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| <p><i>Professional body</i></p>   | <p><b>How the professional bodies compare on.....</b></p> <p><b>ETHOS, RATIONALE &amp; PHILOSOPHY ( &amp; ETHICS)</b></p>   |
| <p><b>ASSOCIATION FOR COACHING (AC)</b></p>   | <ul style="list-style-type: none"> <li>• <b>Primary aim:</b> as leading independent, not-for-profit professional body for internal and external coaches; training/coaching providers, and sponsors of coaching to promote best practice and raise the awareness and standards of excellence across coaching globally, AC believes individual coach accreditation is central to achieving this aim</li> <li>• Supports individual coach accreditation as a way of helping the public and purchasers of coaches/coaching services to identify effective coaches who are fit to practice. Believes if a coach has taken the time and care to meet the criteria for individual coach accreditation, this should go a long way to demonstrating their commitment to client care. Accreditation cannot eliminate bad practice completely but it does minimise the chances of it occurring, and used in conjunction with an effective code of ethics, guidelines of best practice and complaints procedures, encourages higher standards of excellence</li> <li>• Offers individual coaches the opportunity to become an accredited coach or an accredited executive coach and through this gain recognition for their professional coaching practice. Provides career paths for coaches with AC-supported career development.</li> </ul> <p><b>Principles underpinning accreditation process:</b></p> <p><b>Industry standard</b> – recognised by coaches, clients and buyers of coaches/coaching as highly reputable and as a recognised international standard of excellent coaching practice</p> <p><b>Relevant to the market/target audience</b> – meets the needs of clients and buyers of coaches/coaching services</p> <p><b>Rigorous/high quality</b> – assessment of a coach’s practice (including coaching education, experience)</p> <p><b>Fair</b> – benchmarking of a coach’s practice against clear standards and robust methodologies</p> <p><b>Inclusive</b> – encourages coaches to become accredited, remain accredited and develop their competence in practice and recognises different coach training, education and previous accreditations</p> <p><b>Aligned to market recognised norms</b> e.g. standards, levels and titles</p> <p><b>Developmental focus</b> – encourages development of coaching competence and offers a lifetime career path to coaches</p> |
| <p><b>ASSOCIATION FOR PROFESSIONAL EXECUTIVE COACHING AND SUPERVISION (APECS)</b></p> | <ul style="list-style-type: none"> <li>• <b>Primary aim:</b> placing <b>professional standards</b> as an essential basis for establishing a quality professional service available to users</li> <li>• <b>defines “executive”</b> as: a person who has a level of leadership responsibility (financial /operational/ people) and/or responsibility for policy formulation and/or who makes a senior level individual contribution in the organisation</li> <li>• aims to provide a <b>route for established coaching practitioners</b> who desire <b>formal recognition</b> for their investment in their <b>learning, experience and knowledge</b> and who also want to <b>contribute to establishing high standards of the professional basis</b> for their practice</li> <li>• emphasis in these standards placed not only on the <b>psychological knowledge</b> base relevant to working with individuals, which drives the contribution and value into practice, but also, equally, an <b>appreciation, and knowledge, about the context of practice, the business and organisational context</b></li> <li>• <b>accreditation process</b> places a high reliance on <b>validity</b>, through evidence of <b>high standards of practice</b>. Although it is easy and possible to measure many factors in accreditation, this doesn’t necessarily increase the validity of the accreditation; our aim is also to link executive coaching to the high standards of well established knowledge and practice</li> </ul>   |

