



**INTERNATIONAL AUTHORITY FOR
PROFESSIONAL
COACHING & MENTORING**

Experts in Accreditation since 1998

HOW TO CHOOSE YOUR

COACH/MENTOR TRAINING PROVIDER

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



HOW TO CHOOSE YOUR COACH/MENTOR TRAINING PROVIDER

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



"Training is everything"



Mark Twain



"The future depends on what you do today"

Mahatma Gandhi

WHAT ACCREDITATION MEANS

So when you are investing in yourself, you want to make sure you invest in a professional training provider, one that has had their expertise accredited; their course and materials assessed, their experience verified, and their results substantiated. You want to choose a course that will support you to achieve your personal and professional goals.

That's the beauty of selecting an IAPC&M accredited training provider; you can trust both their trainers and their course material have gone through a vigorous and comprehensive assessment process. It's this inclusive approach to a trainer's professional status that proves they care about striving for excellence and supporting your needs as a potential student.

"Excellence is an art won by training, it is not an act but a habit"



Aristotle

WHY WE ARE PASSIONATE ABOUT PROTECTING YOUR RIGHTS

We believe that everyone has the right to be protected from non-accredited coaches, mentors and training providers (there is a separate downloadable leaflet about choosing a coach/mentor). 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.

Established in 2004 as ECI Accreditation Limited, and most recently recognised as the IIC&M, we are an independent not-for-profit organisation, run by coaches and mentors for the benefit of coaches, mentors and training providers around the world. Accreditation is our only business, that's what makes us an authority on accrediting individuals and service providers in our industry. We don't have our own training course to plug, and we are not driven by shareholders. Therefore, our sole focus is to make sure every single step of the accreditation process directly benefits our members. Ultimately, everything we do is aimed at protecting everyone to get best out of their experience.

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

WHY PROFESSIONAL ACCREDITATION STATUS MATTERS

"Success comes from knowing that you did your best to become the best that you are capable of becoming"



John Wooden

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/mentor training provider shouldn't be any different. You always want to choose the best, which means choosing a coach/mentor training provider who have had their course accredited by us because they are the only ones who have had their:

- ✓ **Facilitators and trainers personally accredited at the appropriate level for the programme; participants work with those who are industry experienced**
- ✓ **Course comprehensively reviewed to ensure that it fully meets the needs of all participants and is compliant with all the required quality elements expected**
- ✓ **Course assessed for the appropriate level of accreditation status**
- ✓ **Regularly re-accredited to ensure that the course is meeting and exceeding the requirements of all attendees**
- ✓ **Course supported by the IAPC&M's accreditation team who can offer support and guidance to further enhance participant experiences.**

Only after training providers have completed their assessment and capability process do we award them their Accredited Course status. It's this vigorous, detailed and comprehensive approach to our profession that proves our accredited training providers care about striving for excellence and supporting your needs. That's why you can trust our accredited training providers, and in the event something doesn't go as well as you'd expected we both have a complaints procedure to back you up.

"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."



Gio Gregory

IAPC&M - Accredited

Practitioner Coach

www.inspirationcoaching.org



BENEFITS OF ADDING COACHING/MENTORING TO YOUR SKILL SET

A popular quote is *“Our Quality of Life Depends on the Quality of Our Communications”* and that’s one of the key benefits of adding coaching/mentoring to your skill set because when you improve the quality of your communication, your personal and professional life also improve.

Benefits typically cited:

- ✓ Improved career prospects
- ✓ Increased networking opportunities
- ✓ A rewarding and fulfilling experience
- ✓ Enhancing your professional skills, knowledge and competence
- ✓ There is a growing demand for professional coaches and mentors
- ✓ Coaching/mentoring makes a difference to people’s lives (when done well).

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%

MENTORING



WHICH QUESTIONS NEED TO BE ASKED BEFORE SELECTING YOUR COURSE PROVIDER

TOP 7 QUESTIONS TO ASK:

- Q** Are they accredited?
if not, seriously consider finding someone who is.
- Q** How long will it take me to complete the course?
- Q** Where can I find testimonials from previous participants?
- Q** How much does it cost and what are the payment options?
- Q** How much experience do the course facilitators/trainers have?
- Q** What is the delivery method, e.g. residential, distance-learning, on-line etc.?
- Q** What do I get at the end of the programme, including certificates, qualifications and further support to grow your skills/business?



