



Dear AC Colleague

AC EXPERIENCE-BASED COACH ACCREDITATION SCHEME

Within the AC Coach Accreditation pack you will find the details of all the mandatory information you are required to provide in submitting your application.

An overview of the documentation you must submit **in triplicate** is as follows:

1. Completed application form with evidence of 3 months' AC Membership at full Member , or Organisational (as Primary Contact or named representative) or Corporate Member Level (as Primary Contact or named representative)
2. Evidence of Professional Indemnity Insurance
3. An account of your coaching philosophy (800 -1000 words)
4. One coaching case study (1000 -1200 words)
5. Client permission for case study (this will not be circulated to assessors)
6. Evidence of Continued Professional Development
7. One professional referee's statement
8. Provide confirmation from an AC Coach Mentor/Supervisor that you have attended at least one Coach Mentor/Supervisor conference call. Calls run every month and details are regularly posted on the AC Forum.
9. Provide one report from your own coach mentor or supervisor
10. Include one client testimonial
11. Supply copies of all relevant certificates/diplomas/additional supporting documentation
12. List your Hours of Coaching Practice (minimum of 250 hours) with a total number of hours delivered at the end.
13. Include a cheque of £50 payable to Association for Coaching which is a non-refundable deposit to cover administration costs.
14. Post to Association for Coaching, 158 Laleham Road, Shepperton, Middlesex, TW17 0DB

Appendices:

- I Coaching Philosophy – How your work will be assessed.
- II Case Study – How your work will be assessed.
- III Relationship of Assessment for Accreditation to the AC Competency Framework

The details of the above list are given in more detail on the 4 pages following this letter of introduction.

A panel of AC accredited coaches whose professional backgrounds are reflective of the AC's broad membership assess applications. Details of accreditation applications will remain confidential, known only to the Head of Accreditation, its administration and the respective panel of assessors. Deadlines for submission of applications each year are the **1 January, 1 April, 1 July and 1 October**. Receipt of your application will be

acknowledged by e-mail and applicants will normally receive a decision within 12 weeks of the assessment date. On completion of the accreditation process, one copy of an application will be kept on file for a period of time and the other copies will be destroyed.

The total fee for accreditation is **£200** and on successful completion of your application, you will be invoiced for the balance of the fee. On receipt of full payment the AC will send you the certificate of accreditation that will be valid for 5 years from date of issue and the AC Accredited Coach logo to use on your website or printed literature. Maintaining your accreditation is subject to continuing AC membership, abiding by the AC Code of Ethics and continuing to receive ongoing professional coach mentoring/supervision.

Applicants are responsible for their accreditation submissions. Any documentation submitted in support of an application for accreditation must be authentic, honest and truthful. If it is discovered that any information to the contrary has been submitted in support of an application, it will invalidate the application and give cause to remove the accredited status.

Important Note

1. The deposit cheque of £50 is a non-refundable administration fee. It is therefore very important that you are satisfied your application meets all the criteria before submission.

2. Please remember to keep a copy of your application for your own reference and to submit 3 copies of your application, each copy in a click, comb or heat sealed binder.

I look forward to receiving your applications. In the meantime if you have any general enquiries about the accreditation process, please, in the first instance, refer to the AC Accreditation FAQ document.

If you require any further information, then please do not hesitate to e-mail me.

Yours sincerely,

Carol Wilson

Head of Accreditation
Association for Coaching
accreditation@associationforcoaching.com
www.associationforcoaching.com

DETAILS OF APPLICATION SECTIONS

The requirements for the accreditation process are listed in detail below, and also on the section cover sheets as you work through the application pack. Please remember that your application needs to be **typed in clear print** and submitted in **triplicate** (except for the client permission), **each complete set of paperwork in a click, comb or heat-sealed binder**. It is also very important that you adhere to the detail of all the criteria and also demonstrate best practice within your application. You may find it useful to have AC's Code of Ethics to hand.

SECTION 1: APPLICATION FORM

This form for personal details and information on your practice needs to be completed with full detail and signed by you, plus a copy of your certificate to show that you are a Full AC Member with at least 3 months AC membership, or that your organisation has been a member for 3 months and that you have worked there for that period.

SECTION 2: PROFESSIONAL INDEMNITY INSURANCE

Please attach a clear copy of your current insurance policy.

