



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 sit on the steering committee that created and maintain the National Occupational Standards in Coaching and Mentoring, the framework for Coaching qualifications.



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 five external, professional and academic endorsements and accreditations. These currently are:

- ICF
- The Institute of Leadership & Management (ILM)
- CPD Standards Office
- Association for Neuro Linguistic Programming (ANLP)
- Provider of Training Excellence



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

The Coaching Academy also are a preferred supplier for ELCAS and an organisational member of the Association for Coaching.

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.



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.”



ICF International Coach Federation

Formed in 1995, the ICF is a global organisation, with over 25,000 members, dedicated to advancing the coaching profession by setting high professional standards, providing independent certification, and building a network of credentialed coaches.

The Coaching Academy Personal Performance Coaching Diploma has been awarded 121 Approved Coach Specific Training Hours (ACSTH). Graduates of the programme will have met the requirements for the coach training hours required to apply for further individual credentials from ICF, dependant on the requested level of certification*.

Confirmation of these hours will be present on the certification documentation.

The programme approval process involves a detailed analysis on the quality of the training and trainers, the assessment process that an individual will undertake and the quality assurance procedures that we maintain. Overall this demonstrates the excellence of The Coaching Academy Personal Performance Diploma Coaching programme which we are very proud of, has been duly recognised by the ICFs internationally recognised standards.

*information regarding the specific credential requirements can be located on the ICF website.



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 have an opportunity to receive an NLP Practitioner certificate certified by the ANLP.

Approved Supplier for:

ELCAS

The Coaching Academy are proud to be an approved supplier for ELCAS (Enhanced Learning Credits Administration Services). The Enhanced Learning Credits Scheme (ELC) is a Ministry of Defence initiative to promote lifelong learning amongst members of the Armed Forces.

Enhanced Learning Credits (ELC) are available in pursuit of a higher level learning in a nationally recognised qualification at level 3 or above listed on the National Qualifications Framework (NQF).

The ELC scheme provides financial support in the form of a single up-front payment towards national qualifications at level 3 or above for those who have served 4 years or more. If you have completed 4 years full-time service since 1st April 2000, are a current ELC scheme member and meet with UK residency requirements then you may be entitled to funding towards our Personal Performance Diploma.



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 25,000 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.

The CPD Standards Office
CPD PROVIDER: 21159
2017 - 2019
www.cpdstandards.com



CPD Standards Office

The CPD Standards Office are an independent accrediting body that focuses on recognising quality training provision that fits within the continuing professional development classifications.

They have 3 key roles that they perform:

- Research – into all areas of CPD and professional development
- Accreditation – to the CPD Standards Office's mark of quality
- Advice – to individuals, employers, professional bodies and CPD providers

The Coaching Academy are an approved training centre and all of our Diplomas have received a dedicated accredited quality mark. This means each Diploma has been externally appraised and meets with the quality standards as universally accepted CPD guidelines.

Furthermore, attendance of any of our CPD for Coaches Accelerator Days will result in a certificate of attendance and can be recorded on your own formal CPD record for a professional body, institute or employer.



ICF CCE / ACP

The Coaching Academy Advanced Coaching Programme has been awarded 16 Continuing Coach Education (CCE) hours and 3 Resource Development hours. Graduates of the Advanced Coaching Programme will have meet the requirements for these CCE hours to be applied to their Continual Professional Development (CPD) log and be used in conjunction with any ICF credential application*.

Confirmation of these hours will be present on the certification documentation.

The programme approval process involves a detailed analysis on the quality of the training and trainers in relation to the coaching core competencies. Overall this demonstrates the quality of our provision and our continuous development approach to our advanced training programme.

*Information regarding the specific credential requirements can be located on the ICF website.

Graduates of the Advanced Coaching Programme will also receive The Coaching Academy's 'Advanced Coach Practitioner' designation and associated logo.



Accreditation News



Unique to the Coaching Academy

Who are SFEDI?

SFEDI Awards was founded in 2007 to support the development of a truly entrepreneurial culture and economy within the UK. They became the first dedicated Awarding Organisation specialising in enterprise and business support, a position they still enjoy to this day within the UK.

SFEDI & The Coaching Academy

The Coaching Academy is an approved training centre for SFEDI Awards and has collaborated to write the Level 5 Diploma in Personal Performance Coaching qualification. These standards have been approved by Ofqual, the regulatory body for qualifications in England. We are the only training provider in the UK to be able to offer you this qualification.

What this means to you as a Coaching Academy student:

Completing this qualification will provide you with a recognised Regulated Qualification Framework Diploma with 37 credits in addition to your Coaching Academy accredited Diploma. The Coaching Academy have built a strong relationship with SFEDI Awards to be able to provide a student of the Coaching Academy with studying membership to the Institute of Enterprise and Entrepreneurship (IOEE) and an opportunity to further this membership post qualification providing you with post nominal letters.

** registration fee may apply.*



Provider of Training Excellence

The Coaching Academy are one of the first training providers in the UK to be awarded The Provider of Training Excellence and are the very first coach training provider to receive this prestigious award from the Professional Development Consortium.

The Professional Development Consortium was founded in 2010 predominately as a research project exploring professional development, education and training. This provided a strong academic platform for the Consortium.

Today the Consortium work with a range of different educational organisations, training providers, professional bodies and oversee the CPD Standards Office who deliver a set of accreditation services within a formal CPD context.

<http://www.providerofexcellence.com/>





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Accreditation Booklet

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