



PRESS RELEASE

Association for Coaching Launches Coach Training Accreditation and New Award for Short Coaching Skills Courses

London, UK, September 16, 2014 - The Association for Coaching (AC) today launches its new four-tier global accreditation scheme for coach training, and a new award, the Recognized Leader as Coach, to recognize shorter coaching skills for managers courses. These new schemes have been designed to help coaches select from the array of coach training available in the market. For coaches that have participated in one of the AC's accredited programmes it will help maintain the best possible practice for users of coaching.

Accreditation allows coach training providers to stand out in a busy market place. It offers an external quality assured programme of coach training to high professional standards.

Declan Woods, AC's Global Head of Standards and Accreditation says: "This new accreditation scheme was designed and developed by a working party of coach training providers and a team of AC volunteer members. It follows extensive market

research and benchmarking. The AC is committed to raising standards in coaching and we believe that high quality coach training is a key part of a coach's professional development. Participating in an AC Accredited Coach Training will give coaches the confidence that they are buying a quality assured programme."

The new four-tier scheme welcomes providers offering programmes for coaches at different stages in their professional development, encompassing coach training from entry level through to coaching mastery.

The Recognized Leader as Coach award is available for training providers whose courses cover core coaching competencies, tools and skills and meet good practice standards.

Katherine Tulpa, the AC's global CEO says: "I'd like to acknowledge everyone involved in creating our new robust, multi-level scheme. ~~that~~ We believe it is relevant for where coaching is today. It is vital that we stay current, so that buyers of coach training can make informed choices and get the most from their investment."

Full details can be found on the AC's website:

[AC Coach Training Accreditation](#)

[AC Recognized Leader as Coach](#)

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ABOUT THE ASSOCIATION FOR COACHING

Established in 2002, The Association for Coaching[®] (AC) is an independent, not-for-profit body with the goal to advance the profession of coaching worldwide. This includes promoting best practice and raising the awareness, standards and ethics of coaching, with members made up of professional coaches, trainers/providers of coaching, and organisations building coaching cultures. The AC is committed to high quality training for all coaches and requires all of its Members to engage in ongoing coaching professional development.

www.associationforcoaching.com

“promoting excellence & ethics in coaching”

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