SECTION 3: COACHING PHILOSOPHY

You are required to complete an essay of 800 -1000 words (neither more nor less and noting the word count on your submission – please do not exceed the word count or you will be asked to resubmit your application) which outlines your philosophy of coaching, and clearly demonstrates the use of theoretical model/s and an understanding of how this informs your work and influences your practice. This also needs to show how you approach your coaching work in relation to the beginning, middle and end of the coaching contract. For guidance see Appendix I hereto: "Coaching Philosophy – How your work will be assessed".*

SECTION 4: CASE STUDY

You are required to complete and attach a case study that is 1000 -1200 words (neither more nor less and noting the word count on your submission – please do not exceed the word count or you will be asked to resubmit your application). This must be in essay form and not include emails or rely on supporting documentation. The case study should build on from your coaching philosophy, illustrate your stated coaching approach in detail and demonstrate a clear beginning, middle and end. It should include details of the type of coaching you offered the client, the goals agreed, the process of coaching, the outcome and the ways in which you and the client evaluated the outcome. **Please change client names and identifying details to protect client confidentiality**. For guidance see Appendix II hereto: "Case Study – How your work will be assessed".*

***For further guidance on 3 and 4 above see Appendix III hereto: "Relationship of Assessment for Accreditation to the AC Competency Framework"**

SECTION 5: CLIENT PERMISSION

You are also required to submit **1 copy only** of the **CASE STUDY PERMISSION** form with signed confirmation by your client to show that he/she agrees to their being the case study for your accreditation application. It is useful to gain consent before writing up the case study. This completed permission form will be held by the Accreditation office and not included in the application sent to assessors.

SECTION 6: CONTINUED PROFESSIONAL DEVELOPMENT

You are required to provide evidence to support the fact that you have completed 30 hours of CPD per annum over the past 12 months. It is not sufficient to simply provide a written statement of CPD you must also provide documentary evidence of these activities with your log. Please complete and add the CPD Log within the accreditation pack to your application and include evidence of activities. Examples of evidence, although not an exhaustive list might include confirmation of attendance at meetings or workshops, certificates, work samples, copies of articles or copies of e-mail communication.

CPD can be related to those areas of work involving coaching such as by reading coaching-related professional journals, newsletters and books; attending seminars, conferences, workshops; teaching; writing articles and book reviews for professional journals; undertaking research, being involved in relevant discussion groups (including the AC's online discussion group) etc. Also, attending AC events such as the AGM or being involved with Association committee work. CPD can also include topics allied to coaching e.g. relevant counselling or listening skills or assertiveness training courses.

AC CPD comprises both *INPUT* (activities that are directed at you and enhance your coaching practice) and *OUTPUT* (activities that enhance your coaching practice through work that you are contributing to within the broader context of the professional development of coaching).

Although it is likely that coaches may engage in more than 30 hours of CPD per annum, to ensure a balanced approach the Association for Coaching requires members to demonstrate 15 hours of INPUT and 15 hours of OUTPUT. However, there may be some coaches where CPD is totally INPUT orientated and this will be deemed acceptable. However, it will not be deemed acceptable for an individual to only engage in OUTPUT activities.

Input Activities:

Courses

Courses undertaken in areas of special interest or concern which are relevant to coaching, for example workshops on coaching strategies. These may be programmes offered by training organisations or could be provided as an in-house activity.

Seminars and Conferences

Conferences, lectures and seminars organised locally, nationally or internationally.

Study for Further Qualifications

Qualifications e.g: Diploma, MA, PhD or other specialist qualification in Coaching.

Output activities:

The Development of Others

Developing others by designing, facilitating or offering a training session or by giving a presentation at a conference. Writing articles, book reviews, books or publishing research.

Committee Work/ Meetings

Coaching related committee work at local, national or international level, for example, membership of AC committees or attendance at international or on multi-disciplinary committees

SECTION 7: PROFESSIONAL REFEREE'S STATEMENT

You are required to provide a professional statement from a referee using the form provided in this pack. Your referee can be an employer or colleague who knows your coaching work within a professional context, but is not a coaching client or your employee. If your referee does not have internet access to the AC Code of Ethics, please provide a copy from the AC website:

www.associationforcoaching.com

SECTION 8: AC COACH MENTORING AND SUPERVISION

The AC has appointed a number of Coach Mentors/Supervisors. They will run one conference call a month which any AC member is entitled to join for supervision/coach mentoring. From 1st October, applicants for accreditation will be required to have attended **at least 1** such call and to obtain an e-mail confirmation of their attendance from the ACCMS.

SECTION 9: ATTENDANCE OF AC COACH MENTORING/SUPERVISION CONFERENCE CALLS

Give at least one date on which you attended an AC Coach Mentoring/Supervision conference call.

