).
- Allocate the time spent in each activity to the Input-oriented or Output-oriented CPD columns (see Additional Guidance below).
- Outline your reflections and learnings from your CPD from the 12 months until your application only.
- Make sure your two CPD certificates or other evidence of CPD events have your name on and the date of the event.
- Make sure that no more than 50% of your CPD for any year is reading.

Please don't:

- Provide reflections on CPD activities over 12 months ago unless you have been completing these on an annual basis and wish to submit these records as they are.
- Double-count training which you have included in the CPD section.

Extra Guidance

- CPD is any type of activity you have undertaken with a focus on developing your coaching practice. As well as those activities specifically focused on developing your coaching skills or knowledge, it can also include these activities:
 - business skills courses/mentoring that help you to manage or promote your coaching services better.
 - training in psychometric profiling such as MBTI and DISC.
 - reading professional journals related to the work environments of those you coach.
 - attending professional events and conferences.
- The activities focused on developing your coaching skills or knowledge must account for at least 50% of your required CPD hours each year. We recognize that



you may have accumulated more hours of CPD than the hours required – in this case, the 50% applies to the required CPD hours for the level of accreditation for which you are applying, not to your actual hours for the year.

For example, if the level of accreditation you are applying to requires 36 hours of annual CPD, you will need to demonstrate that 18 of those hours each year are specifically focused on developing your coaching skills or knowledge. If you have undertaken more than 36 hours' CPD, you need only demonstrate that you specifically focused 18 hours on developing your coaching skills or knowledge.

The following is a list of the kind of activities you may wish to include in your CPD, although the list is not exhaustive:

Input-oriented activities:

- Courses or workshops you have attended as a participant.
- Seminars, lectures and conferences you have attended as a participant.
- Studying for further qualifications (coach-related), e.g. Diplomas, Masters etc.
- Reading books, journals, online magazines and newsletters.
- Online discussion forums, e.g. AC LinkedIn discussions you have participated in or followed.
- AC Group Supervision Experience calls you have attended.

Output-oriented activities:

- Developing others through designing, producing or delivering training, workshops, seminars, CPD events etc.
- Presenting at conferences and lecturing.
- Writing books, articles, papers, book reviews etc.
- Leading online discussion forums, e.g. ACconnect discussions and AC LinkedIn discussions.
- Publishing research.
- Being an AC Contributor.

We anticipate that applicants at the Foundation Coach level may have up to 100% input-oriented CPD.



At the other levels of accreditation, we anticipate you would have a mix of input-orientated and output-oriented CPD activities.

- When reflecting on your last 12 months of CPD activities, it may be helpful to consider the following questions:
 - Why did you choose this CPD activity?
 - What have you learned from it?
 - What have you done/do you plan to do as a result of this learning?

We advise you to keep CPD records on an annual basis.



11. Coach Self-Assessment and Coaching Development Plan

This section reviews your coaching practice and progress to date through a self-assessment. This includes reflecting on client feedback and supervision (against our Coaching Competency Framework), identifying your areas for further development and developing and outlining a plan to achieve your learning goals.

What You Need to Do

- Considering all that you know about your coaching practice and rating your performance against all of our coaching competencies:
 - What is working well?
 - What could be working even better?
 - Where could you improve over the next 12 months, and how will you achieve that?
- Complete the Coach Self-Assessment and Coaching Development Plan in the Application Form, ensuring you have entered actions, priorities and timescales, ***irrespective of the rating you have scored yourself***

What Will be Assessed

Assessors will be looking for evidence that you are self-aware and that the areas you have identified for further development are consistent with what you demonstrate through the application. They will also make sure your Coaching Development Plan is in keeping with the self-assessment.

Helpful Tips for the Coach Self-Assessment and Coaching Development Plan Section

Please do:

- Use the 1-5 rating scale outlined on the form, keeping in mind your expectations of yourself given your level of experience as a coach.
- Include comments in the columns for all competencies.
- Be honest with your rating and identification of areas for development.
- Use your discoveries and learnings from putting your application together to help you complete your assessment and Coaching Development Plan.



Extra Guidance

- When rating your current competence, check how you know it is at that level? What external evidence and feedback do you have to support that belief?
- To identify development targets, consider what will be different when you are just one point higher on the rating scale
- To help put together your Coaching Development Plan, consider what improvements you want to achieve. What steps can you take towards this over the next 12 months? What will you do first, and when?