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|   | <p>based professions</p> <ul style="list-style-type: none"> <li>recognizes the issue of bringing <b>diversity</b> into a framework that is able to provide broad comparisons that covers a wide field of both the relevant knowledge/practice base as well as executive coaching contexts e.g. in different organization sectors.</li> </ul>   |
| <p><b>BRITISH PSYCHOLOGICAL SOCIETY SPECIAL GROUP IN COACHING PSYCHOLOGY (BPS SGCP)</b></p> | <ul style="list-style-type: none"> <li><b>Aims:</b> offers the <b>CPSYCHOL</b> qualification as a mark of experience, qualification and reputation for anyone looking to learn from, consult or employ a psychologist to work with an individual, a team or a system (organisation or otherwise).</li> <li>the title is <b>legally recognised</b> under the <b>Royal Charter</b>.</li> <li>those qualified with this title are <b>bound by the BPS Code of Ethics and Conduct</b> and are required to execute professionalism in all activities and maintain standards and capability that are fit for purpose.</li> </ul>   |
| <p><b>EUROPEAN MENTORING &amp; COACHING COUNCIL (EMCC)</b></p>                              | <ul style="list-style-type: none"> <li><b>Aims:</b> Through the <b>European Quality Award (EQA)</b>, EMCC works with its training provider members to ensure quality and consistency of training for coaches and mentors. EQA coaching and mentoring programmes ensure that successful students meet the EMCC research based competence standards. <b>European Individual Accreditation (EIA)</b> offers individuals the opportunity to become <b>accredited coaches and mentors</b>, gaining recognition for their professional and successful ongoing practice</li> <li>Its philosophy is one of <b>inclusivity</b> for all engaged in the <b>provision of coaching and mentoring services</b> and is backed up by EMCC purpose to <b>promote good practice and the expectation of good practice</b>.</li> </ul>   |
| <p><b>INTERNATIONAL COACH FEDERATION (ICF)</b></p>  | <ul style="list-style-type: none"> <li><b>Aims</b> include advancing the art and science of the coaching profession by <b>setting high professional standards, providing independent certification, and building a network of credentialed coaches</b>, and</li> <li><b>supporting and advance the coaching profession through programmes and standards</b> supported by its members and</li> <li>being an <b>authoritative source on coaching information and research for the public</b></li> </ul> <p>The ICF is the largest worldwide resource for professional coaches, and source for those who are seeking a coach. A non-profit organization formed by individual members-professionals who practice coaching, including executive coaches, leadership coaches, life coaches from around the world. Formed in 1995, today the ICF is the leading global organization, with <b>more than 18,000 members</b>.</p> <ul style="list-style-type: none"> <li>offered the <b>first globally recognized, independent credentialing programme</b> over a decade ago. More than 7,000 coaches currently hold one of three offered ICF Credentials: ACC, PCC and MCC.</li> <li><b>The ICF Credentialing Programme:</b><br/>Establishes and administers <b>minimum standards</b> for credentialing professional coaches and coach training programmes.<br/>Assures the public that participating coaches and coach training programmes meet or exceed these minimum standards.<br/>Reinforces professional <b>coaching as a distinct and self-regulating profession</b>.</li> <li>leader in developing a <b>definition and philosophy of coaching</b>, as well as, establishing a set of <b>ethical standards</b> that ICF members pledge to uphold. Has established the <b>ICF Code of Ethics</b> for ICF members and ICF credentialed coaches, and the <b>Ethical Conduct Review Process</b>, for those who have ethical complaints against an ICF member or credentialed coach. Both coaches and the public should be informed about these established codes and processes and the high standards ICF member professional coaches commit to uphold the demand.</li> <li>In response to growing demand for ICF credential, we have <b>assessors in various languages</b> to ensure that the greatest number of coaches across the world of all nationalities can become credentialed in the shortest time possible to meet the <b>ICF global vision</b> by 28 July 2016, that <b>coaching</b> will be an <b>integral part of society</b>; ICF members will represent the <b>highest quality</b> in professional coaching and there will be <b>100,000 ICF credentialed coaches</b> around the world</li> </ul> |

**SOCIETY FOR  
COACHING  
PSYCHOLOGY  
(SCP)**

- **Aims** are to offer routes to **international accreditation/certification as a coaching psychologist** and
- to **increase scientific knowledge of coaching psychology** and **enhance the professional practice** of its members for the benefit of their clients and client organisations.