

Coach Accreditation Scheme and Executive Coach Accreditation Scheme

Applicant Guide



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The AC Coach Accreditation Scheme

The Association for Coaching (AC) Coach Accreditation Scheme, launched in 2010, is designed in line with the AC's purpose of championing standards of excellence in the coaching professions. Its core features are:

Inclusivity

The AC welcomes coaches from different backgrounds, training and experience to become accredited, rather than prescribing a route to accreditation. The Scheme focuses on accrediting fitness to practice rather than being overtly academic or theoretical.

Rigorous standards

The AC Coach Accreditation Scheme has been established to allow coaches to benchmark themselves against high professional standards, and to provide reassurance to buyers of coaching regarding the level of experience and capability of coaches.

Developmental focus

The Scheme offers a four-tiered approach, so you can apply for accreditation at the level of experience and capability you have currently, with a developmental path of progression through to higher levels of accreditation.

Relevance

The Scheme offers a choice of two accreditation types, whichever is the most relevant to you - Coach Accreditation and Executive Coach Accreditation. The latter accreditation type is designed to allow those who coach primarily in the context of the coachee's work to be accredited for that specialism. Both types of accreditation are equal in terms of standards.

Feedback

Our aim is to make this Applicant Guide clear and easy to follow and we welcome feedback and suggestions for improvement. Please send any comments to:

accreditationoffice@associationforcoaching.com.



Documents Required

Please download the application documents on the website, if you have not done so already. You will need the following:

- Coach Accreditation Overview
- Applicant Guide (this document)
- Applicant Guide – Worked Examples
- Application Form
- Coaching Experience Log
- Client Reference
- Coaching Supervision Guide
- Supervision Report
- Coaching Competency Framework
- AC Global Code of Ethics for Coaches, Mentors and Supervisors
- Coach Accreditation FAQ

What You Need to Do

If you are interested in applying for AC Coach or Executive Coach Accreditation for the first time, these are the steps to follow, in brief:

1. The Applicant Guide contains all the information you need to complete the process. You will need to read through the guidelines thoroughly, possibly more than once. If after reading you have any questions or queries, book a place on an Accreditation Support call. Further details are available on the website. If something is still not clear, then you can email accreditationoffice@associationforcoaching.com.
2. Register your intention to apply by emailing accreditationoffice@associationforcoaching.com and to request your ethical dilemma questions, if applicable. Please state which scheme and level you intend to apply for.
3. Work methodically through this Applicant Guide, requesting the support of your Coaching Supervisor and clients where required, and start to prepare your application.
4. When complete, follow the instructions on the website to submit your application.

Qualifying Criteria

Your hours of training and coaching experience are qualifying criteria for different levels of the accreditation scheme. You will also be assessed on the depth of your coaching knowledge and the quality of your coaching practice. Higher levels of accreditation require demonstration of a greater breadth and depth of coaching capabilities, as indicated in the **AC Coach Accreditation Overview document**.



Before you Apply

Be certain that you meet all of the criteria for the scheme and level of accreditation you apply for before submitting your application. If you are awarded accreditation at a lower level than you have applied for you will be eligible for a partial refund of the accreditation fee. There will be no refund on the assessment fee element.

Fees

On submission of your application you are required to pay fees for assessment and three year accreditation. Current AC Accreditation fees are on the website.

Assessment and Accreditation Fees will be reviewed on **April 1st each year**.

Submitting your Application

Please submit your application online, following the instructions. If you have any technical problems during the submission process, please contact accreditationoffice@associationforcoaching.com with the details.

Please note before you submit your application:

It is important that you complete the application in full as specified or you will be requested to make changes and resubmit it. Resubmissions may be requested at one of two stages:

1. After a first stage assessment of eligibility and completeness of application. Fees are as follows:

Application level	Amount
Foundation Coach/ Foundation Executive Coach	£25.00
Coach/ Executive Coach	£35.00
Professional Coach/ Professional Executive Coach	£45.00
Master Coach/ Master Executive Coach	£55.00

2. After a second stage competency assessment where insufficient evidence of competencies has been provided. Fees are as follows:

Application level	Amount
Foundation Coach/ Foundation Executive Coach	£70.00
Coach/ Executive Coach	£80.00
Professional Coach/ Professional Executive Coach	£85.00
Master Coach/ Master Executive Coach	£90.00



In the unlikely event that you are unable to resubmit sufficient evidence, you will be advised if you qualify for any partial refund of your assessment fee depending on how much assessment work has been undertaken. For current AC Accreditation resubmission fees contact accreditationoffice@associationforcoaching.com

Once you have submitted your application online you will receive confirmation of receipt and instructions for payment of the fees. Once these have been paid, your application will move into the accreditation process.

You are responsible for your accreditation application. Any documentation submitted in support of your application must be authentic and truthful. If it is discovered that any dishonest information has been provided as part of an application this will invalidate the whole application and give cause to remove any accredited status awarded.

Assessment of your Application

Your application will be assessed by trained assessors, who are themselves AC Accredited Coaches. Every effort is taken to ensure your application is not assessed by anyone to whom you are known. AC Coach Assessors abide by a Code of Conduct which includes the confidential treatment of all information accessed through assessing.

Applications are assessed against the AC Coaching Competency Framework which can be found on the website.

Specific competencies that will be assessed on each section of your application are outlined in this document. You will not necessarily be expected to demonstrate each competency indicator in that section, but they should be evidenced somewhere in your application. You are advised to pay particular attention to how you write your Personal Coaching Approach, Client Case Study and Fitness to Practice Critical Reflection, so that you highlight your connection to the competencies wherever possible.

