



Coach Accreditation Scheme and Executive Coach Accreditation Scheme

Recognized Accelerated Pathway Applicant Guide

for Coaches

Accredited and Credentialed by EMCC and ICF



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The AC Coach Accreditation Recognized Accelerated Pathway (RAP)

The Association for Coaching (AC) Coach Accreditation Recognized Accelerated Pathway (RAP), launched in 2019, is designed in line with our purpose of championing standards of excellence in the coaching professions. Its core features are:

Recognition of Accelerated Pathway

This scheme enables those already accredited and credentialed with EMCC or ICF through a simplified process that:

- Recognises that coaches transferring in have already demonstrated a commitment to CPD and their competency to coach.

In addition, the process requires that coaches demonstrate their:

- Capacity to engage in professional reflective practice.
- Ability to engage with complex ethical issues.
- Commitment to coaching supervision.

We believe these last three aspects of our accreditation process are fundamental to our accreditation process and that they are not represented in all coach accreditation schemes.

Inclusivity

The AC welcomes coaches from different backgrounds, training and experience to become accredited, rather than prescribing a route to accreditation. The scheme focuses on accrediting fitness to practice rather than being overtly academic or theoretical.



Rigorous standards

The AC Coach Accreditation Scheme has been established to allow coaches to benchmark themselves against high professional standards, and to provide reassurance to buyers of coaching regarding the level of experience and capability of coaches.

Developmental focus

The Scheme offers a four-tiered approach. Apply for accreditation at your current level of experience and capability and progress through to higher levels of accreditation as you develop your skills and experience.

Relevance

The scheme offers a choice of two accreditation types: **Executive Coach Accreditation** for coaches working primarily in an organizational setting and **Coach Accreditation** for all other coaches. Both types of accreditation are equal in terms of standards.

Feedback

Our aim is to make this Applicant Guide clear and easy to follow and we welcome feedback and suggestions for improvement. Please send any comments to: individual@associationforcoaching.com.



Documents Required

Please download the application documents from the website:

- Coach Accreditation Recognized Accelerated Pathway (RAP) Overview
- RAP Applicant Guide (this document)
- RAP Applicant Guide – Worked Examples
- AC Coaching Competency Framework
- Coach Supervision Guide
- AC Global Code of Ethics for Coaches, Mentors and Supervisors
- RAP Application Form
- RAP Supervision Reference
- RAP Coaching Experience Log

What You Need to Do

If you are interested in applying for the Recognized Accelerated Pathway (RAP) Scheme for AC Coach or Executive Coach Accreditation these are the steps to follow:

1. This Applicant Guide contains all the information you need to complete the process. Read through the guidelines thoroughly and, if after reading you have any questions or queries, please e-mail individual@associationforcoaching.com.
2. Work methodically through this Applicant Guide, requesting the support of your Coach Supervisor where required, and start to prepare your application.
3. When complete, follow the instructions on the website to submit your application.

Qualifying Criteria

Your hours of training and coaching experience are qualifying criteria for different levels of the accreditation scheme. You will also be assessed on the depth of your coaching knowledge and the quality of your coaching practice. Higher levels of accreditation require demonstration of a greater breadth and depth of coaching capabilities, as indicated in the AC Coach and Executive Coach Accreditation Recognized Accelerated Pathway (RAP) Overview document.

Before you Apply

Please ensure you meet the required minimum number of hours of Coaching Experience, Coach Supervision and CPD for your level of Association for Coaching (AC) Accreditation. If you do not meet all the requirements, you will not be able to apply using the Recognized



Accelerated Pathway (RAP) for AC Individual Coach Accreditation.

Any information submitted in support of your application must be authentic and truthful. If it is discovered that any dishonest information has been provided, the application will be invalidated, and accredited status removed.

Fees

On submission of your application you are required to pay fees for assessment and three-year accreditation.

Assessment and Accreditation Fees will be reviewed on April 1st each year.

Submitting your Application

Please submit your application online, following the instructions. If you have any technical problems during the submission process, please contact individual@associationforcoaching.com with the details.

Please note before you submit your application:

It is important that you complete the application in full, or you will be requested to make changes and resubmit it. Resubmissions may be requested at one of two stages:

1. After a first stage assessment of eligibility and completeness of application.
2. After a second stage competency assessment where insufficient evidence of competencies has been provided.