SECTION 10: COACH MENTOR OR SUPERVISOR'S REPORT

In addition to the AC Coach Mentor/Supervisor's reference above, you are required to provide a report from your own coach mentor or supervisor using the form within this pack. Your coach mentor/supervisor will be a qualified coach with whom you have a clearly defined arrangement to discuss your coaching work, whether on a 1-2-1 basis or within a group or peer context, and may or may not be an AC Coach Mentor/Supervisor. If your coach mentor/supervisor does not have internet access to the AC Code of Ethics, please provide a copy from the AC website: www.associationforcoaching.com For guidance please download document 'Coach Mentoring and Supervision' from www.associationforcoaching.com/memb/memb07.htm

SECTION 11: CLIENT TESTIMONIAL

You are required to provide a client testimonial using the form within this pack. If your client does not have internet access to the AC Code of Ethics, please provide a copy from the AC website: www.associationforcoaching.com

SECTION 12: ADDITIONAL SUPPORTING DOCUMENTATION

Please ensure you have included copies of any certificates, diplomas and other additional material/qualifications you think would support or prove relevant to your application. It is not necessary to include for example: chapters of books you have published, business promotional material, or email correspondence.

SECTION 13: HOURS OF COACHING PRACTICE

As this is currently an experienced based accreditation scheme, you must be able to demonstrate that you have accrued **250 hours** of coaching practice with individuals and/or groups.

You will need to provide the following detail: dates of the block of sessions e.g. May-Oct 2004 whether private client (use initials) or organisation (name); what type of coaching e.g. executive, career, life, team etc., the number of hours; and whether individual, group or both. If you have coached more than 1 individual within the same organisation, rather than listing them separately use an asterisk with the relevant number thus: individual*6

Please detail this information on the enclosed **Coaching Hours Log** and attach this to your application.

SECTION 14: PAYMENT

Attach to one of the copies of the **Accreditation Application Checklist** a non-refundable deposit cheque of £50 payable to the *Association for Coaching*.

SECTION 15: APPENDICES

Appendix I: Coaching Philosophy – How your work will be assessed.

Appendix II: Case Study – How your work will be assessed.

Appendix III: Relationship of Assessment for Accreditation to the AC Competency Framework

AC COACH ACCREDITATION PACK

Now you have read the introductory letter and details of application sections you have moved forward to the beginning of the actual accreditation application pack. What follows are all the relevant forms and information you require to enable you to complete your application.

Once you have compiled your application, please confirm that it is complete using the Accreditation Checklist, which is on the following page. Remember you must submit your application (except the case study permission form) **in triplicate – in 3 separate click, comb or heat-sealed binders** ensuring each document is collated in the correct section order and including the cover sheet of a section where requested.

Do be sure to keep a complete copy of your accreditation application since proof of posting does not always guarantee delivery!

We have tried to make this process as user friendly as possible. If, however, you have any queries or comments that are not addressed in the Accreditation FAQ on the AC website then please email accreditation@associationforcoaching.com

Send your application to:

Carol Wilson
Head of Accreditation
Association for Coaching
158 Laleham Road
Shepperton
Middlesex
TW17 0DB

Name of Applicant.....

ACCREDITATION APPLICATION CHECKLIST

Please tick each box to confirm the documents are attached as follows:

- | | |
|---|--------------------------|
| 1. Application form with evidence of AC Membership | <input type="checkbox"/> |
| 2. Evidence of Professional Indemnity Insurance | <input type="checkbox"/> |
| 3. Coaching philosophy (800 –1000 words) | <input type="checkbox"/> |
| 4. One case study (1000 –1200 words) | <input type="checkbox"/> |
| 5. Permission form for case study from client | <input type="checkbox"/> |
| 6. Evidence of Continued Professional Development | <input type="checkbox"/> |
| 7. One professional referee's statement | <input type="checkbox"/> |
| 8. One reference from an AC Coach Mentor/Supervisor | <input type="checkbox"/> |
| 9. Date you attended an ACCMS call | <input type="checkbox"/> |
| 10. One report from your own coach mentor/supervisor | <input type="checkbox"/> |
| 11. A client testimonial | <input type="checkbox"/> |
| 12. Copies of all certificates/diplomas/additional documentation | <input type="checkbox"/> |
| 13. Hours of coaching practice | <input type="checkbox"/> |
| 14. Non refundable deposit cheque for £50 made payable to:
<i>Association for Coaching</i> (attached to 1 copy of checklist) | <input type="checkbox"/> |

SECTION 1

APPLICATION FORM AND EVIDENCE OF AC MEMBERSHIP

This form for personal details and information on your practice needs to be completed with full detail and signed by you, plus a copy of your certificate to show either:

that you are a full AC Member , or an Organisational (as Primary Contact or named representative) or Corporate Member Level (as Primary Contact or named representative) with at **least 3 months** AC membership.

or:

if you have not held your AC Full Membership for at least 3 months, your organisation has been a member for **at least 3 months** and that you have worked there for that period.

