

Association for Coaching (AC) Membership & Accreditation

Advancing coaching in business and society, worldwide

www.associationforcoaching.com



Welcome



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Head of Individual Membership & Accreditation Services



www.associationforcoaching.com



Today's Agenda

- 1 About AC
- 2 AC Membership & Benefits
- 3 AC Coach Accreditation
- 4 Live Q&A
- 5 Useful Information





About Association for Coaching (AC)



Association for Coaching (AC)



Purpose & Vision

Our purpose is to champion excellence, ethics and mastery in Coaching, making a sustainable difference to business, individuals and society, worldwide.

Our vision is to advance the science and practice of coaching and promote a coach approach to leadership so that coaching ‘ripples’ out in business and society as a key enabler for performance, responsibility and fulfilment.



About Us

The **Association for Coaching (AC)** established in **2002**, is a **leading independent and not-for-profit professional body** dedicated to excellence, mastery and ethics in coaching, worldwide.

Our vibrant, diverse community is made up of professional coaches, leader coaches, mentors, training providers, educators, academia, coach supervisors and organizations building coaching cultures.



Advancing coaching in business and society, worldwide



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AC Values



Why AC?



For the Whole of Coaching

We are inclusive of all coaches, all approaches in all settings. Every coach and style has a place at the AC.



