



Association for Coaching

Coronavirus (COVID-19)

**Company Policy & Guidance to
our Members and Community**

Last updated 17th March 2020



A Message from the CEO

On behalf of the entire Association for Coaching (AC)'s global and regional leadership teams, along with our contributors and dedicated business services functions, here to support you, our thoughts go out to all our members and communities across the world during these unprecedented times.

Like you, we are all concerned by the disruption the coronavirus (COVID-19) is having on our day-to-day lives, along with the potential impact it could have on our health or businesses in the months ahead.

On the 11th March 2020, the World Health Organization (WHO) characterized COVID-19 as a pandemic, [WHO COVID-19 11March2020](#). With public safety and health on everyone's minds, we are seeing ongoing updates and advice from our governments and the health authorities for putting preventative measures in place to help contain the virus and reduce transmission, especially for those most at risk.

We've been inspired by the way communities, businesses and governments have been pulling together to share information and resources so that we can work together through this crisis. For me, it's also a reminder to seek refuge with the power of coaching and the caring and supportive communities we all belong to.

As a predominantly virtual organization since we began in 2002, the AC is accustomed to operating and running a number of our continuing professional development programs, *online*. To name a few, these include our *Group Supervision Experience Calls*, *Digital Learning* webinars, *Collaborative Conversations with Masters'* series, Live Coaching Demonstrations and our upcoming "*Coaching in the Workplace*" *Virtual Conference* scheduled for 24-26th June 2020.

Therefore, at one level, we will carry on as normal in our ways of operating, but in a very different context. It will, however, affect the dates and running of our face to face events. Our policy and suggested guidelines are highlighted in this document.

We understand that this level of uncertainty can lead to a sense of fear or loss of control, for some. For others, you're seeing it as an opportunity, to 'step back' and review your priorities, and what matters. By applying a coaching mindset, on ourselves, firstly, by its very nature, this will help us find solutions so that we can best serve our clients, families and communities.

Please know that we are in this together. We look forward to having further dialogue with our members over the coming weeks and months ahead, to work through both the challenges and opportunities we are each faced with individually, and as a collective community. As the Director General of WHO reaffirms, this will require a 'whole -of society approach'. We will shortly be announcing some virtual sessions, relevant to COVID-19, to support the coaching community.

Warmly,



Chief Executive Officer,
Association for Coaching



Coronavirus (COVID-19) Policy & Guidance

The Association for Coaching (AC) is closely monitoring the COVID-19 outbreak and in light of the rapidly evolving circumstances, we want to update you on the active steps we are taking to minimize the impact of the virus in response to the situation. The safety and well-being of our members, internal teams, clients, partners and the coaching community is our utmost priority, and we're continuing to follow official guidance from government and health authorities globally.

We have put in place a series of measures to help ensure the safety and the continuity of our business, and support for our members and community during this time.

What is Association for Coaching doing to prevent the spread of COVID-19?

- We will continue to follow guidance by governments, health authorities globally including organizations such as the World Health Organization (WHO), the U.S. Centers for Disease Control and Prevention (CDC), Australian Government – Department of Health.
- Public Health England, and governments and health authorities globally.
- We are proactively sharing relevant information about COVID-19 with our members and community on the role we can all play in minimizing the spread of illness.
- We will continue to monitor the situation closely and will update this guidance information accordingly.

AC Events, Co-coaching, Forums and Webinars

- Unless otherwise advised by your local regions, all face-to-face AC events up until at least **31st May 2020** are being cancelled, rescheduled, or where possible, being held virtually.
- We will be in touch with anyone who is registered to attend an affected event with further details. **Full refunds** will be issued for any events that are cancelled.



- We encourage our members to take advantage of our ongoing Digital Learning programs, which will not be affected. View our upcoming webinars [here](#) and the full [Events Calendar](#).
- If you have any further questions surrounding events, please contact your local coordinator, or alternatively business.support@associationforcoaching.com, and we will forward this to the appropriate person.

Exceptional Refund Policy – COVID-19

In light of the outbreak of COVID-19, we have amended our cancellation policy for Association for Coaching (AC) face to face event bookings, to allow greater reassurance and flexibility:

Face-to-Face Event Bookings:

- If an event is cancelled or postponed by the AC, a full refund will be issued.
- If you are unable to attend an AC event for which you have booked, we will issue a full refund without charge, for all cancellations made up to 31st August 2020.
- For any questions regarding cancellations or refunds for an event please contact our Finance team at finance@associationforcoaching.com .

Virtual Event Bookings – Existing Policy:

The above only applies to face to face events. For virtual events it will be our standard policy as below:

- In the unlikely circumstance that this event is cancelled or postponed by the AC, a full refund will be issued.
- If, for any reason, you are unable to attend the event for which you are booked and provide 7 full days' notice, we will issue a full refund, minus an admin charge of 20% the original price paid.
- For any questions regarding cancellations or refunds for events please contact our Finance team at finance@associationforcoaching.com .

Business continuity planning

We recognize that COVID-19 will impact our members, below are some links you may find useful for business continuity planning and how to build resilience in your business:



- [Business continuity planning](#)
- [EY](#) How companies can reshape results and plan for a COVID-19 recovery
- [Business continuity management strategy](#)
- [Guidance for employers and businesses in the U.K.](#)

Guidance on travel

Governments and public health authorities are implementing travel restrictions globally which are rapidly changing. The following links below provide the latest up to date travel guidance and information.

- [WHO travel guidance](#)
- [Foreign travel advice](#)
- [CDC travel advice](#)

Support for coaching businesses

The AC is currently scheduling online virtual sessions over the coming weeks for our members to connect and share about the challenges and opportunities we are faced with. These sessions aim to bring our community closer together to support one another.

The first of the series, complimentary to all AC members, will be held on **26th March 2020, *How to Go Virtual: Look good on camera and engage with your audience.*** [Book now](#) to register your place.

Further information and support can be found in the links below:

- [Coronavirus could force teams to work remotely](#) Harvard Business Review
- [Implications for business](#) McKinsey & Company
- [Advice for instructors teaching online](#) Inside Higher Ed
- [Going online in a hurry what to do and where to start](#) The Chronicle of Higher Education
- [Coaching in times of crisis](#) ICF



COVID-19 International Resources

Please continue to seek advice and support from your government and health authorities, for the most up to date instructions and advice. In addition, below are some links to various international health authorities that may be useful.

- [World Health Organization \(WHO\) COVID-19 Microsite](#)
- [WHO](#) – Global updates for Africa, the Americas, South-East Asia, Europe, Eastern Mediterranean and Western Pacific
- [WHO COVID-19 Situation Reports](#)
- [WHO COVID-19 Q&A](#)
- [U.S. Centers for Disease Control and Prevention COVID-19 Landing Page](#)
- [Public Health England \(PHE\)](#)
- [National Health Service \(NHS\)](#)
- [Department of Health Ireland](#)
- [Australian Government – Department of Health](#)
- [Mapping 2019-nCoV](#) Via Johns Hopkins University

Support and further Advice

As resourceful as coaches and coaching champions are, we are confident our members will leverage their strengths and find new ways and approaches in practice to effectively manage the challenges ahead.

If you would like to contribute by sharing any insights, creative approaches, or content within our supportive community we would love to hear from you. Please contact us at covid19@associationforcoaching.com.

Our collective AC teams are also here to support you. For any queries please contact us by emailing enquiries@associationforcoaching.com or get in touch with your local AC contact.