Application Form

Personal Details

AC membership no.....Date joined

AC.....

Title..... Surname

Forenames.

Mailing address

.....

.....

Tel:..... (day) (evening)

Email:

Initial each of the following statements that are true for you and sign below. Please note that whilst all involvements with disciplinary procedures and any refusal of accreditation/recognition have to be investigated, only some of these matters will be grounds for refusing accreditation or delaying the processing of this application.

I have read the AC Code of Ethics in Coaching and undertake to abide by them.

I have never been and am not currently affected by any formal complaints procedure within AC or any other professional body external to AC.

If you have been, or are currently the subject of a complaint within AC or another professional body where the complaint is upheld and/or rights of membership are suspended, you are bound to declare this with your application for accreditation.

I have not been refused recognition or accreditation by any such body.
(If you have been refused, please give details on a separate sheet.)

I understand that if accredited, my accreditation is dependent upon continuing AC membership and ongoing coach mentoring/supervision.

Applicant's Signature..... Date

Coaching Qualifications (certificates, diplomas, degrees, etc.)

Date attained	Qualification (Full title)	Awarding Institution (Name and location)
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.....		
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Other Qualifications (certificates, diplomas, degrees)

Date attained	Qualification (Full title)	Awarding Institution (Name and location)
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Coaching Competencies

Link between qualifications, professional development and AC competency framework.

You are asked to indicate how the training and professional development you have done relates to the AC competency framework. You are encouraged to include training and qualifications listed here as well as any recent development activity. You will need to refer to the competency framework provided with this pack in Appendix IV hereto.

Linking your professional development to AC Competencies

Brief: Indicate here the coach specific training you have completed and qualifications attained. Please show which competency you believe this relates to and explain why. You need only select the training or qualifications that have been most significant in developing your coaching competence.

1. List here your significant qualifications and training	Core Competency (i.e. Coach 2i; Client 3ii; Partnership 1i)	Explain here how the programme helped you develop this competency	
<i>Example: Certificate in coaching supervision April '06</i>	<i>Coach 2i; 2iii; 2iv, Client 3iii</i>	<i>Helped me clarify the differences between coaching and supervision, where the boundaries exist for me. Explored the boundaries of ethics, challenged my assumptions.</i>	
a.			
b.			
c.			
d.			
e.			
a.			
b.			
c.			
d.			
e.			

Current occupation

Please state your job title and identify your employer and main work roles (e.g. associate, freelance coach etc):

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.....

.....

How long have you been employed in this role?

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.....

If less than two years, please give former occupation:

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.....

When and in what context did you first start coaching?

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.....

Where do you currently coach?

Please provide details of the differing contexts where coaching takes place:

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.....

Hours per week spent coaching:

Independent practice:

In an organisation (e.g associate or employee):

How many hours do you normally coach per annum?

.....

Please describe each setting where coaching takes place, e.g. layout, privacy etc. (If necessary, please continue on a separate sheet)

Independent practice:

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.....
.....

Within an organisation:

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.....

When did you begin receiving coach mentoring or supervision and what is the duration and frequency and context (e.g. 1-2-1, peer, group).

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.....

By what other means do you monitor the quality of your work (e.g. evaluation forms)?

.....
.....
.....

SECTION 2

EVIDENCE OF PROFESSIONAL INDEMNITY INSURANCE

Please attach a clear photocopy of your current insurance policy to this cover sheet

SECTION 3

COACHING PHILOSOPHY

You are required to complete an essay of 800 –1000 words (noting the word count on your submission – please do deliver less or more words or you will be asked to resubmit) which outlines your philosophy of coaching and clearly demonstrates the use of theoretical model/s and an understanding of how this informs your work and influences your practice. This also needs to show how you approach your coaching work in relation to the beginning, middle and end of the coaching contract.

Please read the guidelines in Appendix I hereto: "Coaching Philosophy – How your work will be assessed" and Appendix III hereto: "Relationship of Assessment for Accreditation to the AC Competency Framework"

Please attach this cover sheet to your essay.

