



"promoting excellence & ethics in coaching"

FIRST UK ACCREDITATION SCHEME FOR EXECUTIVE, PERSONAL AND SPECIALITY COACHES LAUNCHES

With the growth of coaching and coaching related services in the UK comes the need to ensure standards are in place to offer protection to users and purchasers alike. The Association for Coaching, a lead professional body is the first to launch **an international accreditation scheme for coaches within all disciplines (Executive, Personal and Speciality Coaching) making this the first kite marking scheme in the UK that covers the whole of the coaching industry.** Spearheaded by Gladeana McMahon, together with Professors Cary Cooper of Lancaster University and Stephen Palmer of City University, Lynn Macwhinnie and Katherine Tulpa, all well known with their field, were part of AC's Think Tank that pioneered the process.

Lynn Macwhinnie, Head of Accreditation; and Gladeana McMahon Head of Media says, *"Coaching is a relatively new industry in the UK, yet has grown rapidly into a recognized profession. It is really important to address the issue of accreditation and validate the considerable experience held by many of our members; coaches who are working across the continuum of coaching. Accreditation enhances the reputation of coaching and encourages client confidence in the professionalism of AC members."*

Katherine Tulpa, Chair of the Association believes. *"The Association for Coaching is pleased to announce our new Accreditation Scheme. Following months of evaluating the market's needs – those of the end client, the sponsor, and our members - we believe we are giving the industry a scheme that not only has a high enough standard, but flexibility and staying power. The scheme is unique in that it embraces diversity while also recognising the Coaches qualifications experience and practice. We are looking forward to this being the scheme that is accepted throughout the profession, both in the UK and beyond."*

Professor Stephen Palmer PhD, Honorary President of the Association said, *'The Association for Coaching is the UK's leading independent professional body for coaching. This new accreditation process will enable its members to strive for excellence in their practice and become accredited coaches. We hope that this will become the UK's gold standard in coaching and hopefully it will offer the public and organisations that use coaches a kite mark for quality.'*

Now that the AC has launched a scheme for individual coaches it will be turning its attention to establishing a system for accrediting coaching supervisors and training courses.

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For further information on accreditation and to download the relevant forms, please visit <http://www.associationforcoaching.com>

The Association for Coaching is an independent professional body promoting best practice, raising awareness and standards across the UK & Ireland Coaching industry, while providing value added benefits to its members – whether they are Professional Coaches or Organisations involved in Coaching www.associationforcoaching.com