In the unlikely event that you are unable to resubmit sufficient evidence, you will be advised if you qualify for any partial refund of your assessment fee, depending on how much assessment work has been undertaken. For current AC Accreditation resubmission fees contact individual@associationforcoaching.com

Once you have submitted your application online you will receive confirmation of receipt and instructions for payment of the fees. Once these have been paid, your application will move into the accreditation process.

Assessment of your Application:

Your application will be assessed by trained assessors, who are themselves AC Accredited Coaches. Every effort is taken to ensure your application is not assessed by anyone to



whom you are known. AC Coach Assessors abide by a Code of Conduct which includes the confidential treatment of all information.

Applications are assessed against the AC Coaching Competency Framework which can be found on the website.

Specific competencies that will be assessed on each section of your application are outlined later in this document. You will not necessarily be expected to demonstrate each competency indicator in that section, but they should be evidenced somewhere in your application.

You are encouraged to make links between the different parts of your application. Assessors look for congruency across an application.

The outcome of the assessment of your application could be one of the following:

- Pass at the level you have applied for
- Referral for resubmission at the level you have applied for
- Pass at a lower level
- Pass at a lower level and a referral for resubmission to achieve the level applied for
- Not passed

You will receive feedback including strengths and development areas, as well as a decision on the outcome of your application.

The AC will endeavour to assess your application as quickly as possible. **Providing your application is complete, this should take no longer than 3 months.** If any items are missing the assessment may take longer. All feedback will be given in writing.

If you have further questions after your application is assessed, please submit these to the accreditation office in writing at individual@associationforcoaching.com. These will be forwarded to your assessor(s) and wherever possible, they will respond to the query.

Details of your application remain confidential. After your successful assessment, your assessors do not retain any part of your application. We advise you to keep a own copy of your application for future reference too as this will help you when applying for accreditation renewal after three years.

When you are awarded Accreditation, you will receive a certificate of accreditation and the relevant AC Accredited Coach logo to use on your website or printed literature.

Maintaining and Renewing your Accreditation:

AC Accreditation is valid for three years and dependent on your continued AC Membership, or membership with another Professional Body, on-going coaching supervision and CPD.



As the purpose of accreditation is to confirm that a coach has an active coaching practice and is continuing to develop skills, gain experience and develop themselves, there will be a requirement to renew accreditation at expiry.

Further Support

A range of support is available to applicants for AC Coach Accreditation Recognized Accelerated Pathway (RAP):

1. This Applicant Guide gives detailed guidance as to how to fulfil each section of the Application Form.
2. The AC Accreditation Overview gives you a summary of qualifying criteria, and what is required for your application.
3. If you cannot find the information you need elsewhere, you may also raise questions with the Accreditation Office on individual@associationforcoaching.com



Application Form

In this section you confirm your personal details, and the level of Coach Accreditation for which you are applying.

1. Declaration

1.1 and 1.2

In this section, you confirm your membership of a professional body, your commitment to the AC Global Code of Ethics for Coaches, Mentors and Supervisors. You sign a statement to ensure that you meet, stay up to date and comply with all statutory/legal requirements in the country where your work takes place and work within any organizational policies/procedures in the context in which the coaching occurs.

What You Need to Do

- You must be an AC Member and have membership in one of the following capacities before you submit your application:
 - AC Full Individual Member
 - AC Leader Coach Member
 - AC Organizational Member – Coaching Service Provider, Coaching Training Provider or Academia (as Primary Contact or Associate Member)
 - AC Corporate Member (as Primary Contact or Member, Leader Coach or Associate Member)

Or

- Be member of a professional body and give the relevant details
- Read the Terms and Conditions carefully and complete the box regarding your Professional Indemnity Insurance if appropriate.
- Enter your name and the date at the end of the declaration page.



2. Evidence of Accreditation/Credentialing with ICF or EMCC

In this section you confirm that you have been awarded accreditation or credentialing with a recognised Membership Body.

What You Need to Do

- **Complete** the table within the application form, giving details of the accreditation or credential you have been awarded.
- **Provide a scanned copy** of your certificate and upload with your application.