12. Appendix I: Using Excel spreadsheet in Coaching Experience Log

How to use the Coaching Experience Log

When recording your hours of coaching experience, you can use the separate Excel spreadsheet Coaching Experience Log we have provided, which will automatically calculate totals for you.

- Make sure the totals calculate correctly by completing both the ‘No. of hours by type of coaching’ and ‘No. of hours by type of client’ columns.
 - Experience counted as ‘Executive’ coaching is where you have undertaken coaching in the context of the coachee’s *work*. It could:
 - be in the context of their role in an organization (of any size) or role in self-employment;
 - include performance coaching, leadership coaching, career development coaching and business coaching;
 - include coachees at any level: you do not need to restrict this to senior leaders or executives;
 - be self-commissioned or self-funded or commissioned and/or funded by the employer.
 - Experience counted as ‘Non-Executive’ coaching is where you have undertaken coaching in any context outside of executive coaching. It may include personal coaching, relationship coaching, wellbeing coaching, coaching children and coaching parents.
- If you are including any team or group coaching, record it in the ‘Team/Group’ column and enter the coachees’ initials as shown.



Below are four examples:

Dates From – To (Month/Year)	Organisation (<i>name</i>) or Private Client (<i>initials</i>)	Individual Organisation Client Initials (not name)	No. Hours by Type of Coaching		No. Hours by Type of Client		Total Coaching Hours
			1:1	Team / Group	Executive	Private	
January - July 2019	JC	Company A	12		12		12
January - July 2019	FB		12		12		12
January - July 2019	BT		10			10	10
August - Sept 2019	TC / MB / RT / OP	Company B		8	8		8
							0
							0
Subtotal Hours			34	8	32	10	42
% of total			80.95	19.05	76	24	

- Between January and July 2019, you had 12 one-to-one executive coaching sessions, each lasting an hour, with an individual coachee called Jane Connors. The sessions were for performance coaching and funded by Company A.
- Between January and July 2019, you had 12 one-to-one executive coaching sessions, each lasting an hour, with an individual coachee called Felicity Baker. The sessions were for career development coaching and funded by the coachee.
- Between January and July 2019, you had 10 one-to-one private coaching sessions, each lasting an hour, with an individual coachee called Ben Turner. The sessions were for life coaching and funded by the coachee.
- In August and September 2019, you had two team/group executive coaching sessions, each lasting four hours, with four coachees. The sessions were for leadership coaching and funded by Company B.



13. Appendix II: Professional Reflective Practice

Carroll and Gilbert (2005) referred to reflection as gaining a new and perhaps different perspective after stepping back from your coaching. What makes a coach step back, question and search is often a feeling of discomfort arising from an (coaching) experience and the start of recognizing that their normal response to a situation was insufficient (Atkins and Murphy, 1993).

Reflection is often thought of as existing at different levels, suggesting an order or hierarchy from a more superficial, descriptive level to a deeper level of critical reflection.

Hatton and Smith's work (below) has become a well-known framework to depict the different levels of reflective activity. You might use this to develop your writing to become more reflective.

Hatton and Smith's (1995) framework of the different levels of reflective activity, adapted by Moon (2006)

1. **Descriptive writing:** that which is not considered to show evidence of reflection, i.e. it is a description with no discussion beyond description.

Example coach reflection

- The coachee achieved her outcome
- The coach was content with the session

2. **Descriptive reflection:** events are described. The possibility of alternative viewpoints is accepted, but most reflection is from one perspective.

Example Coach reflection

- The coachee achieved her outcome. The coachee appeared happy. I wonder how satisfied the coachee *really* was. How might I find out? What might the sponsor's perspective be?
- I was content with the session. I wonder if this was the same for the client?

3. **Dialogic reflection:** There is a 'stepping back' from events and actions leading to a different level of contemplation. A discourse with self and exploring the course of events and actions. A recognition that different qualities of judgement and alternative explanations may exist for the same material or event. The reflection is analytical or integrative, though it may reveal inconsistency.

Example Coach reflection (on what would make the session even better...):



- Could cut out detailed reflecting back to the client (“*What I’m hearing is...*”) and explain the essence of what I’ve heard – this would help make the session pacier. At what pace is the client experiencing the session, and is this helpful (from the client’s perspective)?
- Noticed over-use of question (“*Is that it or...?*”) to check understanding. Wondered why I needed to understand? For whom am I understanding? What if I don’t? Wonder if that’s polarising choices for the client into only two possible options (one or another) and how I can create consideration of greater possibilities?
- Repeated use of the word “*Okay*” – is this an acknowledgement or a verbal tick? Need to self-check to make sure I don’t over-use.

