

Coaching Perspectives

The Association for Coaching Global Magazine

Contributor Information & Book Review Guidelines

Welcome to ***Coaching Perspectives***, the global magazine of the *Association for Coaching*. We are delighted that you are interested in contributing to this leading-edge publication. You are joining a dedicated group of coaches, editors, writers and thought leaders who aim to establish the magazine as the publication of choice for new, developing and master coaches and for those who support people development in workplaces worldwide.

The [Association for Coaching](http://www.associationforcoaching.com)[®] is a leading independent, not-for-profit, global professional body dedicated to promoting best practice and raising the awareness and standards of coaching worldwide. The AC was set up in 2002 and has a fast-growing membership in 50 countries throughout the world.

Our purpose is to inspire and champion coaching excellence, to advance the coaching profession and make a sustainable difference to individuals, organizations and, in turn, society.

The AC runs a regular programme of international, national and local conferences and workshops and training courses; has sponsored publication of several books; provides accreditation of both coach training programmes and individuals'

coaching practice; and is looked to as a source of expert advice on the profession. Our activities are funded by membership fees and all our work is guided by a clear code of ethics and good practice.

The tone and style we have set for ***Coaching Perspectives*** is to be stimulating, thought-provoking, global in reach and mindset, pioneering, progressive and accessible. Content includes practical guidance, new ideas, research, in-depth interviews and features on a wide range of activities, organisations and ventures pertinent to coaching. We seek to emphasise an international perspective in our choice of content, contributors and style.

Coaching Perspectives reflects the AC culture and vision for coaching: a broad and inclusive one, which sees coaching as making a significant contribution to society and the community beyond the contractual relationship and across national boundaries. Coaching does this through creating greater awareness, greater responsibility and greater understanding of the interconnectedness of organizations, business and the societies to which they belong in a global, networked world.

Purpose of Coaching Perspectives

The purpose of the magazine is to keep individuals and organizations in the global coaching community informed of new developments, to share good practice and to promote growth within the coaching field.

All submissions are edited and are accepted on the basis of the value they bring to the readership.

Sponsorship and Advertising

We accept a small amount of relevant advertising, which is clearly differentiated from editorial. Please contact us for rates and options.



We are actively seeking Sponsors for the magazine. This will provide a small but sound financial footing for the magazine, enabling us to extend our reach, refine our offering to better suit the needs of our readers and continue to build the magazine as the interactive communication window of the AC and for global coaching. Therefore, we are inviting a maximum of five sponsoring organizations drawn from different sectors of the coaching world – training, HR, business, corporate, public sector, consultancy – to sponsor ***Coaching Perspectives*** for the period of one year only. This time limit will enable new sponsors to be invited in following years.

We hope that Sponsors will benefit from the prestige gained by association with the magazine. Each Sponsor will have their logo prominently displayed at the base of the front cover and on the first page, in addition to email communications for each magazine launch. Sponsors will have no editorial input or control over content.

Please contact Cameron Harvey-Piper at cameron@associationforcoaching.com for further information.

Target Market

Our target market is coaches and those interested in coaching and leadership in all sectors, worldwide. Those who receive the magazine are: the AC membership base of coaches and human resources personnel, together with a large number of leaders and other interested individuals, including corporates, small businesses and public sector, plus additional attendees at AC events.

The direct electronic distribution is approximately 10,000. This is made up of AC members plus those who have chosen to opt in to receive the magazine. It is also made freely available on the [Association for Coaching website](http://www.associationforcoaching.com).



Publication and Submission Dates

Coaching Perspectives is published quarterly online. It is an electronic publication hosted on a digital publishing platform that can also be printed out in PDF format. In addition, some hard print copies are available for certain editions of the magazine. Article submissions are required six weeks before publication.

Publication Dates	Copy Submission Dates
January	15 th November
April	15 th February
July	15 th May
October	15 th August



Article Guidelines

Style and Content

We seek contributions of various lengths on good, cutting-edge, sector-specific or unusual coaching and leadership practice; and news of/information on books, events and people of interest to the coaching profession, its clients and contacts. These may address coaching techniques, leadership, business issues, or wider industry perspectives. Please browse [previous issues of the magazine online](#) to get an idea of the variety of content and style.

The ***Coaching Perspectives*** Editorial Team reserves the right to make editorial modifications as it deems necessary and will make the final decision on which articles are used for publication.

Key Points to note

- **Contextualise** your topic, by referring to others who have written on this subject or have alternative theories to provide a broader perspective for readers
- **Include examples** and case studies of how a particular concept or idea is applied in practice
- **Avoid ‘infomercials’** (i.e. subtle and not so subtle advertising or product promotion)
- **Title** for the article should be short and snappy: 7 – 9 words maximum
- All copy should be sent to us in **Word format** and as close to commissioned length as possible
- **Speech marks** (inverted commas) are single (not double): e.g. ‘Hello,’ he said.
- **Spelling** is UK English (‘programme’, ‘organisation’, etc.). (Quotations and



titles keep their original spelling).

- **References.** Please ensure that you provide full references for any research findings you mention in your text.

Please note: Bibliographies are *only* accepted for the ‘Deep Dive’ articles. For standard articles, please use automatically numbered endnotes in the correct format, as per these examples:

Books: Bloggs, Joe. 2015. *Coaching and Punctuation*. London. AC Press.

