



ASSOCIATION FOR COACHING
AC RECOGNIZED COURSE
LEADER AS COACH
APPLICANT GUIDE



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AC RECOGNIZED COURSE LEADER AS COACH

INTRODUCTION

The aim of AC Recognized Course Leader as Coach is to award recognition of training specifically aimed at equipping organisational leaders, managers and supervisors with the tools to adopt a coaching approach in their work.

In offering a Recognized status for Leader as Coach programmes the AC aims to help organisations create awareness of the value of developing a coaching culture and enabling their leaders and managers to develop skills in coaching practice.

Coaching skills form a valuable part of a leader's repertoire of management tools and techniques, aiding self management, staff empowerment and development and effective working with diverse teams and individuals. A coaching approach can enhance performance, improve working relationships and develop communication skills for the benefit of the whole organisation.

By defining and recognizing the core requirements of such training programmes the AC aims to support individuals and organisations to deliver or sponsor training that meets good standards. This includes indicating best practice in relation to core coaching competencies, simple coaching models and skills, ethical coaching practice and integrating coaching within existing management tools and approaches.

Requirements

To apply for AC Recognized Course Leader as Coach, the course must have been run and completed at least once with a minimum of six participants.

WHAT YOU NEED TO DO

If you are interested in applying for AC Recognized Course Leader as Coach, these are the steps to follow, in brief:

1. Read the Qualifying Criteria section on page 4.
2. Read this Applicant Guide, and all other supporting documentation, which can be downloaded from the AC website, to get an understanding of what is required.
3. Work methodically through this Applicant Guide, complete the documentation and then submit your application following the instructions on the website.



ELIGIBILITY CRITERIA

Please consider the criteria carefully and ensure that your course meets the requirements.

ELIGIBILITY - the course must have been run at least once within the last two years with a minimum of six participants.	
Membership	AC Coaching and Training Organizations (C&TO), Non-profit, or Corporate Member
Insurance	Professional Indemnity Insurance (Not required in certain countries)
Actual training hours	Minimum 12 hours
AC Coaching Competencies and Code of Ethics used	Course covers AC Coaching Competency Framework and provides guidelines on the AC Global Code of Ethics for Coaches, Mentors and Supervisors
Blended learning approach	Course includes practical, theoretical and reflective practice
Specific coaching models /approach, tools and skills	Minimum of one coaching model /approach and five core coaching tools / skills
Supervision, reflective learning and practical assessment of coaching skills development	In-class supervision, tutor feedback, peer observation of coaching skills, reflective learning / group discussion
Self-study	Tutor provides recommended reading list and/or other materials
References	One participant and one sponsor reference
OPTIONAL ELEMENTS*	
Coaching Practice - external to course	A plan to build practical experience outside of the course
Written assessments	Multiple choice questionnaire or reflective assignment

* These elements are not essential to be eligible but will be taken into account when application is assessed



BEFORE YOU APPLY

Be certain that your training course meets all the criteria for the AC Recognized Course Leader as Coach before submitting your application.

FEES

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

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

Please contact accreditationoffice@associationforcoaching.com for the current fees.

YOUR APPLICATION

Please submit your application as follows:

1. Enter all information into the Application form and ensure all the elements requested as part of the application form are included in the document, preferably a PDF.
2. In addition to the completed Application form, please submit:
 - a. a course outline of no more than two pages
 - b. a completed Participant Reference
 - c. a completed Sponsor Reference
3. If you have any questions on the requirements, please contact accreditationoffice@associationforcoaching.com before submitting your application online.

PLEASE NOTE BEFORE YOU SUBMIT YOUR APPLICATION

It is important to complete the application in full as specified or you will be requested to make changes and resubmit it. A resubmission fee is chargeable. Please contact accreditationoffice@associationforcoaching.com for the current resubmission fees.

Once you have submitted and paid for your application, you will receive emailed confirmation of receipt of both and your application will move into the assessment process.

You are responsible for your Recognized Course Leader as Coach application. Any documentation submitted in support of your application must be authentic and truthful. If it is discovered that any dishonest information has been provided as part of an application this may invalidate the whole application and give cause to remove any recognized status awarded.

ASSESSMENT OF YOUR APPLICATION

Your application will be assessed by AC Assessors who abide by a Code of Conduct which includes the confidential treatment of all information accessed through assessing. Applications are assessed using the specified criteria and in conjunction with the coaching competencies used. The AC Coaching Competency Framework is available on the AC website.

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

- A pass
- A referral for resubmission
- A fail



The AC will endeavour to assess your application as quickly as possible, and this will take no longer than three months although in most cases will be sooner. All feedback will be given in writing.

Details of your application remain confidential, known only to AC administration and those AC Assessors involved in the assessment of your application. On completion of the assessment your application will be kept on file by the Accreditation Office for a period of 4 years. You are advised to keep your own copy of your application for future reference as this will help you when applying for recognition renewal after three years.

When you are awarded AC Recognized Course Leader as Coach you will receive a certificate of Recognition, an AC Recognized Course Leader as Coach logo for marketing purposes and the appropriate recognition on the AC website.

MAINTAINING AND RENEWING YOUR ACCREDITATION

AC Course Recognition is valid for a period of three years and is dependent upon your continued AC Membership.

