



**AC ASSESSMENT MATRIX**  
**INDIVIDUAL ACCREDITED EXECUTIVE COACH SCHEME**

AREA UNDER ASSESSMENT	FOUNDATION LEVEL	ACCREDITED COACH LEVEL		
	Associate Coach – Level 1	Accredited Coach - Level 2	Accredited Professional Coach - Level 3	Accredited Master Coach - Level 4
COACHING CONTEXT	Statement explaining the context for coaching and specific areas of focus (i.e. personal, career, speciality, health).	Statement explaining the context for coaching and specific areas of focus (i.e. personal, career, speciality, health).	Statement explaining the context for coaching and specific areas of focus (i.e. personal, career, speciality, health).	Statement explaining the context for coaching and specific areas of focus (i.e. personal, career, speciality, health).
COACHING KNOWLEDGE	Statement explaining how coaching knowledge (e.g. acquired through training) is applied in practice by the coach	Statement explaining how coaching knowledge (e.g. acquired through training and experience) is applied in practice by the coach. Links to coaching model/ approach (see below)	Statement explaining how coaching knowledge (e.g. acquired through training and experience) is applied in practice by the coach. Links to coaching model/approach (see below)	Evidence showing contribution to knowledge development in the coaching profession (e.g. through critically argued paper; proposing new ideas; fresh application of existing ideas, research, theory, or practice.)
APPROACH TO COACHING		Production of coaching model/ approach/philosophy (showing the integration of theory and practice) and how this translates into their coaching practice	Further development and articulation of coaching model approach/philosophy (showing the integration of theory and practice) and how this translates into their coaching practice	Further development of personal coaching approach/philosophy (showing the integration of theory and practice)and how this translates into their coaching practice – demonstrated in live coaching session.
PROFESSIONAL	Current AC Member at Associate	Current AC Member at Member Level	Current AC Member at Member	Current AC Member at Member

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COACHING STANDARDS & ETHICS	Level or above Signature of adherence to AC Code of Ethics & Good Practice	or above Signature of adherence to AC Code of Ethics & Good Practice + short responses to written Q&A ethical dilemmas paper	level or above Signature of adherence to AC Code of Ethics & Good Practice + short responses to written Q&A ethical dilemmas paper	level or above signature of adherence to AC Code of Ethics & Good Practice plus assessment of practice in live coaching session and follow-up Q&A session on ethical dilemmas with panel
COACHING EXPERIENCE & TRAINING	Cumulative coaching experience - 50 logged hours*  Coach-specific training benchmarked against AC competencies	Cumulative coaching experience -250 logged hours*  Coach-specific training benchmarked against AC competencies	Cumulative coaching experience – 750 logged hours*  Coach training benchmarked against revised AC competencies	Cumulative coaching experience – 1,500 logged hours*  Coach training benchmarked against revised AC competencies
COACH FITNESS TO PRACTISE	Reflective statement on coaching practice (Forms part of Coach's self-assessment of competence – see below)	Submission of recording of live coaching session with transcript of same coaching session with critical review and reflection of practice & learning	Submission of recording of live coaching session with transcript of same coaching session with critical review and reflection of practice & learning	Live demonstration of coaching & follow-on de-brief with panel plus ethical and best practice Q&A with panel. * <i>Mock exam practice to be available</i>
	1 Client coaching reference	2 Client coaching references	3 Client coaching references	4 Client coaching references
		Log of regular coaching supervision over past 12 months.	Log of regular coaching supervision over past 12 months+ supervisor's	Log of regular coaching supervision over past 12 months + supervisor's reference of

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			reference of fitness to practise, with recommended areas for coach's development against AC competencies	fitness to practise, with recommended areas for coach's development against AC competencies
COACH CONTINUING PROFESSIONAL DEVELOPMENT		Minimum 30 hours/yr coach-related continuation training	Minimum 36 hours/yr coach- related continuation training	Minimum 42 hours/yr coaching or professional continuation training related to focus/speciality area (e.g. cross-cultural coaching)
	CPD record since initial coach training	CPD record since initial coach training or last accreditation + coach's critical reflection on key learning from these development activities	CPD record since last accreditation or last 3 years + coach's critical reflection on key learning from these development activities	CPD record since last accreditation or last 3 years+ coach's critical reflection on key learning from these development activities
	Coach's self-assessment of competence + Personal Development Plan for next 12 months against AC coach competencies	Coach's self-assessment of competence + Personal Development Plan for next 12 months against AC coach competencies	Coach's self-assessment of competence + Personal Development Plan for next 12 months against AC coach competencies	Coach's self-assessment of competence + Personal Development Plan for next 12 months against AC coach competencies
Key: * a minimum of 75% of coaching hours to be paid (or maximum 25% of coaching hours to be <i>pro bono</i> ); internal coaching is accountable in logged hours, as long as it is a formal coaching arrangement (i.e. not part of a line manager role). Note team coaching is excluded in logged hours.				