



INTERNATIONAL AUTHORITY FOR  
**PROFESSIONAL  
COACHING & MENTORING**

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

# A GUIDE TO CHOOSING YOUR COACH OR MENTOR



### Gio Gregory

IAPC&M - Accredited  
Practitioner Coach  
[www.inspirationcoaching.org](http://www.inspirationcoaching.org)

*"I **believe my experience is all too common**; when I decided to hire a coach I scouted the internet for qualified coaches I had no idea what qualifications or indeed what the criteria was for choosing a coach. So I selected someone who had a pretty official logo after their name, and thought that would suffice, so paid my money. I had no idea then that this wasn't any official endorsement whatsoever! Now I'm a coach myself, I know full well the difference between an accredited and unaccredited coach, including the high price this lesson meant to me. "*

## HOW TO CHOOSE YOUR COACH OR MENTOR

**F**inding a coach or mentor is easy, the choice is enormous, well it is one of the fastest growing industries of the decade! However, choosing the right coach or mentor can be harder if you don't know where to look. Luckily, there is one key differentiator that makes it easier for you to choose the right professional to support you in achieving your personal and or professional goals - it's called accreditation.



# THE DIFFERENCE BETWEEN ACCREDITATION AND CERTIFICATION IS OFTEN MISUNDERSTOOD

- ✓ **Certification is verification related to products, processes, systems or persons**
- ✓ **Accreditation is verification related to demonstration of competence to carry out specific tasks.**

So accreditation is higher than certification, for example, students receive a certificate on completion of their degree, but it's the university that has their courses accredited – often the reason why a student will select one university over another.



# WHY WE ARE PASSIONATE ABOUT PROTECTING YOUR RIGHTS

**W**e believe that everyone has the right to be protected from non-accredited coaches, mentors and training providers (there is a separate downloadable leaflet about this). So, we believe that every coach, mentor and coach/mentor training provider must be accredited in order to practice for the safe well-being of the public.

Accreditation is our only business, that's what makes us an authority in the coaching & mentoring industry, so we believe our accreditation levels improve the industry standard for the benefit of everyone. Consequently, everything we do is aimed at supporting and protecting everyone to get best out of their experience so they reach their full potential.

WE BELIEVE  
IN MAKING A  
DIFFERENCE



*Being IAPC&M accredited is an integral part of building my coaching business. My clients can immediately see that:*

- I care about them and their welfare because I have invested time, money and energy in developing my coaching journey, and my profession*
- My accreditation offers an extra level of assurance because I've been recognised as being a high standard coach by my industry*
- Accreditation cements my reputation as an expert in my field*
- My practice is professionally monitored and supported by the IAPC&M*
- They can complain to the IAPC&M in the unlikely event they are not satisfied.*

*Finally, accreditation holds me accountable, it keeps me on my toes to retain a high standard of coaching, plus it's an incredibly useful differentiator when talking to prospective clients".*



**Adele McCormack**

[www.northhousecoaching.com](http://www.northhousecoaching.com)



## WHY PROFESSIONAL ACCREDITATION STATUS MATTERS

So when you look for the support of a professional, you usually look for someone who is an expert in their field be they a doctor, a lawyer, a driving instructor, or an accountant - you always want to choose the best! Choosing a coach or mentor shouldn't be any different. So when choosing a coach or mentor, make sure you choose the best. Someone who is accredited by us because they are the only ones who have had their:

- ✓ Investment in training certified (specific hours are required as per our criteria, based on the specific level of accreditation required, which is also linked to CPD)
- ✓ Relevant practical experience substantiated (specific hours are required as per our criteria, based on the specific level of accreditation required supported by testimonials)
- ✓ Industry qualifications authenticated

Only after applicants have signed our Code of Professional Conduct, completed and passed an assessment call and capability based interview are they awarded their accreditation. It's this vigorous and comprehensive approach to our profession that proves our members care about striving for excellence and supporting your needs.

That's why you can trust our accredited practitioners, and in the event something doesn't go as well as you'd expected we have a complaints procedure to back you up.