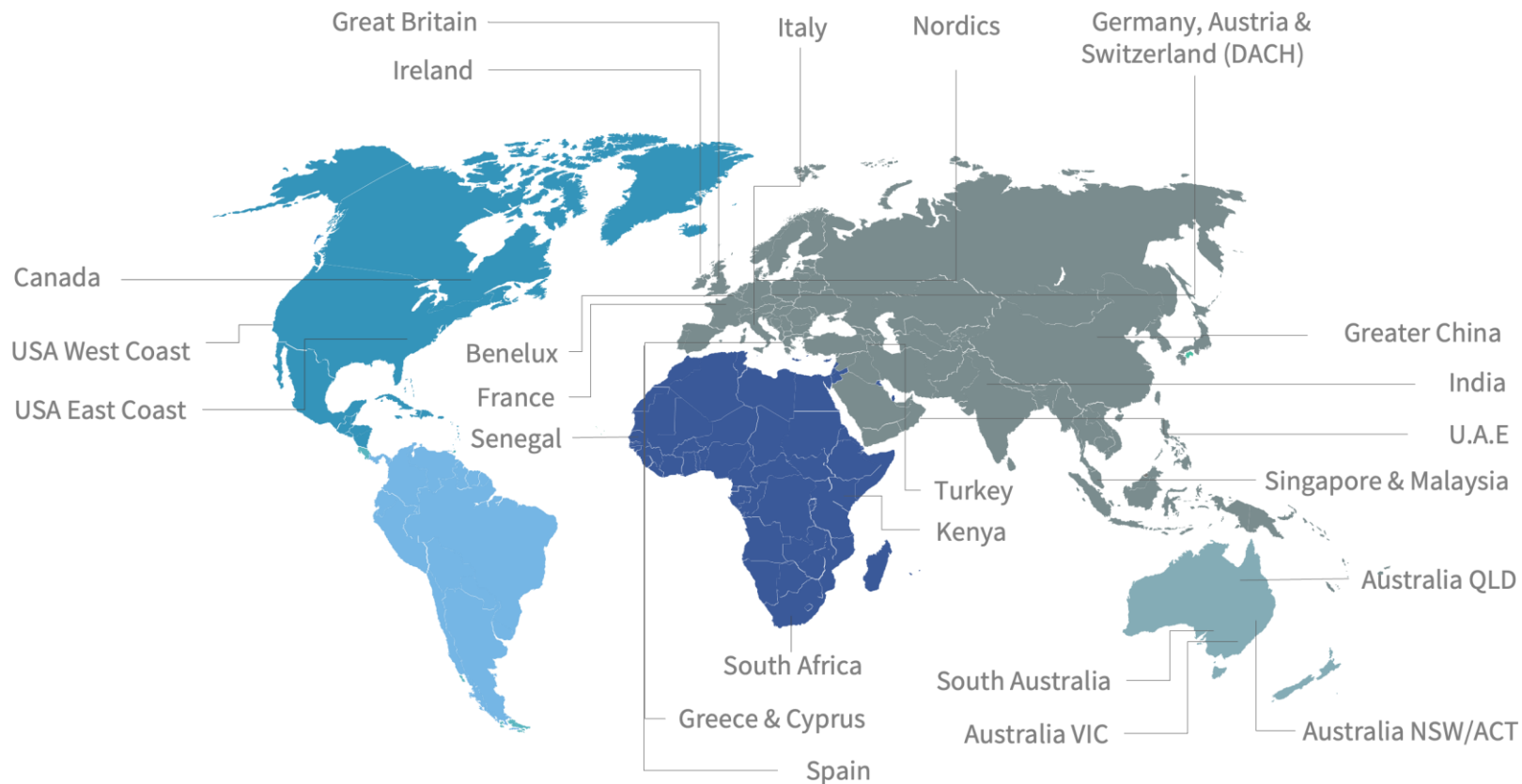
A Membership Body that Speaks to You

Find the community, approach and standards that align with you.



Global Reach, Local Presence

Supporting coaches globally, with regional insight and connection



**As of September 2024



95+
Countries
Worldwide

AC Members in over
95 countries.

Regional Presence Across:

- Great Britain
- Ireland
- Europe
- Africa
- Middle East
- Asia Pacific
- Americas



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AC Membership & Benefits



AC Membership

Three Membership Pathways

One coaching community



Corporate

For companies that are engaged with coaching or adopting a coach approach.

[Find out more](#)



Provider

For coaching training providers including schools and academic institutions.

[Find out more](#)



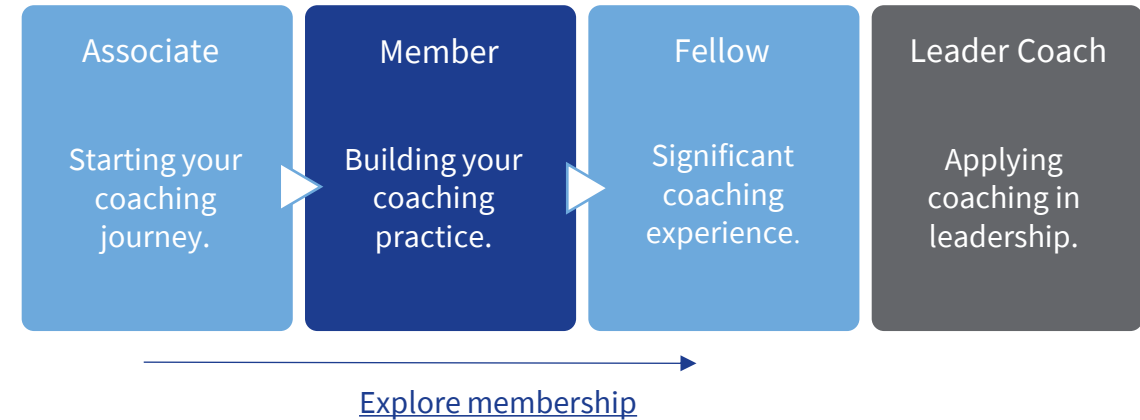
Individual

For coaches or supervisors or those in training, developing their practice.

[Find out more](#)

Individual Membership Progression

Grow your membership as your experience grows



Ready to take the next step? Visit: www.associationforcoaching.com | Already a Member? [Log in here](#)



Good News

Your training provider is an AC Provider Member you maybe eligible for 1 years' **complimentary Introductory Associate Membership**.



Register Today

[Start your membership journey](#)

Learn more about [Introductory Associate membership](#).



