



the coaching
academy

inspiring coaching, inspiring success



The world's

**largest training organisation
for coaches**

Accreditation Booklet



“We know you take your training seriously, and so do we. We know you want nothing but the highest standards, and so do we. That’s why we make sure our courses are accredited by the leading professional bodies. That means you know your training is in safe hands.”

Accreditation and Regulation of the Coaching Profession

The coaching profession is a relatively new one, especially in this country – coaching really only started to gain attention in early 1999. Compared with the counselling profession, coaching is very young and still in its formative years.

We must remember that coaching is a skill which does not involve delving into people’s past, nor does it involve giving advice or making suggestions (although some coaches combine coaching techniques with other disciplines). Therefore, the chances of coaching causing harm are very slim although this is no excuse for bad coaching. This is why high quality, substantive and accredited training courses for people entering the profession are extremely important.

So, with all that said, coaching is an unregulated profession – although some might say that it is regulated by your clients ... who will only hire you if you do a good job!

We prefer to say that currently coaching is a self-regulated profession.

So will coaching be regulated in the future? It’s certainly a possibility and something we would fully support. In fact, The Coaching Academy has made the first step towards a possible regulation of the industry by sponsoring The National Occupational Standards in Coaching and Mentoring, the framework for future NVQs.

These standards provide a benchmark by which employers will



be able to judge the quality of coaching delivered and we expect all training providers who care about the standard of coaching delivery to educate their students to a level that allows them to do this.

Needless to say, The Coaching Academy courses exceed these National Occupational Standards and our students can feel confident that they are fully equipped for any regulation of the profession in the future.

The Coaching Academy, as the leading coach training provider in the UK, would be consulted on any steps in this direction and we, in turn, would consult with you – our coaches and members.

Accreditation

Literally, accreditation means the giving of approval or credit by an awarding body. There is no one awarding body for coaching qualifications and most companies have their own internal qualification. The ones that carry the most weight are those who ask an external academic body to review and approve this internal qualification. Unfortunately, many coaching companies do not have external endorsements.

The Coaching Academy has seven external, professional and academic endorsements and accreditations. These currently are:

- Association for Coaching (AC UK)
- Association for Neuro Linguistic Programming (ANLP)
- Laser Learning Awards (LASER)
- Education Development International plc (EDI)
- The Institute of Leadership & Management (ILM)
- CPD Certification Service
- The Open and Distance Learning Quality Council (ODLQC)



All of these endorsements and accreditations involve our training courses being audited and assessed to ensure their quality.

As qualifications in coaching become increasingly important, The Coaching Academy aims to always be at the forefront of the profession and continuously reviews course content, accreditation and endorsement.

Governing Bodies

Despite what you might have heard, there is no such thing as an official governing body for coaches. There are more and more self-appointed bodies – some are run voluntarily and some are profit making – but none have any official status. Some have a few hundred members, some a few thousand.

There is unlikely to be one UK or worldwide body for coaches for some years, but should this ever happen, because of The Coaching Academy's position as the market leader for coach training, it would not be unexpected for us to be influential in its development.

To summarise, coaching is currently self-regulated, but organisations like The Coaching Academy are custodians of the future of coaching by shaping the practitioners of coaching in this country and abroad. It is a responsibility that we take very seriously and we consider the future of coaching to be in very safe hands.



Laser

Laser is the new name for the OCN (Open College Network). Laser promotes, develops, accredits and quality assures courses and qualifications at all levels of education and training.



It is approved by Ofqual to provide qualifications in the QCF and is licensed by the Quality Assurance Agency for Higher Education to award the Access to HE Diploma. Laser is also part of Trident Awards and can offer Security Qualifications approved by SIA.

Laser have been leading the way in credit-based accreditation and qualifications.

Learners who demonstrate that they have achieved the learning outcomes of a specified unit are awarded credits and can collect/accumulate these over time towards the achievement of a full qualification.

The Coaching Academy is recognised as an accredited provider and the Diploma in Personal Performance Coaching is accredited by Laser. This means that our courses are regularly monitored and assessed in accordance with Laser guidelines and we conform to the requirements set out.

The Coaching Academy is externally moderated by Laser to ensure that the highest possible standards are maintained and coaches wishing to gain individual certification with the Laser are able to do so with us.

If you wish to gain a separate accreditation from this independent body, in addition to your qualification from The Coaching Academy, then there are 2 additional short projects that you need to take to complete your qualification.

Please contact our Qualifications Manager via email for more information - **qualifications@the-coaching-academy.com**.



The Open and Distance Learning Quality Council Accreditation

ODLQC was established in 1968 as the Council for the Accreditation of Correspondence Colleges, a joint initiative of the government and representatives of the sector. It is the principal accrediting body for a wide variety of providers of open and distance learning in the UK, from commercial colleges to professional and public sector institutions. Although it is now independent, it nevertheless continues to have the informal support of government.

ODLQC promotes quality by:

- Establishing standards of education and training in open and distance learning
- Recognising good quality provision, wherever it occurs
- Supporting and protecting the interests of learners
- Encouraging the improvement of existing methods and the development of new ones
- Linking open and distance learning with other forms of education and training
- Promoting wider recognition of the value of open and distance learning

It is vital in any area of education to ensure that the standards are maintained. Open and distance learning techniques differ from conventional educational methods; assessing their quality is a specialised concern, which is outside the experience of most of the other quality control professionals.



In order to gain accreditation as a provider it includes the rigorous assessment of their provision, including materials, tutorial support, publicity, contractual arrangements with learners and general administrative procedures, each of which is measured against the ODLQC published benchmark standards.

As The Coaching Academy is an accredited provider we are monitored on a regular basis to ensure our standards remain high.

Accreditation through ODLQC aims to establish a dialogue through which our provision is assessed and where possible improved.