As the purpose of AC Course Recognition is to confirm that a training course meets best practice, it is subject to review for the purposes of continuous improvement and evaluation, and there will be a requirement to renew recognition at expiry.

FURTHER SUPPORT

A range of support is available to applicants for AC Recognized Course Leader as Coach:

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

TIPS

Do:

- Read the Overview and the Applicant Guide to ensure your training course is eligible for AC Recognized Course Leader as Coach.
- Work systematically through the Application Form, using the Applicant Guide to support you through the process.

Do not:

- Submit documentation pertaining to the training course that has not specifically been requested.



1. DECLARATION

WHAT YOU NEED TO DO

- Read the Terms and Conditions carefully and complete the box regarding your Professional Indemnity Insurance if appropriate.
- Enter your name, Organisation name and the date at the end of the declaration page.

2. COURSE CONTENT

WHAT YOU NEED TO DO

- Write a short course description of no more than 350 words in the table provided
- Submit a course outline of no more than two pages

TIPS

Do:

- Include who the course is designed for
- Describe the key learning objectives

3. ACTUAL TRAINING HOURS

WHAT YOU NEED TO DO

Please ensure that your Coach Training Course meets the minimum requirements for AC Recognized Course Leader as Coach and complete the table in section three of the application form.

The course must have been run at least once within the last two years with a minimum of six participants.

4. COACHING COMPETENCIES AND AC GLOBAL CODE OF ETHICS

WHAT YOU NEED TO DO

Please complete the declaration to confirm that your course is based on the AC Coaching Competency Framework and the AC Global Code of Ethics for Coaches, Mentors and Supervisors.

Both can be found on the AC website.



5. COACHING MODELS / APPROACH, TOOLS AND SKILLS

WHAT YOU NEED TO DO

- Complete the table in the application form specifying the coaching models/process taught during the training, for example:
 - GROW
 - OSCAR
 - COACHING PATH
- Explain acronyms in full -i.e. GROW – Goals, Reality, Obstacles/Options, Will/Way Forward
- Complete the table in the application form specifying the coaching skills taught and practised during the training, for example:
 - Listening
 - Questioning
 - Feedback
 - Use of Silence
 - Reflecting

TIPS

Do:

- Detail all coaching models/approaches, tools and skills covered within the training course

Do not:

- Assume that the AC Assessors have any prior knowledge of the coaching approaches and models covered in the course
- Submit diagrams or articles to support your explanation of your training of coaching approaches and models

6. SUPERVISION, REFLECTIVE LEARNING AND PRACTICAL ASSESSMENT

WHAT YOU NEED TO DO

Please provide details of the:

- In-class supervision a participant receives during the course
- Observations and in the moment feedback on coaching skills practice received from the tutor on what the participant is doing well and how they might develop further
- Peer observations from participants working in triads, observing and offering feedback to each other
- Reflective learning and group discussion about their observations and areas for development



7. SELF-STUDY

WHAT YOU NEED TO DO

Please complete the table with details of all of the self-study materials recommended or provided by the Tutor.

TIPS Do:

- Include details of materials recommended or provided by the Tutor including:
 - Books
 - Articles
 - White papers
 - Ted talks/You Tube clips
 - Videos

8. PARTICIPANT/SPONSOR REFERENCES

WHAT YOU NEED TO DO

- Ask **one** participant and **one** sponsor to supply a reference.
- **Send him/her a Participant/Sponsor Reference Form**, complete with your organisation's name and the title of the course. Reference forms are available to download on the AC website.
- Ask your participant to e-mail the completed reference to you as a PDF.
- Submit both in the relevant place on the online application

TIPS

Do:

- Ask for references from a participant and a sponsor of this particular training. The participant and sponsor may be from two different times the course has been run, although does not have to be. For both referees the course must have run **within the last 18 months**.

NOTE: The AC reserve the right to contact the Participant and Sponsor to confirm that the content is genuine.



9. TUTORS

WHAT YOU NEED TO DO

- Complete the table with the name(s) of the tutor(s) delivering the training course
- Give details of:
 - all relevant experience, qualifications and expertise
 - memberships and accreditations to any coaching and supervisory body they may have

TIPS

Do:

- Provide sufficient information so that the AC Assessors are able to understand the tutors' credentials and experience to deliver your training course.
- Specifically mention any relevant memberships or accreditations that the tutors hold e.g. of professional coaching bodies.

10. OPTIONAL ELEMENTS

This section of the application form is optional and you are not required to complete it. However, any information you choose to include will help the AC Assessors to gain a clearer understanding of the course and aid their assessment.

COACHING PRACTICE

WHAT YOU MAY CHOOSE TO DO

Please complete the table with details of:

- the type of coaching practice it is recommended that participants undertake
- the hours of coaching practice undertaken
- how the participant logs the hours of coaching practice

WRITTEN ASSESSMENTS

WHAT YOU MAY CHOOSE TO DO

Please complete the table with details of:

- the type of written assessments required – please specify if it is:
 - a multiple choice questionnaire
 - a reflective assignment

TIPS

Do:

- Paste a copy of the multiple choice questionnaire into the Application form if applicable
- Detail the guidance given to participants about the content of the reflective assignment