The outcome of the assessment of your application could be one of the following:

- A pass at the level you have applied for
- A referral for resubmission at the level you have applied for
- A pass at a lower level
- A pass at a lower level and a referral for resubmission to achieve the level applied for
- A fail

You will receive feedback including strengths and development areas, as well as a decision on the outcome of your application.

The AC will endeavour to assess your application as quickly as possible. **If your application is complete in every respect this should take no more than 3 months.** Should any items be missing then the assessment may take longer. All feedback will be given in writing.

If you have further questions after your application is assessed, please submit these to the accreditation office in writing at accreditationoffice@associationforcoaching.com. These



will be forwarded to your assessor(s). There is no requirement for them to respond but wherever possible they will provide more information.

Details of your application remain confidential, known only to AC administration and the panel of assessors. After your successful assessment your assessors do not retain any part of your application. On completion of your assessment and your successful accreditation, your application will be stored securely by the Accreditation Office until your renewal application has been processed (or a maximum of 4 years, whichever is longer). We advise you to keep your own copy of your application for future reference too as this will help you when applying for accreditation renewal after three years.

When you are awarded Accreditation, you will receive a certificate of accreditation and the relevant AC Accredited Coach logo to use on your website or printed literature.

Maintaining and Renewing your Accreditation

AC Accreditation is valid for a period of three years and dependent on your continued AC Membership, on-going coaching supervision and CPD.

As the purpose of accreditation is to confirm that a coach has an active coaching practice and is continuing to develop skills, gain experience and develop him or herself, there will be a requirement to renew accreditation at expiry.

Further Support

A range of support is available to applicants for AC Coach Accreditation:

1. This Applicant Guide gives detailed guidance as to how to fulfil each section of the Application Form.
2. The AC Accreditation Overview gives you a summary of qualifying criteria, and what is required for your application.
3. The AC Applicant Guide – Worked Examples document includes some typical approaches to completing each section of the application.
4. The Coach Accreditation FAQ Document offers answers to questions you may have, available to download with all other accreditation documentation.
5. Regular AC Coach Accreditation Support calls take place in which you can raise questions with AC Accreditation experts and network with other applicants. View dates of forthcoming briefings on the website.
6. If you cannot find the information you need elsewhere, you may also raise questions with the Accreditation Office on accreditationoffice@associationforcoaching.com.



Application Form

In this section you confirm your personal details, and the level of Coach Accreditation for which you are applying.

1. Declaration

In this section you confirm your commitment to the AC Global Code of Ethics for Coaches, Mentors & Supervisors, and sign a statement to ensure that you meet, stay up to date and comply with all statutory/legal requirements in the country in which your work takes place and work within any organisational policies/procedures in the context in which the coaching or mentoring takes place.

What You Need to Do

- You must be an AC member and have membership in one of the following capacities before you submit your application:
 - AC Full Member
 - AC Coaching and Training Organization Member (as Primary Contact or Named Representative)
 - AC Voluntary and Community Member (as Primary Contact or Named Representative)
 - AC Corporate Member (as Primary Contact or Named Representative)
- Read the Terms and Conditions carefully and complete the box regarding your Professional Indemnity Insurance if appropriate.
- Enter your name and the date at the end of the declaration page.

2. Coach Training

In this section you are required to outline the coach training and development you have undertaken to build your coaching knowledge and skills.

Coach Training is defined as any *course* you have undertaken with a specific focus on developing your *coaching skills or knowledge*. As well as courses dedicated to coaching, you can include courses that have major elements specifically focused on coaching, as well as other non-coaching elements, so long as you only count the hours dedicated to developing your coaching skills or knowledge, and not the hours for the whole course.



Ensure you only record Coach Training in the Coach Training section of your Accreditation Application, and not activities and events which are CPD (please see the Coach CPD section in this Guide for a definition of CPD).

What You Need to Do

- **Provide a record of your coach-specific training** in the log within the application form, ensuring you meet the following minimum requirements.*
- **Upload copies of all training certificates** or other evidence of course completion such as a letter on headed paper from the training provider. If you have attended more than one coach training course, please scan and upload all items of evidence as one document.

Minimum training requirements	Hours
Foundation Coach/ Foundation Executive Coach	35
Coach/ Executive Coach	40
Professional Coach/ Professional Executive Coach	60
Master Coach/ Master Executive Coach	80

* If you have not completed any coach-specific training:

We expect that the majority of applicants will have completed a recognised or accredited programme of coach-specific training with a coach training provider. This training can be undertaken with any coach training provider and does not have to be an AC Accredited Course to meet the eligibility requirements. In the rare event that as an experienced coach you have not undertaken sufficient coach-specific training hours, please make a case for how your background, skills, experience and other training and development has helped you to develop the AC coaching competencies. Please do this by completing a 500-word statement and submitting it with your application.

What Will be Assessed

All coaching competencies may be covered by training.

Helpful tips for the Coach Training Section

Do....

- Indicate which AC competencies were covered in each training
- Include the coaching elements of any NLP training you have attended



Do not....

- Include any training which is not specifically focused on developing your coaching skills or knowledge, such as MBTI training and DISC, which should be recorded as CPD
- Include short learning events which would count as CPD rather than training
- Double-count CPD activities which you include in the CPD section



3. Coaching Experience

This section is designed for you to record your accumulated practical coaching experience.