AC Individual Membership Types & Criteria

Associate	Member	Fellow	Leader Coach	Introductory Associate
<ul style="list-style-type: none">• For anyone with a general interest in coaching• Access to Membership Benefits (excludes online profile, use of letters and Member preferential rates for AC accreditation)	<ul style="list-style-type: none">• For Coaches and Coach Supervisors delivering individual/group coaching in all sectors• Minimum 50+ hours of training in coaching or related disciplines• Minimum 25+ hours coaching delivery• Access to all Membership Benefits	<ul style="list-style-type: none">• For practitioners with significant coaching experience• Minimum 1500+ hours coaching delivery• Access to all Membership Benefits and exclusive Fellow Membership Benefits	<ul style="list-style-type: none">• For Leaders at any level who apply a coach approach• Minimum 25+ hours coaching delivery• Access to Membership Benefits with Member preferential rates for AC Leader Coach accreditation only	<ul style="list-style-type: none">• Available for individuals currently undertaking training with an AC Training Provider Member.• Introductory Associate Membership: Complimentary for 1-year if undertaking 35+ hours of Coach training• Complimentary for 1-year


*Receive a Member preferential renewal rate and a further 10% discount. Use discount Code: **Renew10** when renewing at Associate or Member level.* [View membership options](#)



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Membership Benefits



Credentials & Support

- Boost credibility with use of AC logo*
- Guidance on AC Accreditation Schemes
- Experience [Group Supervision sessions](#)
- Practice coaching with peers in complimentary [Co-Coaching Forums](#)



Community Connection

- Interact with AC Global community via [ACconnect](#)
- Contribute to thought leadership articles and be a speaker
- Become an [AC contributor](#) and support the community



Business Development

- Access to own profile on [AC Member Search Directory](#)*
- Resources and support to grow your business
- Dedicated [New Coaches Hub](#) to support your coaching practice




Professional Development

- Live and on demand [Member benefit Digital Learning Webinars](#)
- Access to [AC Digital Learning Hub](#) content including, podcasts and coaching demos
- Member only global events and content



Publications & Research

- Complimentary access to [AC's Academic Journal](#), [AC's Coaching Perspectives magazine](#) and [AC's Philosophy in Coaching](#)



Exclusive Features

- *Preferential rates for AC Accreditation Schemes
- Special rates with our publishing, academic, tools, insurance, and other partners
- Introductory webinar to AC Partner's Profile Tools (PROPHET & ECR)
- Preferential rates for Digital Learning [Webinars](#), [Signature Programmes](#), [Regional events](#) and conferences

*Member level and above



Complimentary Benefits

Designed to connect you, support your growth & help you stand out

Connect & Grow



Co-Coaching

Practise coaching in a safe, supportive space with peers, guided by experienced facilitators to deepen your skills. Join unlimited times and explore the New Coaches Co-Coaching Forum.



Group Supervision

Experience group supervision to reflect, gain new perspectives, and learn.



ACconnect

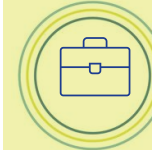
Connect with Members across the AC community — share ideas, resources and access exclusive discussions. Buddy up with peers to practise coaching in the coaching buddy group.



New Coaches Hub

Explore a dedicated online hub with tools, tips, and guidance to support your growth as a developing coach.

New and enhanced version **coming soon.**



Opportunities Board

Your go-to space for coaching opportunities and work.

Coming soon

Professional Development



Digital Learning

Access live and recorded webinars, podcasts, and learning resources — all designed to support your coaching journey. Explore complimentary Member benefit events.



Live Coaching Demos

Watch expert coaches in real-time sessions and take away practical techniques to apply in your own practice.



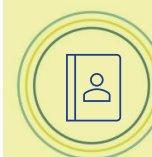
Group Mentoring

Small, supportive sessions facilitated by experienced AC Mentors. Ask questions, reflect together, and build confidence in your early development.



Coaching Perspectives

Enjoy quarterly magazine insights, research, and inspiration from leaders and practitioners shaping the future of coaching.



Membership Directory

Showcase your expertise and be easily found by those looking for a coach.

Enhanced version coming soon

All complimentary benefits are included with your membership. Explore [Member Benefits here](#).



www.associationforcoaching.com



Complimentary Events for You

Interactive practical sessions to build your confidence and connect with peers.



Exclusively for Introductory Associate Members



Accept the Fear – Just Coach

Connect with peers at a similar stage in your journey, share experiences, and energize your practice. An interactive session focused on real coaching conversations and collective discovery.

Come as you are
unprepared, open, and ready to just coach.



Reclaiming Confidence: Coaching Through Imposter Phenomenon

Explore the Imposter Phenomenon and its impact on coaches and clients. Gain insight and practical strategies to move from self-doubt to self-assurance.