SECTION 4

CASE STUDY

You are required to complete and attach a case study that is 1000 -1200 words (noting the word count on your submission – please do deliver less or more words or you will be asked to resubmit). This must be in essay form and not include emails or rely on supporting documentation. The case study should build on from your coaching philosophy and illustrate your stated coaching approach in detail and demonstrate a clear beginning, middle and end. It should include details of the type of coaching you offered the client, the goals agreed, the process of coaching and the outcome and the ways in which you and the client evaluated the outcome. **Please change client names and identifying details to protect client confidentiality.**

Please read the guidelines in Appendix II hereto: “Case Study – How your work will be assessed” and Appendix III hereto: “Relationship of Assessment for Accreditation to the AC Competency Framework”

You are also required to submit **1 copy only** of the following **CASE STUDY PERMISSION** with signed confirmation by your client to show that he/she agrees to being used as the case study for your accreditation application. This completed permission form will be held by the Accreditation office and not included in the application sent to assessors.

Please attach this cover sheet to your case study.

SECTION 5

CASE STUDY PERMISSION

Your coach is applying for AC accreditation and is required to complete and attach a case study of 1000 –1200 words. While client names and identifying details will be changed to protect confidentiality, AC feels it is important to confirm your agreement to being the subject of the case study. Therefore, please complete and sign below. Your confidentiality will be maintained, and this permission form will be held by the Accreditation office and not sent to the assessors. Once your coach's application has been processed, this form will be destroyed.

I confirm my agreement to being the case study for the accreditation application of(name of Coach)

Signed.....

Print name.....

Date.....

SECTION 6

CONTINUED PROFESSIONAL DEVELOPMENT

You are required to provide evidence to support the fact that you have completed **30 hours of CPD** per annum over **the past 12 months**. Please complete and add the following **CPD Log** to your application and include documentary evidence of activities (attendance certificates etc).

CPD can be related to those areas of work involving coaching such as by reading coaching-related professional journals, newsletters and books; attending seminars, conferences, workshops; teaching; writing articles and book reviews for professional journals; undertaking research, being involved in relevant discussion groups (including the AC's online discussion group) etc. Also, attending AC events such as the AGM or being involved with Association committee work. CPD can also include topics allied to coaching e.g. relevant counselling or listening skills or assertiveness training courses.

AC CPD comprises of both *INPUT* (activities that are directed at you and enhance your coaching practice) and *OUTPUT* (activities that enhance your coaching practice through work that you are contributing to within the broader context of the professional development of coaching

Although it is likely that coaches may engage in more than 30 hours of CPD per annum, to ensure a balanced approach the Association for Coaching requires members to demonstrate **15 hours of INPUT** and **15 hours of OUTPUT**. However, there may be some coaches where CPD is totally INPUT orientated and this will be deemed acceptable. However, it will not be deemed acceptable for an individual to only engage in OUTPUT activities. Further explanation of input and output are detailed in the section summary.

Input Activities:

Courses

Courses undertaken in areas of special interest or concern that are relevant to coaching, for example workshops on coaching strategies. These may be offered by training organisations or could be provided as an in-house activity.

Seminars and Conferences

Conferences, lectures and seminars organised locally, nationally or internationally.

Study for Further Qualifications

Qualifications such as a Diploma, MA, PhD or other specialist qualification in Coaching.

Output Activities:

The Development of Others

Developing others by designing, facilitating or offering a training session or by giving a presentation at a conference. Writing articles, book reviews, books or publishing research.

Committee Work/ Meetings

Coaching related committee work at local, national or international level, for example, membership of AC committees or attendance at international or on multi-disciplinary committees

SECTION 7

PROFESSIONAL REFEREE'S STATEMENT

You are required to provide a professional statement from a referee using the form provided in this pack. Your referee can be an employer or colleague who knows your coaching work within a professional context, but is not a coaching client or your employee. Please supply the following page of Guidelines to your professional referee with the response form and provide them with a copy of the AC Code of Ethics or direct him/her to a copy on the website: www.associationforcoaching.com

GUIDELINES FOR PROFESSIONAL REFEREES

In order to propose a coach for individual coaching accreditation, you must be a member of an appropriate professional body such as:

- AC
- APECS
- BABCP
- BACP
- BCP
- BPS
- CIPD
- EIC
- EMCC
- IAC
- ICF
- SGCP
- UKCP

You should know the coach well enough to confirm that they are a responsible person, maintaining a professional standard of integrity, and of good standing in their professional community.

Professional Referee's Statement

APPLICANT DETAILS

Name.....

AC Membership

No.....

REFEREE DETAILS

Name.

.....

Organisation.....

Address.....

.....

.....

Post Code.....

Email.....

Occupation

.....

Professional

membership/s.....

.....

In what capacity do you know the
applicant?.....

.....

How long have you known the applicant?.....

.....

In your opinion, is the applicant a responsible person maintaining a professional standard of integrity, and a good standing in their professional community?

