

Through accreditation, we build trust in the coaching and mentoring profession for the benefit of everyone



So what are some of the fundamental differences between the IAPC&M and other organisations?

- **ICF** – *“The International Coach Federation (ICF) is the leading global organization dedicated to advancing the coaching profession by setting high standards, providing independent certification and building a worldwide network of trained coaching professionals”*
- **EMCC** – *“European Mentoring & Coaching Council, which exists to promote good practice and the expectation of good practice in mentoring and coaching across Europe”*
- **AC** – *“The Association for Coaching® (AC) is a leading independent, and not-for-profit professional body dedicated to promoting best practice and raising the awareness and standards of coaching, worldwide”*
- **APECS** – *“The Association for Professional Executive Coaching and Supervision (APECS) is the top level professional membership body for executive coaching, supervision, and advisory services to corporate organisations”*

Other Accredited Professions

- Doctors
- Nurses
- Social Workers
- Midwives

To name but a few other professions with protected titles. Meaning, you cannot work within those roles *without* the correct training and professional registration.



Why Do We Need Accreditation?

Accreditation has two fundamental purposes:



1. To maintain the highest possible industry standards by
2. Ensuring quality provision of the coach / mentor / training providers

How can the medical profession help us?

- Rather than compare ourselves with other accreditation bodies, we are committed to leading the industry. Therefore, we need to aim to achieve what the medical profession has achieved
- The medical profession is at the forefront of developing competencies because of the higher risk of things going wrong (Epstein and Hundert, 2002)
- Ultimately, coaches and mentors are also working with people's health. Therefore, like the medical profession, we are working with the wellbeing of the mind.

- You would not visit a doctor *unless* you knew they were qualified to treat you and registered with the GMC (or equivalent)
- Doctors have to be trained and registered because the public demand it
- Therefore, if there is a demand for trained and accredited coaches, the coaching accreditation industry will have to grow
- Consequently, we are focused on the end user – the key to any successful business.



Where *is* the Customer Focus?

- *“We help to protect patients and improve medical education and practice in the UK by setting standards for students and doctors. We support them in achieving and exceeding those standards, and we take action when they are not met”. GMC*

Note, the end user is mentioned first

- *“We are the leading global organization dedicated to advancing the coaching profession by setting high standards, providing independent certification and building a worldwide network of trained coaching professionals”. ICF*

Note, there is no mention of the end user.

Where *is* the Customer Focus?

- *“We exist to promote good practice and the expectation of good practice in mentoring and coaching across Europe”.* **EMCC**

End user is implied

- *“A leading independent, and not-for-profit professional body dedicated to promoting best practice and raising the awareness and standards of coaching, worldwide.”* **AC**

No mention of end user

- *“The top level professional membership body for executive coaching, supervision, and advisory services to corporate organisations”*
APECS

The IAPC&M exists because of you and for you and for all those you serve...

That's *how* through our vigorous accreditation process we build trust and confidence in the coaching and mentoring profession for the benefit of everyone

This is a key differentiator; we always have the **client in mind.**

- ✓ Accreditation is about the end user
- ✓ Accreditation ensures that end users receive a high quality service
- ✓ Accreditation affirms that practitioners are trained, qualified, and experienced enough to deliver the service they are being paid to provide
- ✓ Accreditation ensures that end users are protected when they access coaching and or training
- ✓ Accrediting bodies must take action when standards are not met
- ✓ Being accredited is an integral part of building a business; to say 'My accreditation means I have been recognised as being a high standard coach. My practice is monitored, so this is where you can complain in the unlikely event you are not satisfied' ... **This is putting the client first!**

Why choose us?

- ✓ The IAPC&M's value statement is the most closely linked to the medical profession
- ✓ It is not about *which* accreditation body has the most members, it is about *which* accrediting body delivers the best quality coaches and training organisations.

“With a focus on quality and the end user, we believe our coaches and mentors are the best in the business”.

Adele McCormack, ASC

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We look forward to accrediting you soon.