



PROFESSIONAL BODY RELEASES *FIRST UK BASED VETTED* DIRECTORY OF BUSINESS, LIFE AND SPECIALITY COACHES

The Association for Coaching (AC) has recently launched its first UK based online Directory for Professional Coaches. This Directory allows the public to access a diverse range of Coaches skilled in the field of human potential to help businesses, individuals and groups enhance their performance, obtain work/life goals and break into new territories.

Katherine Tulpa, Chair of the Association and Director of Urban Calm® believes that *"As Coaching is still a young & evolving industry in the UK, most organisations and individuals don't know where to go to find a Professional Coach and/or Coaching company. If they do, they have no way of determining whether or not they are insured, abide by a Code of Ethics & Good Practice, or even if they are who they say they are. The good news is that those listed in the AC Online directory are all vetted members, who abide by the above criteria."*

As Coaching is becoming more and more popular, such a Directory is essential as a way of minimising poor standards. All Association for Coaching members abide by a Code of Ethics and Practice. The Association for Coaching also has a Complaints Procedure with relevant sanctions for those who may be in breach of its codes.

The online Directory can be found at www.associationforcoaching.com

For further information or to arrange interviews contact:

Gladeana McMahon
Head of Media Relations
Email: media@associationforcoaching.com
Tel: 020 8852 4854. Mb: 07711 896 185

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