

Unlock the Power of Coaching Across Your Organization

Today's organizations face constant change, rising complexity, and increasing pressure on leaders and teams. A coaching culture is no longer a "nice to have", it is a strategic enabler of performance, engagement and leadership capability. As a Corporate Member of the Association for Coaching (AC), your organization gains access to a trusted global ecosystem of professional coaching knowledge, practice and community.

Who are we?

The Association for Coaching (AC) is a leading independent not-for-profit professional body dedicated to advancing coaching excellence, and promoting best practice worldwide. The AC supports organizations of all sizes who are interested in adopting a coach approach or embedding a coaching culture.

Why Corporate Membership?

Membership enables your organization to align leadership and coaching practice with recognized professional standards. Members gain access to a high-quality ecosystem of tools, learning resources, research and a professional community, strengthening coaching capability, employee experience, culture, performance and learning and development.



Join a global professional network and access our community platform



Find opportunities for continuous professional development (CPD)



Boost credibility with use of the AC logo to signal your professionalism



Access live and on-demand webinars, podcasts and tailored events

Why Now?

Organizations that invest in coaching cultures see greater adaptability, stronger collaboration and sustained performance growth. Coaching creates an inclusive learning culture where people can think, reflect and perform at their best. In volatile and uncertain environments, coaching is a proven catalyst for change readiness, leadership effectiveness, and long-term organizational performance.

Organizations that embed coaching don't just cope with change, they lead it.

Pricing

Our banded pricing tiers enable organizations to build coaching capability at scale, delivering higher value per member than individual routes, extending professional standards and development access across teams without multiplying costs.

Choose from our flexible packages to suit your needs, whether you are a multinational, SME or public sector organization.

Band 1	Up to 10 members	£700 (£70 per membership)
Band 2	Up to 50 members	£1,800 (£36 per membership)
Band 3	Up to 100 members	£2,885 (£28.85 per membership)
Band 4	Up to 200 members	£5,150 (£25.75 per membership)
Band 5	Up to 300 members	£7,415 (£24.72 per membership)

For higher tiered bands, please visit our website below.

Non-profit or charitable organizations receive 10% off.

Get Started

Establish your organisation as an employer of choice. Build leadership capability, strengthen culture, and embed coaching with confidence.

Ready to explore Corporate Membership?

Find out more at www.associationforcoaching.com/corporate-membership
Or contact us at corporate@associationforcoaching.com

