

**Association for Coaching (AC) Credential**

The Association for Coaching (AC) was established in 2002 and is a leading independent and not-for-profit professional body dedicated to promoting best practice and raising awareness and standards of coaching worldwide. With members in over 70 countries, it is made up of professional coaches, academic institutions, trainers and providers of coaching, as well as sponsors of coaching from the third sector through to large corporates, building coaching cultures. The AC has a code of Competencies as well as a Code of Ethics to uphold the profession of coaching.

**Four levels of Mentor/Coach accreditation:****1) Foundation Coach has:**

- a. A core level of knowledge and understanding of coaching practice
- b. Some coaching tools and techniques
- c. Use of coaching tools in a functional way
- d. A commitment to further growth and development
- e. Knowledge and understanding of working with organizations and leaders (Executive applications)

**2) Coach has:**

- a. Good knowledge of coaching practice
- b. A broader range of tools and techniques
- c. A cohesive coaching model
- d. Some evidence of application of coaching approach through case study and coach recording
- e. Evidence of coach development over time
- f. Knowledge and understanding of working with organizations and leaders (Executive applications)

**3) Professional Coach has:**

- a. A depth of understanding of coaching practice, with a strong theoretical and practical framework
- b. Flexible use of a range of techniques and approaches in response to client/situation
- c. A coaching approach with breadth and depth that is well-articulated, and demonstrated in action in the application
- d. Ability to work on more complex, demanding and ambiguous issues with clients
- e. Evidence of coach development over time
- f. Systemic work with organizations and leaders (Executive applications).

**4) Master Coach has:**

- a. An expert knowledge and deep understanding of coaching practice, a strong theoretical and practical underpinning and an awareness of coaching related disciplines (e.g. psychological models, coaching supervision, mindfulness etc.)
- b. A coaching approach that draws on a broad range of models, tools and techniques, tailored to individual requirements and demonstrated in action
- c. Targeted coaching interventions used with great refinement • Knowledgeable and confident yet working from the mind-set of knowing little
- d. Effective working on complex, demanding and ambiguous issues
- e. Evidence of coach development over time
- f. Systemic work with organizations and leaders (Executive applications)

**AC Credential Minimum Requirements:**

Levels of Coach Accreditation	Foundation Coach	Coach	Professional Coach	Master Coach
<b>Minimum Experience:</b>				
<b>Coach Training</b>	35+ hours	40+ hours	60+ hours	80+ hours
<b>Coach Experience</b>	75+ hours	250+ hours	750+ hours	1500+ hrs
<b>Number of Clients</b>	5	10	20	40
<b>Client feedback</b>	5 within last 12 months	5 within last 12 months	5 within last 12 months	5 within last 12 months
<b>Ethics</b>	Compliance + Professional Indemnity Insurance	Compliance + Q&A+ Professional Indemnity Insurance	Compliance + Q&A+ Professional Indemnity Insurance	Compliance + Q&A+ Professional Indemnity Insurance
<b>Professional Development</b>				
<b>Continuous Professional Development</b>	CPD Log Required	30+ hours for 3 years	36+ hours for 3 years	42+ hours for 3 years
<b>Mentor/Coach Supervision</b>	3 months	6 months	9 months	12 months