What Will be Assessed

That you hold a current accreditation or credential with a recognised Membership Body.

3. Evidence of Additional Coaching Experience

This section is designed for you to record your accumulated practical coaching experience from the point at which you were accredited or credentialed with another recognised Membership Body.

What You Need to Do

- Ensure that you have sufficient hours of experience for the accreditation level at which you are planning to apply before you submit your application as follows:

Foundation Coach / Foundation Executive Coach		Coach / Executive Coach		Professional Coach / Professional Executive Coach		Master Coach / Master Executive Coach	
ICF	EMCC Foundation	ICF ACC	EMCC Practitioner	ICF PCC	EMCC Senior Practitioner	ICF MCC	EMCC Master Practitioner
	50 hours	100 hours		500 hours		1,500 hours	

- Upload a log of your coaching hours using the separate Coaching Experience Log template:
 - in cell D9 click on the highlighted “Select level” drop down menu and select status you currently hold which will automatically enter the minimum number of hours into the Total coaching hours column



- if those hours meet the AC level of accreditation your wish to apply for, there is no need to give any further evidence
- if you need to evidence additional coaching delivery hours, please complete the table. Instructions for how to complete this can be found in Appendix I.
- Include pro bono (no charge) hours.
- Include team coaching and group coaching hours. For definition of team and group coaching see Additional Guidance below.
- For applications under the **Executive scheme only, a minimum of 75% of logged coaching hours must involve coaching in an organisational setting.**

What Will be Assessed

You will need to evidence that your coaching experience to date fully meets the criteria for the level and type of accreditation that you are seeking.

Additional Guidance

- For the purpose of the Executive Coach Accreditation Scheme, experience counted as ‘Executive Coaching’ is that where coaching has been undertaken in the context of the coachee’s *work*. It could be in the context of their role in an organisation (of any size) or role in self-employment. It may include, for example, performance coaching, leadership coaching, career development coaching and business coaching. It is not restricted to senior leaders or executives, coachees at any level can be included. The coaching can be self-commissioned or self-funded or commissioned and/or funded by the employer.
- Non-Executive Coaching is that where coaching has been undertaken in any context outside of Executive Coaching. It may include, for example, life coaching, relationship coaching, wellbeing coaching, coaching children and coaching parents.
- Internal coaching is countable in logged hours as long as it is part of a formal coaching arrangement rather than as a line manager.
- Both virtual and face to face coaching can be included.
- When counting hours of coaching experience, team and group coaching may be included under the following criteria:



- the coaching involves you coaching a team or group with a shared purpose or learning agenda
 - the coaching is in some way directed at the team or group's capacity to achieve goals, including the capacity to work with others to achieve the desired results
 - the coaching is distinct from training: it is not facilitative training, or training in a coaching mode, or training with a coaching focus; it involves minimal or no instructional element
 - specific one-to-one coaching within a team or group event may be counted as individual coaching, so long as this is not double counted as team or group coaching.
- The minimum payment required for delivery of coaching to a coachee is not defined.
 - For executive scheme applications only – make sure that you have the minimum number of hours for the level for which you are applying:

Minimum number of executive coaching hours for Executive Scheme applications	
Foundation Executive Coach	37.5
Executive Coach	75
Professional Executive Coach	375
Master Executive Coach	1,125



4. Personal Coaching Approach

This part of the application invites you to explore and describe what informs your coaching and how this manifests in your individual approach to coaching – the essence of how you work.

What You Need to Do

- Identify and explain your unique style of coaching
- Demonstrate how your coaching is informed and influenced by theoretical models
- Type your Coaching Approach within the following word counts:

What to submit	Word Count
Foundation Coach/Foundation Executive Coach	500 - 1000
Coach/Executive Coach	1,000 *
Professional Coach/ Professional Executive Coach	1,500 *
Master Coach/ Master Executive Coach	2,000 *

***+/- 10%. Please note that any variation to the specified word counts, including tolerance, will not be accepted. Your application will be returned to rectify before assessment and resubmission fees will be applied.**

What Will be Assessed

The following are the primary competencies that will be assessed in this section. Not all indicators need to be present here, but all competencies need to be sufficiently evidenced across your application as a whole.