WHICH QUESTIONS NEED TO BE ASKED BEFORE SELECTING YOUR COURSE

TOP 7 QUESTIONS TO ASK:

- Q** What is your budget?
- Q** What delivery method is best for you?
- Q** How much time can you allot to completing the course?
- Q** How motivated and committed are you to completing the course?
- Q** How much support will you get from others (family, friends, course provider)?
- Q** Do you want to become a coach/mentor or develop these skills within your current role?
- Q** Of the training providers you have talked to (don't just read their website), which one seems to be the right fit for you?

"Individual accreditation of the programme facilitators/trainers and course directors ensures that they have an exceptional level of competency, capability, knowledge, motivation and confidence to deliver our 'accredited training provider courses' professionally and proficiently, for the benefit of all attendees"

ABOUT US

OUR MISSION

Be recognised as the leading accreditation body for professional coaches, mentors and training providers, including corporations with in-house coaching and mentoring teams.

OUR VISION

Increase public confidence and raise industry standards by enforcing a vigorous accreditation process that ensures the quality of professional coaches & mentors.

OUR WHY

We believe that everyone has the right to be protected from non-accredited coaches, mentors and training providers.

We believe that every coach, mentor and coach/mentor training provider must be accredited in order to practice.

We believe our accreditation levels set the standard that everyone should expect of mentors and training providers.

OUR PURPOSE

We are an independent accreditation specialist for coaches, mentors, training providers and organisations.

We are committed to supporting training providers and helping with the education of coaches and mentors, both personally and professionally, through a structured CPD programme.

We are an inclusive organisation, open to exploring strategic alliances as well as adopting new ideas and practices for the benefit of everyone.

OUR VALUES

Making a [Positive] Difference: Through co-operation, we develop effective practices to make a positive difference.

Excellence: We are committed to persistently pursuing excellence and the highest levels of quality in all that we do.

Professional Responsibility: We care about the standards of coaching and mentoring accreditation. We see it as our duty and obligation to ensure that we apply our knowledge, skills and experience for the benefit of our customers and as our contribution to society. We embrace problem solving and continuous learning.

The above principles, combined with the fact we are a not-for-profit, independent organisation, with a global presence means the IAPC&M is the accreditation body of choice.

MEMBERSHIP INFORMATION

You have three options to choose from:

SUBSCRIPTION ONLY

[click here to subscribe](#) 

In Touch newsletter freely available to everyone.

MEMBERSHIP

[click here to join](#) 

As a member of the International Authority for Professional Coaching & Mentoring you will receive our newsletter In Touch, our prestigious magazine Invenio, and regular invitations to attend a wide range of industry related and business development webinars. This level of members typically suits HR practitioners, managers, consultants and trainers who have a general interest in the benefits of utilising coaching and mentoring.

ACCREDITED MEMBER



We are passionate about protecting everyone from non-accredited practitioners and training providers, so we only promote the highest possible standards of accredited coaches, mentors and coach/mentor training providers.

On successfully completing your accreditation application to join the International Authority for Professional Coaching & Mentoring you will:

- ✓ Be granted your logo and digital certificate.
- ✓ Gain access to our accreditation area where you can create your on-line profile in our directory so that you can promote your services to the public
- ✓ Receive our newsletter In Touch, and our Invenio magazine
- ✓ Be able to view and download useful documents such as our Code of Professional Conduct and
- ✓ Complaints Procedure to use on your own website to demonstrate to your clients that you care about their well-being
- ✓ Have access to other useful templates such as a CPD and coaching/mentoring logs
- ✓ Receive priority notification of educational events that will help you develop your practice
- ✓ Be offered discounted by our strategic partners such as supervision.

If you are an individual coach or mentor, to find out more about professional accreditation:

[click here](#)

If you are a training provider, for more information on training provider routes to accreditation:

[click here](#)

If you are a corporate with an in-house programme, for more information on training provider routes to accreditation:

[click here](#)

FINDING AN ACCREDITED COACH/MENTOR TRAINING PROVIDER

If your short list of coaches/mentors training provider 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

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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