What You Need to Do

- Ensure that you have sufficient hours of experience for the accreditation level at which you are planning to apply before you submit your application as follows:

Minimum coaching delivery requirements	Hours
Foundation Coach/ Foundation Executive Coach	75
Coach/ Executive Coach	250
Professional Coach/ Professional Executive Coach	750
Master Coach/ Master Executive Coach	1500

- Upload a log of your coaching hours using the separate Coaching Experience Log template. Instructions for how to complete this can be found in Appendix I. Alternatively, submit your own coaching log (see Tips below)
- Include pro bono (no charge) hours comprising no more than:
 - 25% of the total for Coach/Executive Coach and above applications
 - For Foundation Coach applications a minimum of 25 coaching hours should be paid for i.e. not pro bono
- Include team coaching and group coaching hours. For definition of team and group coaching see Additional Guidance below
- For applications under the **Executive scheme only, a minimum of 75% of logged coaching hours must involve coaching in an organisational setting**

What Will be Assessed

You will need to evidence that your coaching experience to date fully meets the criteria for the level and type of accreditation that you are seeking.

Helpful Tips for the Coaching Experience Section

Do....

- Feel free to upload your own coaching log if you already have one, rather than completing the blank excel log provided, as long as your own log records all of the information indicated as required on the excel log
- Go back in your records of coaching delivery as far as you need to in order to demonstrate the required coaching hours
- Ensure that all data is totalled accurately. If not, your application will be returned



Do not....

- Submit your application until you can meet all the criteria in terms of logged coaching experience
- Include hours in your log which have been spent in one-to-one sessions which are not coaching; for example, giving feedback on psychological assessments, mentoring, consulting, or one-to-one meetings as a line manager
- Include delivery of coach training courses in your coaching log

Additional Guidance

- For the purpose of the Executive Coach Accreditation Scheme, experience counted as 'Executive Coaching' is that where coaching has been undertaken in the context of the coachee's *work*. It could be in the context of their role in an organisation (of any size) or role in self-employment. It may include, for example, performance coaching, leadership coaching, career development coaching and business coaching. It is not restricted to senior leaders or executives, coachees at any level can be included. The coaching can be self-commissioned or self-funded or commissioned and/or funded by the employer.
- Non-Executive Coaching is that where coaching has been undertaken in any context outside of Executive Coaching. It may include, for example, life coaching, relationship coaching, wellbeing coaching, coaching children and coaching parents.
- Internal coaching is countable in logged hours as long as it is part of a formal coaching arrangement rather than as a line manager.
- Skype and Telephone coaching can be included in your logged hours.
- When counting hours of coaching experience, team and group coaching may be included under the following criteria:
 - The coaching involves you coaching a team or group with a shared purpose or learning agenda
 - The coaching is in some way directed at the team or group's capacity to achieve goals, including the capacity to work with others to achieve the desired results
 - The coaching is distinct from Training: it is not facilitative training, or training in a coaching mode, or training with a coaching focus; it involves minimal or no instructional element
 - Specific one-to-one coaching within a team or group event may be counted as individual coaching, so long as this is not double counted as team or group coaching.'
- Coaching delivered as part of a service exchange without payment (for example one hour of coaching delivered in exchange for one hour's marketing consultation) will be counted as paid hours for the purposes of AC Coach Accreditation.
- The minimum payment required for delivery of coaching to a coachee is not defined.



- For executive scheme applications only – make sure that you have the minimum number of hours for the level for which you are applying:

Minimum no. of executive coaching hours for Executive Scheme applications	
Foundation Executive Coach	56
Executive Coach	185
Professional Executive Coach	560
Master Executive Coach	1125



4. Personal Coaching Approach

This part of the application invites you to explore and describe what informs your coaching and how this manifests in your individual approach to coaching – the essence of how you work.

What You Need to Do

- Identify and explain your unique style of coaching
- Demonstrate how your coaching is informed and influenced by theoretical models
- Type your Coaching Approach within the following word counts:

What to submit	Word Count*
Foundation Coach/Foundation Executive Coach	500 - 1000
Coach/ Executive Coach	1000
Professional Coach/ Professional Executive Coach	1500
Master Coach/ Master Executive Coach	2000

***+/- 10%. Please note that any variation to the specified word counts, including tolerance, will not be accepted. Your application will be returned to rectify before assessment and resubmission fees will be applied.**

What Will be Assessed

The following are the primary competencies that will be assessed in this section. Not all indicators need to be present here, but all competencies need to be sufficiently evidenced across your application as a whole.

All competencies: 1, 2, 3, 4, 6, 7, 8

Executive competencies*: 11

*For Executive Coach Scheme Applications only

Helpful Tips for the Personal Coaching Approach Section

Do....

- Demonstrate your use of theoretical models and how you have incorporated and adapted them into your coaching practice as you have gained coaching experience
- Describe how you approach your coaching from beginning through middle to end
- Ensure your description reflects how you coach in practice



Do not....

- Merely replicate a standard coaching model without describing how it is reflected in your overall practice

Additional Guidance

The following are questions to consider when looking for the salient aspects of your coaching approach that you would like to describe:

Purpose

- Why do you coach? (e.g. change, performance, leadership development etc.)
- What is the intention behind your coaching?
- What are the key assumptions that underpin your approach to coaching?
- What is your passion for coaching?
- What are your strengths when coaching?
- What's the most important thing in your coaching?
- What are the inputs to your coaching?
- What are the outputs/outcomes/results from your coaching?
- What will be the achievements and measures of these?

Perspective

- What perspectives underpin the purpose of your coaching?
- What is your definition of coaching?
- Where do you coach?
- What are your values and beliefs?
- What models and theory underpin the purpose?
- What evidence underpins it? How do you know it works?
- What science and art informs your coaching?
- What are the boundaries and limits to your coaching? Who decides them? Are these always the same?