- All competencies: 1, 2, 3, 4, 6, 7, 8
- Executive competencies*: 11

*For Executive Coach Scheme Applications only

Helpful Tips for the Personal Coaching Approach Section

- Demonstrate your use of theoretical models and how you have incorporated and adapted them into your coaching practice as you have gained coaching experience.
- Describe how you approach your coaching from beginning through middle to end.
- Ensure your description reflects how you coach in practice.



- Avoid replicating a standard coaching model without describing how it is reflected in your overall practice.

Additional Guidance

The following are questions to consider when looking for the salient aspects of your coaching approach that you would like to describe:

Your purpose:

- Why do you coach? (e.g. change, performance, leadership development etc.)
- What is the intention behind your coaching?
- What are the key assumptions that underpin your approach to coaching?
- What is your passion for coaching?
- What are your strengths when coaching?
- What's the most important thing in your coaching?
- What are the inputs to your coaching?
- What are the outputs/outcomes/results from your coaching?
- What will be the achievements and measures of these?

Your perspective:

- What perspectives underpin the purpose of your coaching?
- What is your definition of coaching?
- Where do you coach?
- What are your values and beliefs?
- What models and theory underpin the purpose?
- What evidence underpins it? How do you know it works?
- What science and art informs your coaching?
- What are the boundaries and limits to your coaching? Who decides them? Are these always the same?

Your process, tools & techniques:

- What existing models that you use reflect your view of coaching?
- What are the typical stages/parts of your coaching – that you can identify in advance?
- How do you select an intervention to use with a client?



- How do you choose what to do next in your coaching?
- What school/philosophy/method do your tools and techniques fall into?

5. Coaching Case Study

In this section of the application you describe how you have worked with a client over time, outlining the context for the coaching, your coaching process from start to finish, and your reflections and learnings from this piece of work.

What You Need to Do

- Identify and reflect on a piece of contracted client work that has taken place over a period of time.
- Ask your client for permission to submit them as an example for your case study.
- The client work can be over the entire time you worked with the client, or over a specific period of time you worked together on an objective/set of objectives, so long as you can demonstrate a beginning, middle and end to the work e.g. if you have worked with a client over a number of years, and you have re-contracted annually during that time to meet a specific set of objectives, you may wish to select the start and end of the latest contracted year.
- Be clear that your case study illustrates your Personal Coaching Approach in action.
- Ensure the case study describes the beginning, middle and end of the coaching; the type of coaching; what outcomes were established; how you moved the client towards the outcomes, and the evaluation of the coaching.
- Remove all client and organisational identifiers and change names.
- Type your case study within the following word counts:

What to submit	Word count
Foundation Coach / Foundation Executive Coach	500 - 1,000
Coach/ Executive Coach	1,000 *
Professional Coach/ Professional Executive Coach	1,500 *
Master Coach/ Master Executive Coach	2,000 *

***+/- 10%. Please note that any variation to the specified word counts, including tolerance, will not be accepted. Your application will be returned to rectify before assessment and resubmission fees will be applied.**



What Will be Assessed

The following are the primary competencies that will be assessed in this section. Not all indicators need to be present here, but all competencies need to be sufficiently evidenced across your application as a whole.

- All competencies: 1, 2, 3, 4, 6, 7, 8
- Executive competencies*: 10, 11, 12

*For Executive Coach Scheme Applications only

Helpful Tips for the Coaching Case Study Section

- Focus on converting your learning from a piece of work rather than attempting to submit your 'best' work.
- Think about how your case study reflects your Personal Coaching Approach.
- Write in essay format.
- Look at appendix II if you would like further guidance on reflective practice.
- Change client names and identifying details.
- **For Executive applications:** Demonstrate your understanding of the organizational system and impact of this on you, your client and your coaching. Evidence your work with a leader and your partnership approach to working with an organization.
- Avoid using a case study of just one session.
- Avoid including supporting documents such as e-mails.

Additional Guidance

The following is a list of subjects you may wish to consider when putting together your write-up of your case study. You may even wish to use some of them as headings, although there is no requirement to do so:

- Client.
- Brief description of context for coaching.
- Referrer.
- Presenting issues.
- Initial impressions on meeting/speaking to the client e.g. what you noticed about your client; words used, your thoughts and feelings etc.
- Assessment/diagnostic – work and findings.