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.....

What is your opinion of the applicant as a coach, in their relationships with their clients and with their own colleagues?

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In your opinion, is there any reason why the applicant should not become an AC accredited coach?

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Are there any additional comments you wish to make regarding the applicant?

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Please tick the box to confirm that you have read the AC Code of Ethics

Referee's Signature.....

Date.....

Please return your completed form to the applicant for inclusion in his/her accreditation application

SECTION 8

REPORT FROM AC COACH MENTOR/SUPERVISOR

You are required to have attended at least one conference telephone call with an AC Coach Mentor/Supervisor and to obtain e-mail confirmation from the ACCMS.

Please submit the following reference completed by an ACCMS.

Reference from ACCMS:

I confirm that I have spoken with the applicant and provided coach mentoring/supervision on at least one occasion and that the applicant participated in the coach mentoring supervision call to obtain support, ask questions about their coaching practice and mix with other members on [date]".

Confirmed by:

Name of ACCMS:

Date:

SECTION 9

REPORT FROM YOUR OWN COACH MENTOR/SUPERVISOR

You are required to provide a report from your coach mentor or supervisor (who may or may not be an AC Coach Mentor/Supervisor or the ACCMS who provided the reference in Section 8) using the form within this pack. Your coach mentor/supervisor will be a qualified coach with whom you have a clearly defined arrangement to discuss your coaching work, whether on a 1-2-1 basis or within a group or peer context. If your coach mentor/supervisor does not have internet access to the AC Code of Ethics, please provide a copy from the AC website:

www.associationforcoaching.com

Guidelines for Coach Mentors and Supervisors

In order to provide a coach mentor/supervisor's report you must be a qualified coach (i.e. have had coach training) and a member of an appropriate professional body such as:

- AC
- APECS
- BABCP
- BACP
- BPS
- BCP
- CIPD
- EIC
- EMCC
- IAC
- ICF
- SGCP
- UKCP

You should know the coach well enough to confirm that they are a responsible person, maintaining a professional standard of integrity, and of good standing in their professional community.

Coach Mentor/Supervisor's Report

APPLICANT DETAILS

Name.....

AC Membership

No.....

COACH MENTOR/SUPERVISOR DETAILS

Name.....

Address.....

.....

.....

.....

.....

.....

Post Code.....

Email.....

Occupation

.....

Qualifications.....

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Professional

Membership/s.....

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How long have you known the applicant?.....

In your opinion, is the applicant a responsible person maintaining a professional standard of integrity, and of a good standing in his/her professional community?

.....
.....

What is your opinion of the applicant as a coach, in their relationships with their clients?

.....
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.....

In your opinion, is there any reason why the applicant should not become an AC accredited coach?

.....
.....
.....

Are there any additional comments you wish to make regarding the applicant?

.....
.....
.....

Please tick the box to confirm that you have read the AC Code of Ethics

Coach Mentor/Supervisor's signatureDate
.....

Please return your completed form to the applicant for inclusion in his/her accreditation application

SECTION 10

CLIENT TESTIMONIAL

You are required to provide a client testimonial using the form within this pack. This does not need to be the same client used in the case study. If your client does not have internet access to the AC Code of Ethics, please provide a copy from the AC website: www.associationforcoaching.com

Please attach this cover sheet to the client testimonial when compiling your submission.

CLIENT TESTIMONIAL

Your Coach has applied for accredited status with the Association for Coaching. As part of the accreditation process we ask for one client testimonial as to the effectiveness of the individual.

Name of Coach.....

A. How good was your coach at:

- 1 = low 3 = Average 5 = high
- | | | | | | | |
|---|--|---|---|---|---|---|
| 1 | Keeping agreed appointments | 1 | 2 | 3 | 4 | 5 |
| 2 | Allowing you to set the agenda for your sessions | 1 | 2 | 3 | 4 | 5 |
| 3 | Keeping a check on the points agreed during your sessions and feeding these back to you including any review points from previous sessions | 1 | 2 | 3 | 4 | 5 |
| 4 | Encouraging you to use a journal, log or written reflection note to reflect on learning experiences | 1 | 2 | 3 | 4 | 5 |
| 5 | Sharing experiences and ideas as options for you to consider | 1 | 2 | 3 | 4 | 5 |