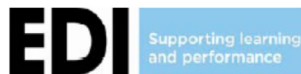
The Coaching Academy is evaluated against both our own stated objectives, and the Standards in Open and Distance Learning.

The Coaching Academy having been granted accreditation by the Open and Distance Learning Quality Council ensure that the following code of practice is observed:

1. To maintain the quality of service to our clients, in terms of learning materials, tutorial and administrative support, to at least the standards being achieved at the time when accreditation was granted
2. To ensure that any requirements stipulated by ODLQC as a result of the accreditation process are met as soon as practicable and the actions taken are reported to ODLQC
3. To observe at all times the standards required by ODLQC
4. To take all possible steps to enhance the quality of service to our clients



5. To ensure that any major changes affecting the services offered to our open and/ or distance learning clients are formally brought to the attention of the ODLQC's secretary without delay
6. To take prompt action in dealing with client complaints
7. To act in partnership with the ODLQC in promoting good practice in open and distance learning
8. To submit an annual report as required by ODLQC



Education Development International Accreditation

Education Development International plc (EDI) is a leading global awarding body and pioneer in online assessment and has a history going back over 100 years. EDI is accredited by the Qualifications and Curriculum Authority (QCA) together with the regulatory authorities for Scotland, Wales and Northern Ireland for the purposes of assessment and the awarding of qualifications within the UK.

Qualifications from EDI are internationally recognised standards of attainment and are highly regarded in the UK by professional bodies and employers as well as by educational establishments worldwide. Clients/ learners choosing EDI qualifications can be confident that they are receiving an award which proves to potential and current employers that they have the relevant skills, knowledge and understanding to perform effectively in their jobs. In addition, they are assured of the quality of service that an established internationally recognised awarding body can provide.

We are an approved training centre with EDI to offer EDI National/ Scottish Vocational Qualifications. This means that we have gone



through the centre approval and quality assurance process. Our approval as a training centre was based upon The Coaching Academy's ability to demonstrate that necessary resources are in place, and that management systems exist to ensure that standards of delivery and quality can be maintained.

EDI maintains the quality of delivery and assessment of The Coaching Academy's Training Centre qualifications through a system of ongoing monitoring visits which are undertaken by the External Verifier allocated to the centre.

To ensure consistency, External Verifiers are trained by EDI to undertake these visits. During these visits the External Verifier provides The Coaching Academy with updated information about the delivery of the qualifications offered – for example, interpretation of standards or the assessment strategy.



The Institute of Leadership and Management Accreditation

The Institute of Leadership and Management (ILM) is a professional body dedicated to raising leadership and management capability.

ILM is the UK market leader in the development, assessment and administration of leadership and management qualifications with a rapidly growing membership of 20,000 management professionals.

The Coaching Academy is an accredited centre which is quality assured to ILM's standards.

The Coaching Academy's Corporate and Executive Programme is ILM endorsed which enables us to gain external validation and recognition.



The key requirement of offering an Endorsed Award is that the programme is based on management and/ or leadership development. The Endorsed Award is required to include participant assessment.

ILM recognises the value of these programmes as a means of raising management capability in a way that differs from the standard offering provided by awarding bodies.

In essence, ILM is approving and monitoring the quality of the programme, whilst providing flexibility in its design to The Coaching Academy. The Coaching Academy is responsible for specifying the duration, level of content covered and the delivery method as well as designing the way in which clients are assessed.

ILM will certificate the client undertaking the programme, thereby providing them with the benefit of recognition from a leading national professional and awarding body.



The Association for Neuro-Linguistic Programming

The Association for Neuro-Linguistic Programming, a Social Enterprise which exists to represent an impartial and independent voice for NLP. Their aim is to maintain standards and encourage best practice amongst NLP Professionals and inform the public about the benefits and applications of NLP.

The Coaching Academy only use accredited ANLP trainers to deliver the course and having qualified as an NLP Practitioner through The Coaching Academy, you will also receive an NLP Practitioner certificate certified by the ANLP.



CPD Membership Service

The CPD Certification Service is the independent body operating across all market sectors and in support of all professional institutions, bodies and societies. Its certified CPD “quality mark” is a recognised symbol of quality assured training.

The prime role of the CPD Certification Service is to certify that the content of training courses and other educationally beneficial material conforms to universally accepted CPD guidelines.

In addition, it acts as a central point of contact for professionals and their supporting institutes seeking the provision of acceptable CPD material and employers seeking structured and ongoing CPD for their employees.

We are an approved member of the CPD for our CPD Programme which means our programme has been externally appraised and meets with the quality standards that are universally accepted CPD guidelines.



Professional Memberships

The Coaching Academy have been awarded key organisational membership with the Association for Coaching.



Association for Coaching

The Association for Coaching is a leading professional body for Coaches, Training/Coaching Providers, and Sponsors of Coaching involved in Executive, Business, Personal, Speciality, Team Coaching and building Coaching cultures.

The Association for Coaching is an independent non profit organisation with the goal to promote best practice, raise awareness and standards across the Coaching industry, while providing value added benefits to its members – whether they are professional Coaches or Organisations involved in Coaching.

Launched in July, 2002, the Association for Coaching's Purpose is the following:

“To inspire and champion coaching excellence, by being proactive, collaborative and purposeful, so that we advance the coaching profession and make a positive and lasting difference in the world.”



the coaching
academy

inspiring coaching, inspiring success

The Coaching Academy
Hill House, 2 Heron Square
Richmond upon-Thames
TW9 1EP

t. 0208 4399 440

e. info@the-coaching-academy.com

w. www.the-coaching-academy.com

Accreditation Booklet

V 01.12



The Coaching Academy uses paper sourced from suppliers operating sustainable forest reserves and environmentally supportive paper making processes.