- Initial coaching contract/agreement including plan of action and (for executive applications) three (or more) cornered contracting arrangements where relevant.
- Process of coaching.
- How the work unfolded including highs and lows, stuck points, use of supervision, responsiveness, evidence of self-reflection and ethical thinking.
- Ending.
- Concluding thoughts, process and issues of ending or next steps.
- Reflections and learning from this client work

6. Coaching Standards and Ethics

This part of the application allows you to demonstrate that you are able to manage ethical coaching dilemmas effectively in practice.

What You Need to Do

- **Coach level and above:** Contact the Accreditation Office on individual@associationforcoaching.com to request your two ethical dilemma questions.
- Develop and submit short written responses to ethical dilemmas emailed to you by the AC Accreditation Office. There are no specified word counts for the responses.
- For Master Coach/Master Executive Coach level you will also need to provide a short written description of an ethical dilemma you have faced as a coach, how you handled it and the outcome.

What to submit	Ethical Q&A paper	Ethical dilemma description
Foundation Coach/ Foundation Executive Coach*	N/A	N/A
Coach/ Executive Coach	2	N/A
Professional Coach/ Professional Executive Coach	2	N/A
Master Coach/ Master Executive Coach	2	1

* Nothing required for an application at this level

What Will be Assessed



- Competency 1 will be assessed in this section.

Helpful Tips for the Coaching Standards and Ethics Section

- Include the questions with your responses to the ethical dilemmas that you receive from the Accreditation Office.
- Demonstrate your understanding of how the AC Code of Ethics for Coaches, Mentors and Supervisors should be applied in practice.
- Please do not disclose the questions you are given to other coaches, in order to preserve the integrity and fairness of the accreditation process.

7.Coach Supervision

In this section you demonstrate your commitment to continued development of your coaching skills and practice to the benefit of your clients.

What You Need to Do

These requirements apply equally to internal and external coaches.

Ensure that you can fulfil the following requirements for supervision by participating in one or more of the following:

- One-to-one Coach Supervisor to Coach.
- One-to-one peer coaching supervision.
- Group coaching supervision.
- Peer group coaching supervision.

For a definition of peer and group supervision, see Additional Guidance below.

And that:

- You have undertaken the minimum time of four months in consistent and regular supervision which is required for the AC Recognized Accelerated Pathway (RAP).
- You have undertaken supervision at the required minimum ratio of supervision hours to coaching hours for the level of accreditation for which you are applying.
- Your supervisions have been over multiple sessions with regular intervals between.



- You have undertaken supervision with one Coach Supervisor or Supervision Group for the minimum amount of time for the level of accreditation for which you are applying*.
- Your Coach Supervisor meets the credentials required (see Additional Guidance below)

*On rare occasions, we recognise that you might have had to work with more than one Coach Supervisor in the required timeframe. If this is the case, you can submit more than one reference from Supervisors to cover the time period and, if this is the case, please explain your reasons by completing a statement of up to 500 words and submitting it with your application.

	Foundation Coach / Foundation Executive Coach	Coach/ Executive Coach	Professional Coach/ Professional Executive Coach	Master Coach/ Master Executive Coach
Time in supervision*	At least 3 sessions	At least 4 sessions	At least 4 session	At least 4 sessions
Minimum ratio coach supervision hours: coaching hours	1:15**	1:15**	1:30**	1:40**
How accumulated	over multiple sessions with regular intervals between			
One consistent supervisor	Over the last 12 months	Over the last 12 months	Over the last 12 months	Over the last 12 months

****It is anticipated that this minimum period will lead up to the date of application and that you will be in supervision currently when you apply***

- Supervision hours must be spaced evenly over the previous months.
- Complete the Coach Supervision Reference as follows:
 - complete your name and details of the scheme for which you are applying in the Coach Supervision Reference (page 1)
 - ask your Coach Supervisor to complete their details (page 2)
 - complete the detail for your Coach Supervision Sessions (page 3) and ask your Coach Supervisor to confirm them
 - ask your Coach Supervisor to complete the Coach Supervisor Reference (page 4) and to e-mail the completed document back to you in pdf format.
- If you have had more than one Coach Supervisor, ask each supervisor to complete a separate Coach Supervision Reference, and only include details of the supervision you have undertaken with him/her and the relevant learnings you have gained.