Process and tools/techniques

- What existing models that you use reflect your view of coaching?
- What are the typical stages/parts of your coaching – that you can identify in advance?
- How do you select an intervention to use with a client?
- How do you choose what to do next in your coaching?
- What school/philosophy/method do your tools and techniques fall into?



5. Coaching Case Study

In this section of the application you describe how you have worked with a client over time, outlining the context for the coaching, your coaching process from start to finish, and your reflections and learnings from this piece of work.

What You Need to Do

- Identify and reflect on a piece of contracted client work that has taken place over a period of time
- Ask your client for permission to submit them as an example for your case study
- The client work can be over the entire time you worked with the client, or over a specific period of time you worked together on an objective/set of objectives, so long as you can demonstrate a beginning, middle and end to the work e.g. if you have worked with a client over a number of years, and you have re-contracted annually during that time to meet a specific set of objectives, you may wish to select the start and end of the latest contracted year
- Be clear that your case study illustrates your Personal Coaching Approach in action
- Ensure the case study describes the beginning, middle and end of the coaching; the type of coaching; what outcomes were established; how you moved the client towards the outcomes, and the evaluation of the coaching
- Remove all client and organisational identifiers and change names
- Type your case study within the following word counts:

What to submit	Word Count*
Foundation Coach/Foundation Executive Coach	500 - 1000
Coach/ Executive Coach	1000
Professional Coach/ Professional Executive Coach	1500
Master Coach/ Master Executive Coach	2000

***+/- 10%. Please note that any variation to the specified word counts, including tolerance, will not be accepted. Your application will be returned to rectify before assessment and resubmission fees will be applied.**

What Will be Assessed

The following are the primary competencies that will be assessed in this section. Not all indicators need to be present here, but all competencies need to be sufficiently evidenced across your application as a whole.

All competencies: 1, 2, 3, 4, 6, 7, 8

Executive competencies*: 10, 11, 12

*For Executive Coach Scheme Applications only



Helpful Tips for the Coaching Case Study Section

Do...

- Focus on converting your learning from a piece of work rather than attempting to submit your 'best' work
- Think about how your case study reflects your Personal Coaching Approach
- Write in essay format
- Look at appendix II if you would like further guidance on reflective practice
- Change client names and identifying details
- **For Executive applications:** demonstrate your understanding of the organisational system and impact of this on you, your client and your coaching. Evidence your work with a leader and your partnership approach to working with an organisation

Do not...

- Use a case study of just one session
- Include supporting documents such as e-mails

Additional Guidance

The following is a list of subjects you may wish to consider when putting together your write-up of your case study. You may even wish to use some of them as headings, although there is no requirement to do so:

- Client
- Brief description of context for coaching
- Referrer
- Presenting issues
- Initial impressions on meeting/speaking to the client e.g. what you noticed about your client; words used, your thoughts and feelings etc.
- Assessment/diagnostic – work and findings
- Initial coaching contract/agreement including plan of action and (for executive applications) three (or more) cornered contracting arrangements where relevant
- Process of coaching
- How the work unfolded including highs and lows, stuck points, use of supervision, responsiveness, evidence of self-reflection and ethical thinking
- Ending
- Concluding thoughts, process and issues of ending or next steps
- Reflections and learning from this client work



6. Coaching Standards and Ethics

This part of the application allows you to demonstrate that you are able to manage ethical coaching dilemmas effectively in practice.

What You Need to Do

- **Coach level and above:** Contact the Accreditation Office on accreditationoffice@associationforcoaching.com to request your two ethical dilemma questions.
- Develop and submit short written responses to ethical dilemmas emailed to you by the AC Accreditation Office. There are no specified word counts for the responses.
- For Master Coach/Master Executive Coach level you will also need to provide a short written description of an ethical dilemma you have faced as a coach, how you handled it and the outcome

What to submit	Ethical Q & A Paper	Ethical Dilemma Description
Foundation Coach/ Foundation Executive Coach*	N/A	N/A
Coach/ Executive Coach	2	N/A
Professional Coach/ Professional Executive Coach	2	N/A
Master Coach/ Master Executive Coach	2	1

* Covered in Signed Declaration on Page 2 of the Application Form for an application at this level

What Will be Assessed

Competency 1 will be assessed in this section.

Helpful Tips for the Coaching Standards and Ethics Section

Do...

- Include the questions with your responses to the ethical dilemmas that you receive from the Accreditation Office
- Demonstrate your understanding of how the AC Code of Ethics for Coaches, Mentors & Supervisors should be applied in practice

Do not...

- Disclose the questions you are given to other coaches, in order to preserve the integrity and fairness of the accreditation process



7. Coach Fitness to Practise

This part of the application allows you to demonstrate and reflect on your coaching with a typical client. You show how you work in practice and how you reflect, learn and develop as a coach.

What You Need to Do

Applicants for Foundation Coach/Foundation Executive Coach:

- **Write a 500 – 1000 (+/- 10%)** word critical reflection on your coaching practice since your initial coach training, linking this to your self-assessment and Coaching Development Plan

Applicants for all other levels of the Accredited Coach/Executive Coach Schemes:

- Ask your client for permission to submit a recording of your session together for your accreditation application.
- In order to allow us to access the link to your MP3 audio file of your 30-40 minute recording you first need to upload the audio file to a third party service. Once uploaded you need to click on the hyperlink this creates. Copy then paste this hyperlink into the box labelled “Enter your audio file hyperlink here”

Please note we can only accept audio recordings

Examples of these third party services are:

