



## AC Course Recognition Criteria

Course recognition is currently only available for Foundation Skill Courses. This can be for a programme that trains Coaches or Managers, and one that has been run and completed at least once.

Currently, to achieve Association for Coaching basic course recognition the following criteria needs to be met:

### The Checklist

*The organisation/training provider needs to:*

1. Be an Organisational/Corporate member of the AC agreeing to abide by the terms and conditions of membership. Please indicate your AC membership number (located on your certificate).
2. Be offering a basic foundation level training of no less than 50 hours either classroom based or distance learning.
3. The Course you are applying to obtain recognition **MUST** have run a minimum of once or 6 months (whichever is the greater) and completed by a minimum of 6 people. Please indicate in your application the date the course first started and how many people have completed the course in total.
4. Provide a detailed breakdown of the content of the course and the evaluation processes, including brochure/promotional material content.
5. Ensure the course has a clear model of coaching including:
  - a structure for the beginning, middle and end stages of the coaching process;
  - essential communication skills training;
  - the provision of relevant structures for evaluating the coaching process;
  - the provision of information on ethical issues (all students to be provided with the AC Code of Ethics and Good Practice procedure);
  - a balanced mix of theoretical input and experiential skill based learning;
6. Provide reference contact details (including e-mail address) of the names of three students **from different organisations** who have successfully completed the training programme.
7. Provide details of the individual trainers, their experience, qualifications and expertise.
8. Clearly outline the AC Code of Ethics and Good Practice procedure within any course literature associated with the recognised course.



### The Costs:

<b>Application Fee</b> (50% non refundable if not successful)	£100.00
<b>Approval Fee</b> (to include Certificate with seal and AC course recognition mark)	£ 75.00
<b>Total Fee</b>	£175.00
<b>Annual Fee</b> continued course recognition	£ 75.00

### How To Apply:

- Submit a document in Word/PDF format outlining the course you would like to have recognised using the above checklist as a guide. Please state clearly the name of the course for which you require recognition and the contact person including an e-mail address.
- Send the information to [recognition@associationforcoaching.com](mailto:recognition@associationforcoaching.com) or by post to Association for Coaching, PO Box 177, Faversham, Kent, ME13 8WB.
- Enclose your application fee of £100 made payable to “**Association for Coaching**” to: Association for Coaching, PO Box 177, Faversham, Kent, ME13 8WB. (Your application will not be processed until we have received your payment.)
- We will acknowledge receipt of your application and advise you once the assessment process has been completed.

For further information please contact [recognition@associationforcoaching.com](mailto:recognition@associationforcoaching.com)

The scheme is likely to be expanded in the future to include a range of training programmes and interested parties may choose to review the website for developments in this area.

### Note:

Obtaining the AC Course Recognition does not mean “accredited” and must not be promoted as such. Furthermore, please note that the Recognition mark relates to each individual course submission and should be used to promote the specific course for which it was obtained. The AC has a separate Accreditation Scheme, which is for Individual Coaches.

*“Promoting excellence & ethics in coaching”*

The AC is an independent, non profit organisation with the goal to promote best practice and raise the awareness, standards and professionalism of Coaching while providing value added benefits to its members – whether they are professional Coaches or Organisations involved in Coaching.