Then submit all Coach Supervision References as part of your accreditation application.

For more information on what credentials your Coach Supervisor requires please read Additional Guidance below.

For internal coaches: if your supervision does not fully meet the requirements, please make a case (in a 300-500-word statement) for consideration of your personal situation. Cases will be reviewed on an individual basis and will require evidence of a strong commitment to supervision. A fully completed AC Coach Supervision Reference detailing the dates that supervision has taken place and your reflections on the learning and application is also required.

What Will be Assessed

All competencies may be developed through supervision. Assessment will take into account your learning and growth in the context of your own development plan, against the backdrop of the AC coaching competencies.

Helpful Tips for the Coach Supervision Section

- Be currently in supervision when you apply.
- Ensure your supervision is in accordance with the AC Coach Supervision Guide.
- Ensure your Coach Supervisor meets the requirements for AC accreditation (see Additional Guidance below).
- Ensure your Coach Supervisor is conversant with the AC Global Code of Ethics for Coaches, Mentors and Supervisors, AC Coaching Competency Framework and AC Coach Supervision Guide.
- Ensure that your Coach Supervisor is prepared to help you to complete and provide you with a Coach Supervision Reference.
- Ensure that if you include group supervision it complies with the group supervision definition and that you only log permissible hours (see Additional Guidance below).
- Avoid having an intense number of supervisions within a short period of time in an attempt to meet the supervision criteria. Supervisions should be well spaced out in a suitable ratio to coaching hours.
- Please don't include attendance at AC Group Supervision Experience Calls in your supervision report. These can however be counted towards your CPD (section 10).



Additional Guidance

To meet the requirements for AC accreditation, your Supervisor must:

- Be a member of at least one appropriate professional body, such as the AC, AOCS, APECS, BABCP, BACP, BPS, BCP, CIPD, EIC, EMCC, IAC, ICF, SGCP, UKCP, or WABC.
- Have undergone some Coach training.
- Manage the boundaries of the Supervisor/Supervisee relationship with respect to any dual relationship you may have e.g. as a Colleague, Business Partner, or Manager.
- Fulfil at least two of the following:
 - have at least three years' experience as a Coach
 - have at least two years' experience as a Supervisor
 - have had training as a Supervisor
 - be a Business/Leadership Advisor who is a Member of a relevant Professional Body
 - have accreditation from a professional body as at least one of the following: A Coach, a Supervisor, a Psychologist, a Counsellor, a Psychotherapist.
- Be conversant with the:
 - AC Global Code of Ethics for Coaches, Mentors and Supervisors
 - AC Coaching Competency Framework
 - AC Coach Supervision Guide

Group Supervision:

In addition to one-to-one supervision, you can choose to work with several coaches together with a Coach Supervisor in a group supervision arrangement. In this arrangement, the Coach Supervisor maintains responsibility for the group and leads the group, ensuring each coach receives effective supervision.

Group supervision can be face-to-face and/or virtually.

In Group Supervision, the permissible hours you can record as supervision are as follows: the time when you are actively presenting and receiving feedback on your coaching work, plus any time when you are actively listening to and giving feedback to a fellow supervisee on their coaching work.



Peer Supervision / Peer Group Supervision:

The AC criteria for being a Coach Supervisor give you the flexibility to choose whether to work with someone working professionally as a supervisor or with a peer supervisor. You can also choose to work with both types of supervisor, professional and peer, at the same time.

A professional supervisor is one or more of the following: trained, qualified, experienced, and/or accredited in supervision. A peer supervisor is not a professional supervisor but has specific experience or knowledge you believe is important to your supervision. *For example*, you may choose a peer supervisor as he or she has a depth of experience in an organisational setting, which you think would be particularly helpful to develop your competence as an Executive Coach. Or someone who is a psychologist or psychotherapist, whose experience and knowledge you feel would help you develop your coaching approach. (Of course, many professional supervisors also have in-depth experience in an organisation setting, or as a psychologist or psychotherapist.)

