

PRESS RELEASE

Annual Survey shows Membership to the AC Improves Credibility within the Coaching Industry

As a Global Association, the Association for Coaching knows only too well that the Coaching Industry is continuing to grow and grow - globally. This is not only reflected in their growing membership numbers or the international distribution of its members, but straight from the mouths of their own members.

In a recent annual member survey sent out to the AC's members (of which over 250 respondents took part) over 85% expected the Coaching Industry to grow in 2017.

The business of coaching is continuing to gain tremendous traction, particularly within organisations. Entrepreneurs, as well as established business owners, are steadily growing their demands to learn how to make their companies considerably more successful. We are living in a competitive, wealth driven world, which simply translates into a thriving entrepreneurial environment. As these business owners are looking for established paths to excel as well as managing potentially turbulent and uncertain times they are turning to business coaches.

But with all this growth, how can the industry retain credibility and best practice. A third of AC members (30%) believe that the key benefit to their membership with the AC is that it enhances credibility in the eyes of those who are engaging in their coaching services.

The Association for Coaching continues to promote excellence and ethics within the industry and to be the governing body to ensure standards and best practice, a belief that has been reinforced by the respondents with a third stating this as its main reason for its existence. Simply, the recognised mark of the Association for Coaching increases confidence amongst buyers of coaching services.

Katherine Tulpa, CEO and Co-Founder of the Association for Coaching, comments "The 2017 member survey has allowed us to re-evaluate our activities within the Association to ensure that we are delivering not only what our members expect, but also what the Coaching industry requires. We have always championed best practice and standards within the profession and providing credibility to our members is paramount for them to be reassured and continually drive forward their own businesses and organisations."

The Association of Coaching will be taking all the comments and findings from the survey and feeding them into their new Membership platform which will be launching in the coming months. The new platform will allow members to connect and network more easily with their peers, manage their own professional development requirements and have better access to the wide source of on and offline resources they have available to them.

Notes to the Editor

The Association for Coaching® (AC) is a leading independent, and not-for-profit professional body dedicated to promoting best practice and raising the awareness and standards of coaching, worldwide.

" Our purpose is to inspire and champion coaching excellence, to advance the coaching profession and make a sustainable difference to individuals, organizations and society."

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