Chapters within books or journal articles: Stickler, A. ‘Semi-colons’ in Bloggs, Joe. 2015. *Coaching and Punctuation*. London. AC Press. (If citing a journal, please supply the volume/issue number.)

Please use footnotes for very brief explanations only (e.g. meaning of a word). Other supporting information should appear with references as endnotes. *Please ensure that all endnotes use automatic numbering*

Contact us to discuss your ideas for articles or submit your contribution directly to editor@associationforcoaching.com.

The Editorial Team appreciate our contributors’ help in observing our copy deadlines, submitting articles as close as possible to word count and conforming to the style requirements explained in these guidelines. As an entirely voluntary team with our own day jobs we are keen to avoid requesting corrections, cuts or re-submissions from you.

Word Count for Articles/Features

Articles may range in length from 800 to 1300 words with additional photos or diagrams. Over this word count please discuss with the editors. Our occasional Deep Dive section allows for longer, in-depth explorations. These are generally on an invited basis from experienced authors, however we are always open to new ideas and suggestions. Please contact us.



800 words = 2-page article with heading, 4-line introduction, 2 medium photos, plus 100-word author biography & hi-resolution headshot.

900 words = 2-page article with heading, 4-line introduction, 1 medium photo, plus 100-word author biography & hi-resolution headshot

1200 words = 3-page interview with heading, 4-line introduction, header photo, 1 additional photo or key quote, plus 100-word author biography & hi-resolution headshot.

1300 words = 3-page feature with heading, 4-line intro, header photo, 2 additional photos or key quote, plus 80-word author biography & hi-resolution headshot.

Contributor Biographies

Please send your bio with your submitted article/book review. Bios should be written in the third person, be a maximum of 80 words and provide a brief summary of your practice, qualifications, publications and any AC involvement. Do include links to your website or social media pages.

Please note: contributors' photos are not used in book reviews. If you are submitting an interview, please also include a brief biography of your interviewee.

Illustrations

We have very limited resources for purchasing or commissioning illustrations, so we encourage contributors to include images, drawings, diagrams, tables, charts and photographs to illustrate their articles. Please note that you must obtain copyright permission to use all visual material you supply, or already have written agreement from the owner and provide the copyright information along with the image/s.

Copyright

We hold that contributions to ***Coaching Perspectives*** belong to the contributors.



By seeking publication in the magazine, you give permission to the *Association for Coaching* to publish the article in different formats as required. You are free to seek publication elsewhere once the article has been published in **Coaching**

Perspectives but we ask you to respect the following conditions:

- (a) You honour our primary publication date and don't seek simultaneous publication in another English language coaching publication
- (b) You cite **Coaching Perspectives** in any further publication of your article and include the following link:

<https://www.associationforcoaching.com/page/CoachingPerspectives>
- (c) You inform us of the date and name of the additional publication
- (d) You ask us in advance if you think the additional publication may be competitive.

Checklist for submitting an article

- ✓ Article in Word format, UK English, double-spaced with any speech marks in single quotes
- ✓ Heading (short and snappy please!)
- ✓ Copyright references for any images provided
- ✓ Publication references in the required format (*no bibliographies except for Deep Dive articles please*)
- ✓ Brief, third-person biography (80 words maximum) including your contact details
- ✓ Hi-resolution headshot (*not required for book reviews*)



Book Review Guidelines

Book reviews form a vital element to the service provided to our members by our international magazine. Readers gain an introduction to ideas that may be new to them and an indication of the value of a particular book. We are grateful to our book reviewers for taking the time to analyse their own ideas in relation to those of the author. We hope that reviewers appreciate the opportunity to hone their reflexive skills through reviewing as a valuable coaching activity. Reviewers also benefit by raising their profile within the professional community. We encourage you to approach us with books you would like to review.

All submissions are edited and are accepted on the basis of the value they bring to the readership. The Editorial Team reserves the right to make editorial modifications as it deems necessary and will make the final decision on which reviews are used for publication.

Book Review Process

Contact Cameron Harvey-Piper at cameron@associationforcoaching.com to request a list of the current titles we have available for review or to suggest a book that you would like to review or be reviewed. Any titles offered for review by the Editorial Team are gifted to the reviewer.

Guidelines for Writing a Review

Please review the contents of the book; it can be helpful to provide a summary of the book's main theme, but this does not need to be exhaustive – just enough to tempt someone to read the book! Your opinions about the book provide valuable guidance, but avoid pejorative language and personal attacks. If you do not like a book, consider who might like it or find it useful.



Please include:

YOUR NAME:

SUBMISSION DATE: i.e. the date you are sending us your review

At the end of your review, please supply an image of the book cover and its publication information in the following format:

TITLE:

AUTHOR:

PUBLISHER:

PUBLICATION DATE:

PAPERBACK /HARDBACK PRICE (£ Sterling):

ISBN:

Word Count for Book Reviews

340-350 words = 1-page review. This will include book cover image and publishing data plus a maximum 80-word reviewer biography.

600 words = 2-page review. This will include book cover image and publishing data plus a maximum 80-word reviewer biography.

Checklist for submitting a book review

- ✓ Book review in Word format, UK English, double-spaced with any speech marks in single quotes. Please contact cameron@associationforcoaching for a more extensive style guide if desired
- ✓ Summary book information in the format explained above
- ✓ **Photograph** of book jacket
- ✓ Biography of reviewer (maximum 80 words)



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