


## Why You Should Become A Board Certified Coach (BCC)


- **Experts in credentialing and certification.** The Center for Credentialing & Education (CCE), which administers the BCC certification, is the largest affiliate of the National Board for Certified Counselors (NBCC).
- **BCCs are well prepared to coach.** All BCCs must have a minimum of a bachelor's degree. They must meet both coaching-specific training and experience requirements, and have a written endorsement of their skill by a peer or supervisor familiar with their coaching skills.
- **Coaching competency.** BCCs have demonstrated their coaching competency and readiness by successfully completing a rigorous, statistically validated Board Certified Coach Examination (BCCE).
- **Top-notch psychometricians.** CCE's assessments team, which is comprised of three doctorate-level psychometricians, are responsible for the performance of the BCCE.
- **Diversity.** A diverse group of BCCs representing a variety of coaching disciplines work collaboratively with CCE's psychometricians, to ensure the performance of the exam is aligned with current coaching practices.

- **A renowned partnership.** BCCs have access to CCE's testing partner, Pearson VUE, a world leader in computer-based exam administration; with testing centers world-wide, the BCCE can be conveniently offered almost anywhere in a secure, fully-proctored environment.
- **Coaching specializations.** The BCC offers coaches the option to specialize in up to four areas.

- *Business/Corporate/Executive/Leadership Coaching*
- *Career Coaching*
- *Health and Wellness Coaching*
- *Life/Personal Coaching*

- **Commitment to transparency.** CCE does not accredit training providers. This eliminates the possibility of conflict of interest between credentialing and training providers.
- **Credible.** Corporations and potential clients seek credibility in their coaches. A college education coupled with certification by an independent board is impressive and adds to your credibility.
- **Accountability.** All BCCs adhere to a written, enforceable code of ethics, and commit to ongoing continuing education.
- **Global recognition.** Despite having only begun in 2011, there are 2,700 active BCCs in the U.S., 1,300 internationally and BCCs are in 22 countries around the world.

Like us on 

Connect with us on 

Visit our website to learn how you can become a BCC.



The Center for Credentialing & Education

T: +1.336.482.2856

F: +1.336.482.2852

E: [cce@cce-global.org](mailto:cce@cce-global.org)

The Center for Credentialing & Education™ (CCE®) is committed to a policy of equality of opportunity for all regardless of race, color, creed, sex, age, national origin, sexual orientation or disability, and does not discriminate on any such basis with respect to its activities, programs or policies.

Become a  
**Board Certified  
Coach**



**Patrick Williams, Ed.D., BCC, MCC**  
*BCC Liaison*



Patrick Williams has joined CCE as the organization's coaching liaison. In his role, Dr. Williams will service as an advisor and consultant to CCE on all things coaching.

Since 2010, Dr. Williams has played an integral role in the development and growth of the credential.

"The value of the credential is growing among governmental agencies, educational institutions and other professional bodies as they view the BCC as

the standard of certification for competency," he says. He points to examples like the U.S. Air Force Academy working in conjunction with the University of Colorado Colorado Springs, who use the BCC Examination (BCCE) as a comprehensive examination for their coaching program.



*I've always had an interest in **optimal living** — developing the whole person, if you will — **that which helps people to live fully.***

Patrick Williams, Ed.D., BCC, MCC, and one of the developers of the credential

Dr. Williams' links to the field of coaching are extensive:

- Past president of the Association of Coach Training Organizations (ACTO)
- Past International Coach Federation (ICF) board member and assessor
- An experienced coach with more than 25 years in the field

He recognizes the value in a credentialing body certifying coaches. "Because CCE is not a membership organization, but rather an independent credentialing body; BCCs do not have to pay membership fees," he says.

As the credential continues to grow, so too will the benefits and services. "I invite you to explore the Board Certified Coach (BCC) credential for yourself and see how it can benefit your credentialing practice."