- [dropbox.com](https://www.dropbox.com)
 - [yousendit.com](https://www.yousendit.com)
 - [wetransfer.com](https://www.wetransfer.com)
 - [sendthisfile.com](https://www.sendthisfile.com)
 - [transferbigfiles.com](https://www.transferbigfiles.com)
 - [mailbigfile.com](https://www.mailbigfile.com)
 - [box.com](https://www.box.com)
- Include a verbatim written transcript of the recording in your Application Form
 - Write a short description of the context of the coaching (describing client relationship and organisation if relevant), duration of relationship, what happened before this coaching, and just before the recorded piece, what happened after etc. No more than 500 words. Please note: this word count is in addition to the required word count for your critical reflection.
 - Remove client and organisational identifiers (use client first name only)
 - Reflect on your practice and learning from the delivery of this coaching piece



- Include your critical reflection within the word count indicated:

What to submit	Word Count*
Coach/ Executive Coach	1000 (exc context)
Professional Coach/ Professional Executive Coach	1500 (exc context)
Master Coach/ Master Executive Coach	2000 (exc context)

***+/- 10%. Please note that any variation to the specified word counts, including tolerance, will not be accepted. Your application will be returned to rectify before assessment and resubmission fees will be applied.**

What Will be Assessed

The following are the primary competencies that will be assessed in this section. Not all indicators need to be present here, but all competencies need to be sufficiently evidenced across your application as a whole.

All competencies: 1, 2, 3, 4, 5, 6, 7, 8

Executive competencies*: 10, 11

*For Executive Coach Scheme Applications only

This section forms a very important part of your application. For all but Foundation Coach/Foundation Executive Coach applications your critical reflection of the short piece of coaching you choose to submit is as pivotal to the assessment of this section as the recorded coaching itself. We recognise that the piece you submit may not be your best work, and it is important that you outline in your reflections what you think you did well and what you may, in hindsight, choose to do differently, and how. You will also be assessed on the extent to which your recording and/or critical reflection demonstrates your Coaching Approach in practice.

Helpful Tips for the Coach Fitness to Practise Section

Do....

- Select a client who is representative of your typical coaching practice. For executive applications, ensure you select an executive client/issue
- Choose to conduct a 30-40 minute session, with your client's agreement, if you feel you can demonstrate sufficient competence in this way. Or select 30-40 minutes from a longer session, making sure that your context statement makes it clear for assessors what happens before and after that 30-40 minutes
- Make sure that the coaching session has been delivered **within 18 months** of the date of your application



- Record either a face-to-face or telephone coaching session using digital media or Skype
- Ensure the recording is in an **mp3 format** and of reasonable quality such that you and your coachee are clearly audible, with minimal ambient noise
- Ensure that the transcript you submit to accompany your recording is **verbatim**. If you would like a list of people who offer an audio transcription service, please contact accreditationoffice@associationforcoaching.com
- Ensure that you demonstrate some core coaching competencies such as rapport-building, listening, questioning, reflecting back etc
- Evaluate how your recorded session shows consistency with your Personal Coaching Approach
- Describe your experiences within this piece of coaching, including anything you would do differently on reflection, and why
- Annotate your transcript with reflective comments if you wish. (Note, words used here will not count towards the word count of your critical reflection)
- Look at Appendix A if you would like further guidance on reflective practice
- Keep client identifiers to a minimum (first name only) and describe the organisation (if relevant) in broad terms and unnamed

Do not....

- Submit a video recording of a coaching session
- Attempt to display every aspect of your coaching skills and style or a 'perfect' piece of coaching
- Try to force the session to demonstrate the full range of coaching competencies where this does not support the client's agenda and outcomes
- Submit more than 40 minutes of recording – assessors will stop listening at the 40 minute cut-off point
- Coach someone with whom you have a close relationship, rather than a typical client



8. Coaching Client References

This part of the application is designed to gauge the effectiveness of your coaching from a client perspective.

What You Need to Do

- Ask clients to supply a reference. Send him/her a Client Reference form, complete with your name and details of which scheme and level you are applying for. Reference forms are available to download on the AC website.
- Ask your client to email the completed reference to you as a PDF.
- Submit the references in the relevant place on the online application.
- The number of references that you should submit are as follows:

References to submit	No.
Foundation Coach/ Foundation Executive Coach	1
Coach/ Executive Coach	2
Professional Coach/ Professional Executive Coach	3
Master Coach/ Master Executive Coach	4

Note: The AC reserve the right to contact the clients to confirm that the content is genuine.

What Will be Assessed

All competencies will be assessed in this section.

Helpful Tips for the Coaching Client References Section:

Do....

- Ask for references from clients that:
 - are typical of your practice
 - you have coached more than once
 - you have coached **within the last 18 months**
 - ideally you have had a coaching relationship with for some time
- Make it clear to your clients which scheme you are applying for (Coach or Executive Coach Scheme) and therefore which sections of the Client Reference to complete (sections 1-9/sections 1-12 respectively)
- If you are applying for the Executive Coach Scheme, aim to select clients who are able to complete all sections 1-12. If your client does complete any questions within sections 10-12, please submit a separate statement of up to 500 words explaining how you fulfil the indicators of competence that have been omitted. A description of the indicators of competence can be found in the Coaching Competency Framework.



9. Coaching Supervision

In this section you demonstrate your commitment to continued development of your coaching skills and practice to the benefit of your clients.

What You Need to Do

These requirements apply equally to internal and external coaches.

Ensure that you can fulfil the following requirements for supervision by participating in one or more of the following:

- One-to-one Coaching Supervisor to Coach
- One-to-one peer coaching supervision
- Group coaching supervision
- Peer group coaching supervision

For a definition of peer and group supervision, see Additional Guidance below.

