

# Association for Coaching About us



The Association for Coaching® (AC) is a leading independent and non-profit professional body dedicated to promoting best practice and raising the awareness and standards of coaching, worldwide. We are dynamic, members and market led, made up of professional Coaches and Organisations involved in Coaching.

## Our Aims

- To actively advance education and best practice in Coaching.
- To develop and implement targeted initiatives to encourage growth to the profession.
- To demonstrate accountability and credibility through role modeling a coach approach.
- To encourage and provide opportunities for an open exchange of views and experiences.
- To collaborate and build a network of strategic alliances and relationships worldwide, to maximise the member's and the profession's potential.

## Our Values

- **High Standards** - so that we continue to advance the profession.
- **Progressive** - so that we are strategic and forward focused.
- **Member & Market led** - so that we remain dynamic and relevant.
- **Inclusive** - so that we value and appreciate our diverse community.
- **Educational** - so that we champion excellence and learning.
- **Responsive** - so that we meet our commitments.
- **Collaborative** - so that we make a collective difference.

## Our Members

**The AC has 4 types of members:**

- a. Individual (majority being Executive Coaches; also Personal Coaches, Speciality Coaches, Team Coaches, Business Coaches - each application is vetted and referenced).
- b. Organisational (training and coach providers) - including academic institutions.
- c. Corporate (large FTSE/blue chip) - sponsors of coaching and those building coaching cultures.
- d. Third sector/not for profit/charitable or community based organisations.

# Key Milestones

2002

**July:** AC was launched in July 2002. Founders are Katherine Tulpa, Alex Szabo  
**September:** First AC co-coaching forum started with just 12 members in London  
**October:** First 12 month programme of AC continuing professional development (cpd) events launched for members and non-members

2003

**February:** AC Bulletin launched - collection of articles, reviews and best practice in relation to coaching  
**July:** Coaching Association Scotland (CAS) became Scottish Branch of AC  
**October:** AC online members forum launched which allows members to share best practice, insights, advice, information and job opportunities

2004

**January:** First Organisational Breakfast forum launched, with subsequent events held since including 'Corporate Think Tanks' and roundtable discussions with coaching buyers  
**October:** First AC International Conference held, 'Breaking Through.' Sold Out

2005

**July:** The AC's individual Accreditation Scheme was launched

2006

**March:** 2nd AC International Conference, 'Leading the Way.' Sold Out  
**May:** The AC's course coach recognition programme launched  
**September:** The AC published its first book 'Excellence in Coaching'  
**October:** First 'Coaching Roundtable' meeting with other UK bodies (further work included issuing a Statement of Shared values in 2008)  
**November:** AC in Ireland established and launched

2007

**July:** Launched Supervision Working Party

2008

**March:** 3rd AC International Conference, 'Embracing Excellence'  
**March:** 2nd book launched, 'Psychometrics in Coaching'  
**May:** 'Coaching, An International Journal of Theory, Research and Practice' launched; a partnership between the AC and publishers Routledge to produce an international, evidence-based journal with peer review  
**July:** AC's first CSR/Sustainability special interest group is formed.  
**August:** 2000 AC members in 35 countries

2009

**March:** Launch of 3rd book, 'Diversity in Coaching'  
**July:** Coaching Roundtable - a collaborative project to develop a Supervision Steering Group  
**September:** AC and ICF launch joint coaching survey  
**November:** Regulation Debate  
**November:** Launch of first coaching tele-class  
**December:** Organisational restructure moved to a local/global one, to enable the AC to grow internationally, while also growing in local respective countries (e.g. UK, Ireland, etc).

2010

**March:** 4th International Conference, 'Going Global 2010'  
**April:** Launch of 4th book, 'Leadership in Coaching'  
**July:** 1st UK specific conference 'Leadership Coaching: Developing Elite Performance'

2011

**April:** AC's new Executive Coach Accreditation Scheme launched, and adds a tiered system to the existing Coach Scheme  
**June:** Launch of Kids Co pioneers initiative in association with the ICF UK  
**July:** Second UK specific conference, 'Resilience in Coaching'  
**July:** Launch of 5th book, 'Supervision in Coaching'

2012

**February:** Dialogue Network set up between AC Global Board and International Boards from EMCC and ICF  
**June:** AC signs joint standards of best practise with EU  
**June:** Third UK specific Conference in Scotland, 'From Inner Game to Neuroscience'  
**July:** Launch of the AC's new website/technology platform  
**July:** 10th Anniversary of the Association for Coaching