B. How well did your coach:

- 1 = low 3 = Average 5 = high
- | | | | | | | |
|---|---|---|---|---|---|---|
| 6 | Establish rapport with you – listening to what you said and displaying empathy with your thoughts and ideas, giving clear responses and summaries, communicating openly with you etc. | 1 | 2 | 3 | 4 | 5 |
| 7 | Explain clearly any necessary concepts, information and techniques giving clear, concise and constructive feedback | 1 | 2 | 3 | 4 | 5 |
| 8 | Use questionnaires and/or self-assessment profiles (if appropriate) to help you understand yourself better | 1 | 2 | 3 | 4 | 5 |
| 9 | Ensure you retained responsibility to solve problems and change your behaviour gaining your commitment to a Personal Action Plan | 1 | 2 | 3 | 4 | 5 |

C. How good was your coach at:

1 = low

3 = Average

5 = high

10	Asserting him/herself without being aggressive or passive	1	2	3	4	5
11	Showing that he/she was knowledgeable, skilful and willing to liaise with other appropriate experts	1	2	3	4	5
12	Demonstrating good time management practices	1	2	3	4	5
13	Communicating a genuine belief in the potential for people to improve their performance	1	2	3	4	5
14	Managing your emotions	1	2	3	4	5
15	Acting as a good role model	1	2	3	4	5

D. How good was the coaching programme at helping you to:

1 = low

3 = Average

5 = high

16	Assess your current levels of competence	1	2	3	4	5
17	Improve your performance	1	2	3	4	5
18	Become more aware of learning	1	2	3	4	5
19	Prioritise your development needs	1	2	3	4	5
20	Maximise any learning opportunities	1	2	3	4	5
21	Set yourself development goals or targets	1	2	3	4	5
22	Monitor and/or evaluate the achievement of your objectives	1	2	3	4	5
23	Set yourself new goals	1	2	3	4	5
24	Create a Personal Development Plan	1	2	3	4	5
25	Feel more positive about your development	1	2	3	4	5
26	Raise your morale	1	2	3	4	5

Are there any other personal or business benefits you believe have been derived from your coaching?

.....
.....
.....

Please add any further comments you may have:

.....
.....
.....

**Should the AC Accreditation office require further information, are you willing for them to contact you?
Yes/No**

If yes, please add your telephone number

.....

**Signed.....
Date.....**

Please return this completed form to your Coach who will then include it as part of his/her accreditation application.

SECTION 11

ADDITIONAL SUPPORTING DOCUMENTATION

Please ensure you have attached copies of any certificates, diplomas and other additional material/qualifications you think would support or prove relevant to your application. It is not necessary to include for example: chapters of books you have published, business promotional material, or email correspondence.

Please attach this cover sheet to the additional documentation.

SECTION 12

HOURS OF COACHING PRACTICE

As this is currently an experienced-based accreditation scheme, you must be able to demonstrate that you have accrued **250 hours** of coaching practice with individuals and/or groups.

You will need to provide the following detail: dates of the block of sessions e.g. May-Oct 2007; whether private client (use initials) or organisation (name); what type of coaching e.g. executive, career, life, team etc., the number of coaching hours; and whether individual, group or both.

If you have coached more than 1 individual within the same organisation, rather than listing them separately use an asterisk with the relevant number thus: individual*6.

Please detail this information on the following **Coaching Hours Log** and attach this to your application.

COACHING HOURS LOG

Dates From - To	Organisation (<i>name</i>) or Private Client (<i>initials</i>)	Type of Coaching Work (<i>e.g. Life, Executive, Team etc</i>)	Number of Coaching Hours	Individual or Group or Both
<div style="text-align: right; padding-right: 10px;">Total hours</div>				

SECTION 13

PAYMENT

Please attach to your **Accreditation Application Checklist** (the front sheet of this pack) a non-refundable deposit cheque of **£50** payable to the ***Association for Coaching***.

SECTION 14

Please post your application to:

Head of Accreditation
Association for Coaching
158 Laleham Road
Shepperton
Middlesex
TW17 0DB