And that:

- You have undertaken the minimum time in supervision required for the level of accreditation for which you are applying
- You have undertaken supervision at the required minimum ratio of supervision hours:coaching hours for the level of accreditation for which you are applying
- Your supervisions have been over multiple sessions with regular intervals between
- You have undertaken supervision with one Coaching Supervisor or Supervision Group for the minimum amount of time for the level of accreditation for which you are applying*
- Your Coaching Supervisor meets the credentials required (see Additional Guidance below)

*On occasion, we recognise that you might have had to work with more than one Coaching Supervisor in the required timeframe. If this is the case, you can submit more than one reference from Supervisors to cover the time period and, if this is the case, please explain your reasons by completing a statement of up to 500 words and submitting it with your application.



	Foundation Coach/ Foundation Executive Coach	Coach/ Executive Coach	Professional Coach/ Professional Executive Coach	Master Coach/ Master Executive Coach
Expected ratio of supervision to coaching hours	1:15	1:15	1:30	1:40
Time in supervision *	At least 3 months	At least 6 months	At least 9 months	At least 12 months

****Your most recent supervision session should be as close as possible to the date of submission of your accreditation application. Your supervision should continue to be undertaken at regular intervals, and at the relevant ratio, throughout the period of your accreditation.***

- Supervision hours must be spaced evenly over the previous months
- Complete your name and details of which scheme you are applying for in the Coaching Supervision Report
- Complete the Coaching Supervision log in the Coaching Supervision Report, covering the required period for your supervision. This document can be obtained from the website.
- Complete the Coach Learning log in the Coaching Supervision Report. Consider carefully what you have learned through your supervision, any further development you are pursuing around this competence, and how you are applying the learning in your practice. Ensure you articulate this in your Log
- Ask your Coaching Supervisor to complete their elements of the Supervision Report and email the completed report to you as a PDF.
- If you have had more than one Coaching Supervisor, ask each supervisor to complete a separate Coaching Supervision Report, and only include details of the supervision you have undertaken with him/her and the relevant learnings you have gained. Then submit all Coaching Supervision Reports as part of your accreditation application.

For more information on what credentials your Coaching Supervisor requires please read Additional Guidance below.

For internal coaches: if your supervision does not fully meet the requirements, please make a case (in a 300-500 word statement) for consideration of your personal situation. Cases will be reviewed on an individual basis and will require evidence of a strong commitment to supervision. A fully completed AC Coach Learning Log detailing the dates that supervision has taken place and your reflections on the learning and application is also required.



What Will be Assessed

All competencies may be developed through supervision. Assessment will take into account your learning and growth in the context of your own development plan, against the backdrop of the AC coaching competencies.

Helpful Tips for the Coaching Supervision Section

Do....

- Be currently in supervision when you apply.
- Ensure your supervision is in accordance with the AC Coaching Supervision Guide.
- Ensure your Coaching Supervisor meets the requirements for AC accreditation (see Additional Guidance below).
- Ensure your Coaching Supervisor is conversant with the AC Global Code of Ethics for Coaches and Mentors, AC Competency Framework and AC Coaching Supervision Guide.
- Ensure that your Coaching Supervisor is prepared to help you complete your Coaching Supervision Report and provide a reference.
- Ensure that if you include group supervision it complies with the group supervision definition and that you only log permissible hours (see Additional Guidance below).

Do not....

- Have an intense number of supervisions within a short period of time in an attempt to meet the supervision criteria. Supervisions should be well spaced out in a suitable ratio to coaching hours
- Include attendance at AC Group Supervision Experience Calls in your supervision report. These can however be counted towards your CPD (section 10).

Additional Guidance

To meet the requirements for AC accreditation, your Supervisor must:

1. Be a member of at least one appropriate professional body, such as the AC, AOCS, APECS, BABCP, BACP, BPS, BCP, CIPD, EIC, EMCC, IAC, ICF, SGCP, UKCP, or WABC.
2. Have undergone some Coach training.
3. Manage the boundaries of the Supervisor/Supervisee relationship with respect to any dual relationship you may have e.g. as a Colleague, Business Partner, or Manager.
4. Fulfil at least two of the following:
 - Have at least three years' experience as a Coach
 - Have at least two years' experience as a Supervisor
 - Have had training as a Supervisor



- Is a Business/Leadership Advisor who is a Member of a relevant Professional Body
- Have accreditation from a professional body as at least one of the following: A Coach, a Supervisor, a Psychologist, a Counsellor, a Psychotherapist.

5. Be conversant with the:

- AC Global Code of Ethics for Coaches and Mentors
- AC Competency Framework

- **Group Supervision:**

In addition to one-to-one supervision, you can choose to work with several coaches together with a Coaching Supervisor in a group supervision arrangement. In this arrangement, the Coaching Supervisor maintains responsibility for the group and leads the group, ensuring each coach receives effective supervision.

Group supervision can be face-to-face and/or by telephone/video conference such as Skype. In Group Supervision, the permissible hours you can record as supervision are as follows: the time when you are actively presenting and receiving feedback on your coaching work, plus any time when you are actively listening to and giving feedback to a fellow supervisee on their coaching work.

- **Peer Supervision / Peer Group Supervision:**

The AC criteria for being a Coaching Supervisor give you the flexibility to choose whether to work with someone working professionally as a supervisor or with a peer supervisor. You can also choose to work with both types of supervisor, professional and peer, at the same time.

A professional supervisor is one or more of the following: trained, qualified, experienced, and/or accredited in supervision. A peer supervisor is not a professional supervisor but has specific experience or knowledge you believe is important to your supervision.

