



PRESS RELEASE

"Professional Coaching Bodies come together for a stronger Voice in Scotland"

Katherine Tulpa, Chair of the Association for Coaching and Director of Urban Calm® says "We are thrilled that Coaching Association Scotland (CAS) will now become the Scottish Branch of the Association for Coaching. Following several discussions, both organisations recognised the tremendous value of bringing our organisations together"

"As Coaching in its very nature is a collaborative versus a competitive approach, we see this recent unification as representative of the principles we are trying to promote. Not only will it provide the AC with a stronger voice in Scotland it will give our current Scottish members and their clients necessary local support"

Stephen Blakely, Head of AC Scotland and Director of Life Coach Scotland believe this "is an excellent development for coaching in Scotland. Coming together with Association for Coaching will provide our coaches with a solid infrastructure from which we can relate with the business, academic and political spheres across the nation.

The use of coaching in Scotland is increasing. We need a professional body to ensure that coaches and clients (both corporate and private) have all the support necessary to ensure best practice and to maintain high levels of training and delivery. AC Scotland will play a leading role in raising the profile of coaching in Scotland. This is a very exciting development can only be good for coaches and clients.'

***For further information contact: Gladeana McMahon, Head of Media Relations AC. Email: gladeana@associationforcoaching.com
Tel: 020 8852 4854. Mb: 07711 896 185***

**The Association for Coaching is a non-profit and independent professional body, with the goal to promote best practice, raise 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.
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