If you choose to work with a peer supervisor, they must meet the AC criteria for being a supervisor. In addition, make sure that you are both confident that he or she can offer you effective supervision, as set out in the AC Coach Supervision Guide.

Peer supervision can be one-to-one, or in a group setting i.e. where you work together with several other coaches to provide supervision to each other in the session. It can be face-to-face and/or by telephone/video conference such as Skype.

In Peer Group Supervision, the permissible hours you can record as supervision are as follows: the time when you are actively presenting and receiving feedback on your coaching work, plus any time when you are actively listening to and giving feedback to a fellow supervisee on their coaching work.

8. Executive Applications *

In this section you describe how you meet the AC Executive Coaching Competencies when working with your clients.

What You Need to Do

Write a 750-1,000-word statement on how your coaching delivery meets the following Executive Competencies of the AC Coaching Competency Framework:



- 10. Working within the organisational context
- 11. Understanding leadership issues
- 12. Working in partnership with the organisation

What to submit	Word Count
Foundation Coach/Foundation Executive Coach	750 - 1000
Coach/ Executive Coach	
Professional Coach/ Professional Executive Coach	
Master Coach/ Master Executive Coach	

Please note that any variation to the specified word counts will not be accepted. Your application will be returned to rectify before assessment and resubmission fees will be applied.

What Will be Assessed

The following are the competencies that will be assessed in this section. Not all indicators need to be present here, but all competencies need to be sufficiently evidenced across your application as a whole.

- Executive competencies*: 10, 11, 12

*For Executive Coach Scheme Applications only



Appendix I Using Excel Table in Coaching Experience Log

How to use the Coaching Experience Log

When recording your hours of coaching experience, you can use the separate Coaching Experience Log we have provided, an Excel spreadsheet which will automatically calculate totals for you.

- To ensure the totals to calculate correctly, make sure you complete both the 'No. of Hours by Type of Coaching' and 'No. of Hours by Type of Client' columns. If you know the breakdown of your hours delivered for your current accreditation/credentialing, then please overtype in cells E12 – H12 as required. If you do not know the breakdown, please leave as it is.
 - Experience counted as 'Executive' coaching is that where coaching has been undertaken in the context of the coachee's *work*. It could be in the context of their role in an organisation (of any size) or role in self-employment. It may include, for example, performance coaching, leadership coaching, career development coaching and business coaching. It is not restricted to senior leaders or executives, coachees at any level can be included. The coaching can be self-commissioned or self-funded or commissioned and/or funded by the employer.
 - Experience counted as 'Non-Executive' coaching is that where coaching has been undertaken in any context outside of executive coaching. It may include, for example, life coaching, relationship coaching, wellbeing coaching, coaching children and coaching parents.
- If you are including any team or group coaching, record it in the 'Team/Group' column and in the 'Coachee Name' column, instead of the coachee initials, insert **Multiple**.

Below are four examples:

Dates From – To (Month/Year)	Organisation (<i>name</i>) or Private Client (<i>initials</i>)	Individual Organisation Client Initials (not name)	No. Hours by Type of Coaching		No. Hours by Type of Client		Total Coaching Hours
			1:1	Team / Group	Executive	Private	
B/f from previous accreditation/credential			220	30	240	10	250
Jan - Jul 2017	JC	Company A	12		12		12
Jan - Jul 2017	FB		12		12		12
Jan - Jul 2017	BT		10			10	10
Aug - Sep 2017	Multiple	Complany B		8	8		8
							0
							0
		Subtotal Hours	254	38	272	20	292
		% of total	86.99	13.01	93	7	



- Between January and July 2017, you had 12 one-to-one executive coaching sessions, each lasting an hour, with an individual coachee called Jane Conners. The sessions were for performance coaching and were funded by Company A.
- Between January and July 2017, you had 12 one-to-one executive coaching sessions, each lasting an hour, with an individual coachee called Felicity Baker. The sessions were for career development coaching and were funded by the coachee themselves.
- Between January and July 2017, you had 10 one-to-one private coaching sessions, each lasting an hour, with an individual coachee called Ben Turner. The sessions were for life coaching and were funded by the coachee themselves.
- In August and September 2017, you had two team/group executive coaching sessions, each lasting 4 hours, with 6 coachees. The sessions were for leadership coaching and were funded by Company B.