For example, you may choose a peer supervisor as he or she has a depth of experience in an organisational setting, which you think would be particularly helpful to develop your competence as an Executive Coach. Or someone who is a psychologist or psychotherapist, whose experience and knowledge you feel would help you develop your coaching approach. (Of course, many professional supervisors also have in-depth experience in an organisation setting, or as a psychologist or psychotherapist.)

If you choose to work with a peer supervisor, they must meet the AC criteria for being a supervisor. In addition, make sure that you are both confident that he or she can offer you effective supervision, as set out in the AC Coaching Supervision Guide.

Peer supervision can be one-to-one, or in a group setting i.e. where you work together with several other coaches to provide supervision to each other in the session. It can be face-to-face and/or by telephone/video conference such as Skype.



In Peer Group Supervision, the permissible hours you can record as supervision are as follows: the time when you are actively presenting and receiving feedback on your coaching work, plus any time when you are actively listening to and giving feedback to a fellow supervisee on their coaching work.



10. Coach CPD

In this section you demonstrate your commitment to continuous deepening of your coaching knowledge and your personal and professional development as a coach.

What You Need to Do

For Foundation Coach/Foundation Executive Coach applicants

- Complete a CPD log for the time since your initial coach training (or three years, whichever is the shorter time)
- Use the log in the Application Form but **do not complete the 'Reflections on CPD activity and learning gained' column**

For all other applicants

- Ensure that you meet the following requirements for CPD
- **Upload scanned copies of two CPD certificates** or other evidence of events attended e.g. e-mail confirmations, copies of articles written etc.

CPD requirements per annum	Hours
Coach/ Executive Coach	30
Professional Coach/ Professional Executive Coach	36
Master Coach/ Master Executive Coach	42

- Complete your CPD log in the Application Form for the last three years, including completing the 'Reflections on CPD activity, and learning gained' column for the last 12 months only

Note: The AC reserves the right to randomly check a proportion of applications each year, requiring the applicant to provide evidence of the CPD activity undertaken. **Please ensure you declare only what you can evidence, when requested.**

What Will be Assessed

Assessment will take into account your commitment to CPD and the critical reflection you have undertaken on your learning experiences over the last 12 months.



Helpful Tips for the Coach CPD Section

Do....

- Provide specific details of the CPD you have taken part in under the 'Description of CPD Activity' column (for types of CPD see Additional Guidance below)
- Allocate the time spent in each activity to the Input-oriented or Output-oriented CPD columns (see Additional Guidance below)
- Outline your reflections and learnings from your CPD from the 12 months up until your application only
- Ensure your two CPD certificates or other evidence of CPD events have your name on and the date of the event
- Ensure that no more than 50% of your CPD for any year is reading

Do not....

- Provide reflections on CPD activities of over 12 months ago unless you have been completing these on an annual basis and wish to submit these records as they are

Additional Guidance

- CPD is any type of activity you have undertaken with a focus on developing your coaching practice. As well as those activities specifically focused on developing your coaching skills or knowledge, it can include activities such as business skills courses/mentoring that help you to manage or promote your coaching services better, training in psychometric profiling such as MBTI and DISC, reading journals related to the work environments of those you coach, attending conferences etc.
- The activities specifically focused on developing your coaching skills or knowledge must account for at least 50% of your required CPD hours each year. We recognised that you may have accumulated more hours of CPD than the hours required – in this case, the 50% applies to the required CPD hours for the level of accreditation for which you are applying, not to your actual hours for the year.

For example, if the level of accreditation for which you are applying requires 36 hours of CPD each year, you will need to demonstrate that 18 of those hours in each year are specifically focused on developing your coaching skills or knowledge. If you have undertaken more than 36 hours CPD, you only need to demonstrate that 18 hours are specifically focused on developing your coaching skills or knowledge.



- The following is a list of the kind of activities you may wish to include in your CPD, although the list is not exhaustive:

Input-oriented activities

- Courses or workshops you have attended as a participant
- Seminars, lectures and conferences you have attended as a participant
- Studying for further qualifications (coach-related) e.g. diplomas, Masters etc.
- Reading books, journals, online magazines, newsletters
- Online discussion forums e.g. AC LinkedIn discussions you have participated in or followed
- AC Group Supervision Experience calls you have attended

Output-oriented activities

- Developing others through designing, developing or delivering training, workshops, seminars, CPD events etc.
- Presenting at conferences, lecturing
- Writing books, articles, papers, book reviews etc.
- Leading online discussion forums, e.g. AC LinkedIn discussions
- Publishing research
- Involvement in AC volunteer work

It is anticipated that applicants at Foundation Coach level may have up to 100% of input-oriented CPD.

At the other levels of accreditation, it's anticipated that you would have a mix of input-oriented and output-oriented CPD activities.

- When reflecting on your last 12 months of CPD activities, it may be helpful to consider the following questions:
 - Why did you choose this CPD activity?
 - What have you learned from it?
 - What have you done/do you plan to do as a result of this learning?

You are advised to keep CPD records on an annual basis.



11. Coach Self-Assessment and Coaching Development Plan

In this section you review your coaching practice and progress to date through a self-assessment. This includes reflecting on feedback from clients and supervision (against the AC Coaching Competency Framework), identifying your areas for further development and developing and outlining a plan to achieve your learning goals.

What You Need to Do

- With all that you know about your coaching practice, consider what is working well and what could be even better when you consider your performance against all of the AC coaching competencies, and rate yourself accordingly against each one.
- Consider in which areas in which you would like to make improvements over the next twelve months and how you will achieve that.
- Complete the Coach Self-Assessment and Coaching Development Plan in the Application Form, ensuring you have entered actions, priorities and timescales, ***irrespective of the rating you have scored yourself.***

What Will be Assessed

Assessors will be looking for evidence that you are self-aware and that the areas you have identified for further development are consistent with what you demonstrate through the application; and that your Coaching Development Plan is in keeping with the self-assessment.

