



About us

Our Purpose is to inspire and champion coaching excellence, to advance the coaching profession and make a sustainable difference to individuals, organizations and, in turn, society.

Our Values

- **High Standards** - so that we continue to advance the profession.
- **Progressive** - so that we are strategic and forward focused.
- **Member & Market led** - so that we remain dynamic and relevant.
- **Inclusive** - so that we value and appreciate our diverse community.
- **Educational** - so that we champion excellence and learning.
- **Responsive** - so that we meet our commitments.
- **Collaborative** - so that we make a collective difference.

Our Aims

- **To actively** advance education and best practice in coaching.
- **To develop** and implement targeted initiatives to encourage growth to the profession.
- **To demonstrate** accountability and credibility through role modeling a coach approach.
- **To encourage** and provide opportunities for an open exchange of views and experiences.
- **To collaborate** and build a network of strategic alliances and relationships worldwide, to maximise the member's and the profession's potential.

www.associationforcoaching.com



"promoting excellence & ethics in coaching"

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Membership

- Individual:** Affiliate, Associate and Full Member levels.
- Organizational:** Coaching providers, training providers and coach services providers - including academic institutions.
- Corporate:** Sponsors of coaching and those building coaching cultures.
- Third sector:** Not for profit, charitable or community based organizations.

Membership Benefits

- Promote** your services through the AC directory (Associate, Full and Organizational Members).
- Enhance** your professional reputation by applying for AC accreditation, as a coach, supervisor or coach training provider.
- Access** member discounts at national and international AC conferences.
- Enjoy** discounted CPD events including coaching tools and techniques and master classes from leading coaching experts.
- Practise** your coaching skills at regional Co-coaching groups.
- Experience** excellent networking opportunities.
- Access** reference materials and research on the members' portal on the website.
- Build** your knowledge through free access to the AC Global Bulletin and Journal, newsletters, forums and industry market research.
- Enjoy** member discounts, discounted training offers, and product and service deals.
- Gain** exclusive access to the AC's Knowledge Bank for cutting-edge online interviews and podcasts of top industry experts speaking on hot coaching topics.

Accreditation

- The AC's commitment to championing standards of excellence in the coaching profession is reflected in our accreditation and recognition schemes. These AC awards indicate to buyers of coaching and related services that an individual or organization has been assessed as working to coaching competencies, ethically and in line with the standards of the accreditation awarded.
- **AC Coach and Executive Coach Accreditation**, both rigorous and developmental, helps a coach to stand out in a busy marketplace offering reassurance to buyers of coaching.
 - **AC Supervisor Accreditation** indicates that a supervisor is fit to provide quality coaching supervision, working to core supervision principles and competencies.
 - **AC Coach Training Accreditation** signals that a training course meets the AC standard for comprehensive coach training.
 - **AC Leader as Coach Recognition** indicates that a short coaching skills for managers training course meets best practice.
- For more information or to find an accredited coach, supervisor or training course visit the AC web site.

Publications



Excellence in Coaching Psychometrics in Coaching Leadership Coaching Supervision in Coaching Diversity in Coaching Mastery in Coaching