APPENDIX I

Coaching Philosophy – How your work will be assessed.		
<p>Brief: Provide an outline of your coaching philosophy and clearly demonstrate your application of theoretical model/s within your current practice, explaining how this informs your work and influences your current practice. Your essay should also demonstrate how you approach your work in relation to the beginning, middle and end of the coaching contract. (800 – 1000 words)</p>		
1. Give an outline of your philosophy of coaching	Core Competency	Available marks
a. Explains clearly what their coaching philosophy is.	The Coach Professional Knowledge & Awareness	2
b. Identifies key factors that show that the coach is practicing from a sound theoretical base and is aware of professional boundaries.		2
c. Illustrates the benefit of identified model/s to the coachee.		2
d. Demonstrates an under understanding of how coaching differs from other learning & helping roles.		2
e. Reference to code of ethics		2
2. Demonstrate your application of theoretical models.	Core Competency	Available marks
a. Clearly identifies range of theoretical models	The Coach Professional Knowledge & Awareness	3
b. Explains how coaching model/s inform their work.		2
c. Explains how model/s influences current practice.		2
d. Stated philosophy is reflected consistently in account of practical application.		3
3. How do you approach your work at various stages in the coaching process?	Core Competency	Available marks
a. Demonstrates a sound knowledge and awareness of how to approach each stage of the coaching relationship.	The Coach Professional Knowledge & Awareness	2.5
b. Explains key factors creating a successful coaching relationship at the beginning of the coaching process.		2.5
c. Explains how they approach their work to ensure the middle stages of the intervention are effective.		2.5
d. Demonstrates how they approach the end stages of the coaching contract.		2.5
Minimum marks = 5 out of 10 for each section.		
Marks out of 30 will be awarded		

APPENDIX II

Case Study – How your work will be assessed.		
Brief: The case study should build on from your coaching philosophy and illustrate your stated coaching approach in detail and demonstrate a clear beginning, middle and end. It should focus on the client and include details of the type of coaching you offered, the goals agreed, the process of coaching and the outcome and the ways in which you and the client evaluated the outcome. (1000 - 1200words)		
1. Give a clear overview of how your coaching approach builds on your coaching philosophy.	Core Competency	Available marks 10
a. Explains the context of the coaching case study.	The Coach Professional Knowledge & Awareness	4
b. Provides a clear link to the coaching philosophy and its practical application.		3
c. Demonstrates at least one example of how philosophy theory is performed in practice		3
2. Tell us how your coaching approach is applied in practice at each stage of the coaching intervention and the client's place within this process.		
a. Illustrates the coaching approach used at the beginning of the coaching process.	The Client Positive regard & empathy for the client Fostering independence and personal responsibility	2.5
b. Illustrates the coaching approach used during the middle stages of the coaching process.		2.5
c. Illustrates the coaching approach used at the end of the coaching process.		2.5
d. How do you take account of the client's needs at each stage?		2.5
3. Provide details of your coaching approach in the context of this case study.		
a. Explains the type of coaching used and refers to contractual agreement.	The Partnership Contracting & external influencing factors The Client Facilitation & Learning	2.5
b. Outlines the agreed goals and outcomes achieved		2.5
c. Describes the coaching process used to support goal achievement		2.5
d. Identifies the methods used by coach & coachee to evaluate outcomes.		2.5
Minimum marks = 5 out of 10 for each section.		
Marks out of 30 will be awarded		

APPENDIX III

Relationship of Assessment for Accreditation to the AC Competency Framework	
Assessment Task	Area of Competence
Coaching Philosophy	
1. Give an outline of your philosophy of coaching	The Coach 2. Professional Knowledge & Awareness <ul style="list-style-type: none"> i. The coach is clear about their own coaching philosophy, what coaching means and how it differs from other learning & helping roles. ii. The coach is clear about the coaching process and the models and approaches that underpin their role. iii. The coach is aware of their professional boundaries and is able to refer on as appropriate iv. The coach seeks to act ethically and with the highest integrity at all times.
2. Demonstrate your application of theoretical model/s.	
3. How do you approach your work at various stages in the coaching process?	
Case Study	
1. Give a clear overview of how your coaching approach builds on your coaching philosophy.	The Client 1. Positive regard & empathy for the client <ul style="list-style-type: none"> i. The coach holds the client in high esteem and has a firm belief in their potential and capability. ii. The coach demonstrates acceptance of the client and validates their experiences. iii. The coach is able to challenge the client to promote learning. 2. Fostering independence and personal responsibility <ul style="list-style-type: none"> i. The coach encourages self belief and inspires curiosity to open up new horizons. ii. The coach supports self determined learning by the client. iii. The coach monitors, records and feeds back evidence of the client's ongoing development. 3. Facilitation & Learning <ul style="list-style-type: none"> i. The coach is aware of enabling and hindering factors when facilitating the coaching relationship. ii. The coach is able to effectively facilitate goal setting and generation of own strategies to achieve goals set. iii. The coach offers themselves as a resource in a relationship that is intent on working in a learning alliance with the client learning alliance with the client. The Partnership 1. Contracting & external influencing factors <ul style="list-style-type: none"> i. The coach ensures a comprehensive contractual agreement is reached that all stakeholders can adhere to. ii. The coach demonstrates a good knowledge of current legislation.
2. Tell us how your coaching approach is applied in practice at each stage of the coaching intervention.	
3. Provide details of your coaching approach in the context of this case study.	