# BENEFITS OF COACHING & MENTORING

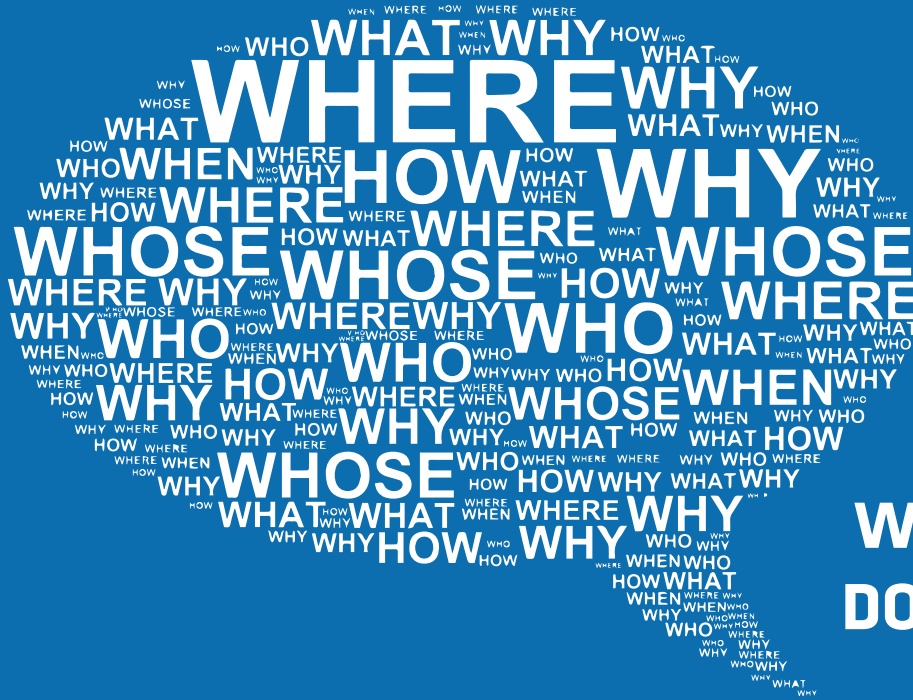
Anyone and everyone who has ever had a self-sabotaging beliefs or desires to achieve more will benefit from the support of a coach and or mentor.

Benefits typically cited:

- ✓ The experience is liberating and can be life changing
- ✓ Equally useful for personal, business, or professional issues
- ✓ Enhances self-esteem, confidence and faith in own abilities
- ✓ Assists you to stop denial and provides the means to move on
- ✓ A results orientated approach that quickly offers tangible results
- ✓ Achievement of desires and goals far faster than working on own
- ✓ Specialist fields i.e. career, relationship, business, peak performance, sport, health
- ✓ Offers immediate guidance, focus, motivation, direction and support when needed.

## COACHING:

Generates improvements in individuals' performance/targets/goals	84%
Increased openness to personal learning and development	60%
Helps identify solutions to specific work-related issues	58%
Greater ownership and responsibility	52%
Developing self-awareness	42%
Improves specific skills or behaviour	38%
Greater clarity in roles and objectives	37%
Corrects behaviour/performance difficulties	33%



## WHICH QUESTIONS DO YOU NEED TO BE ASKING BEFORE HIRING

### Check list for your consideration

- Q** Are they accredited? – if not, seriously consider finding someone who is.
- Q** What training/qualifications do they have?
- Q** How long have they been practicing?
- Q** Who do they generally work with?
- Q** What topics do they prefer working with?
- Q** How do they work with their clients?
- Q** How much do they charge?
- Q** Can they provide testimonials?

These are just some of the key considerations worth addressing before you decide to part with your hard earned money and invest in your chosen coach or mentor. Remember, it's not even just about the money, you can usually get a refund, but what about the damage that can be caused by working with a non-accredited individual, that can't so easily be put right if at all!

# FINDING AN ACCREDITED COACH/MENTOR

If your short list of coaches/mentors does not have a logo like this



you won't find them in our directory of accredited professionals around the world.


[www.coach-accreditation.services/directories](http://www.coach-accreditation.services/directories)

For a more detailed guide that includes how to check you're getting good value for money from your coach/mentor please contact:

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