Helpful Tips for the Coach Self-Assessment and Coaching Development Plan Section

Do....

- Use the 1-5 rating scale outlined on the form, keeping in mind your expectations of yourself given your level of experience as a coach
- Include comments in the columns for all competencies
- Be honest with your rating and identification of areas for development
- Use your discoveries and learnings from putting your application together to help you complete your assessment and Coaching Development Plan

Additional Guidance

- When rating your current competence, check in how you know it is at that level? What external evidence and feedback do you have to support that belief?
- To identify development targets, consider what will be different when you are just one point higher on the rating scale
- To help put together your Coaching Development Plan, consider what improvements you want to achieve. What are some steps you can take towards this over the next 12 months? What will you do first, and when?



Appendix I Using Excel Table in Coaching Experience Log

How to use the Coaching Experience Log

When recording your hours of coaching experience, you can use the separate Coaching Experience Log we have provided, an Excel spreadsheet which will automatically calculate totals for you.

- To ensure the totals to calculate correctly, make sure you complete both the ‘No. of Hours by Type of Coaching’ and ‘No. of Hours by Type of Client’ columns.
 - Experience counted as ‘Executive’ coaching is that where coaching has been undertaken in the context of the coachee’s *work*. It could be in the context of their role in an organisation (of any size) or role in self-employment. It may include, for example, performance coaching, leadership coaching, career development coaching and business coaching. It is not restricted to senior leaders or executives, coachees at any level can be included. The coaching can be self-commissioned or self-funded, or commissioned and/or funded by the employer.
 - Experience counted as ‘Non-Executive’ coaching is that where coaching has been undertaken in any context outside of executive coaching. It may include, for example, life coaching, relationship coaching, wellbeing coaching, coaching children and coaching parents.
- If you are including any team or group coaching, record it in the ‘Team/Group’ column and enter the coachees’ initials as shown .

Below are four examples:

Dates From – To (Month/Year)	Organisation (<i>name</i>) or Private Client (<i>initials</i>)	Individual Organisation Client Initials (not name)	No. Hours by Type of Coaching		No. Hours by Type of Client		Total Coaching Hours
			1:1	Team / Group	Executive	Private	
January - July 2019	JC	Company A	12		12		12
January - July 2019	FB		12		12		12
January - July 2019	BT		10			10	10
August - Sept 2019	TC / MB / RT / OP	Company B		8	8		8
							0
							0
		Subtotal Hours	34	8	32	10	42
		% of total	80.95	19.05	76	24	

- Between January and July 2019, you had 12 one-to-one executive coaching sessions, each lasting an hour, with an individual coachee called Jane Connors. The sessions were for performance coaching and were funded by Company A.
- Between January and July 2019, you had 12 one-to-one executive coaching sessions, each lasting an hour, with an individual coachee called Felicity Baker. The sessions were for career development coaching and were funded by the coachee themselves.



- Between January and July 2019, you had 10 one-to-one private coaching sessions, each lasting an hour, with an individual coachee called Ben Turner. The sessions were for life coaching and were funded by the coachee themselves.
- In August and September 2019, you had two team/group executive coaching sessions, each lasting 4 hours, with 4 coachees. The sessions were for leadership coaching and were funded by Company B.



Appendix II Reflective Practice

Carroll and Gilbert (2005) referred to reflection as gaining a new and perhaps different perspective after having stepped back from one's coaching. What makes a coach step back, question and search is often a feeling of discomfort arising from an (coaching) experience and the start of recognising that their normal response to a situation was insufficient (Atkins and Murphy, 1993).

Reflection is often thought of as existing at different levels, suggesting an order or hierarchy from a more superficial, descriptive level through to a deeper level of critical reflection. Hatton and Smith's work (below) has become a well-known framework to depict the different levels of reflective activity and you might use this to develop your writing to become more reflective.

Hatton and Smith's (1995) framework of the different levels of reflective activity, adapted by Moon (2006)

1. **Descriptive writing:** Writing that is not considered to show evidence of reflection: it is a description with no discussion beyond description.

Example coach reflection

- The coachee achieved her outcome
- The coach was content with the session

2. **Descriptive reflection:** Events are described. The possibility of alternative view-points is accepted but most reflection is from one perspective.

Example Coach reflection

- The coachee achieved her outcome. The coachee appeared happy. I wonder how satisfied the coachee really was. How might I find out? What might the sponsor's perspective be?
- I was content with the session. I wonder if this was the same for the client?

3. **Dialogic reflection:** There is a "stepping back" from events and actions leading to a different level of contemplation. A discourse with self and exploring the course of events and actions. A recognition that different qualities of judgement and alternative explanations may exist for the same material or event. The reflection is analytical or integrative, though may reveal inconsistency.

Example Coach reflection (on what would make the session even better...):

- Could cut out detailed reflecting back to client (What I'm hearing is...) and explain the essence of what I've heard – this would help make the session pacier. At what pace is the client experiencing the session and is this helpful (from the client's perspective)?
- Noticed over-use of question "Is that it or...?" to check understanding. Wondered why I need to understand? Who am I understanding for? What if I don't? Wonder if



that's polarising choices for client into only two possible options (one or another) and how I can create consideration of greater possibilities?

- Repeated use of the word "Okay" – is this an acknowledgement or a verbal tick? Need to self-check to make sure I don't over-use.