Move from self-doubt to self-assurance
for you and your clients.



Secure all upcoming events and secure your place.

Explore Events



www.associationforcoaching.com





AC Accreditation



AC Accreditation Explained

AC Accreditation

The Association for Coaching (AC) Accreditation is about recognising you as a professional coach and supporting your ongoing growth, credibility, and contribution to the coaching profession.

Certification vs. Accreditation



Certification shows you've successfully completed coach training. Accreditation recognises you as a professional coach, reflecting your experience, practice, and commitment to high ethical standards.

Personal Choice



At the AC, Accreditation is a personal choice. Coaches are at different stages, and for some it's the right step now, while for others it may come later in their journey.

Builds Trust



Accreditation builds trust with your clients and organizations. Reassuring them that you've been independently recognised and that you operate to clear ethical standards. It's about credibility and confidence.

Raises Standards



Raises professional standards in a marketplace where anyone can call themselves a coach, and it helps you stand out as someone committed to ongoing development.



About AC Coach Accreditation

Coaching Excellence

Focuses on coach fitness to practise. The application is about showing work is ethical, reflective, and effective.

Developmental

Designed to be a developmental process and demonstrates your commitment to ongoing growth through CPD and supervision.

Inclusive & Flexible

Recognises diverse training experience, coaching approaches, and professional backgrounds. Choice of pathways so you can progress in a way that best suits your needs.

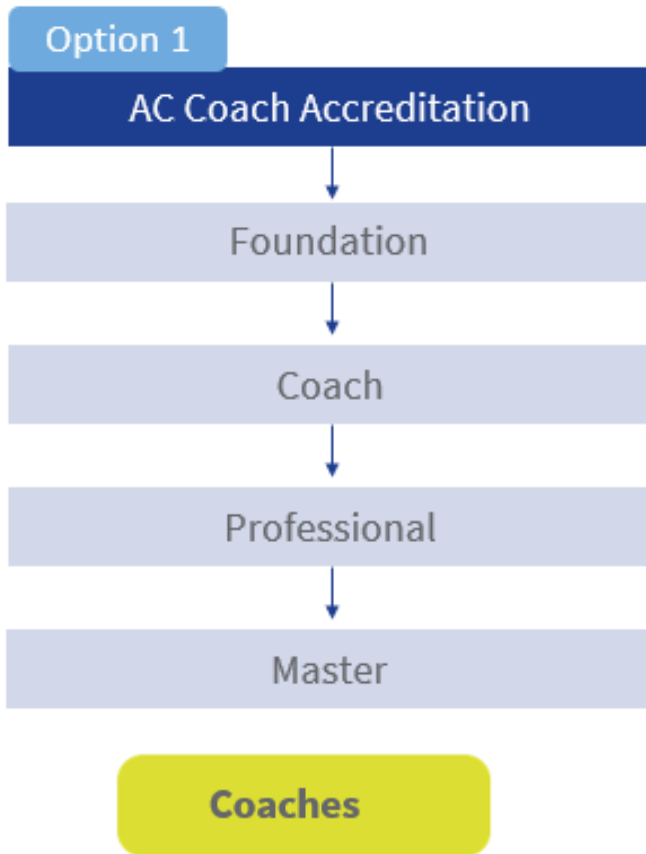
Rigour & Robust

You are not assessed against other coaches. Applications are assessed against the AC Coaching Competency Framework, and all schemes adhere to the Global Code of Ethics.



AC Coach Accreditation Pathways

- 2 Coach Accreditation pathways are comparable, key difference is the context you work within and competencies to include.
- Each pathway progresses through four levels.
- Validity of Coach Accreditation extends for a period of 3-years.
- Upgrade between levels at any time throughout the 3-year Accreditation period, or at renewal.



AC Coach Accreditation Schemes

Portfolio

A written-based application process showcasing your personal coach approach and fitness to practise through a combination of evidence and expertise.

Recognised Acceleration Pathway

For ICF or EMCC accredited coaches, of the AC's scheme. Offering an expedited pathway to AC Executive Coach Accreditation, recognizing prior accreditation and integrating key aspects.

Live Assessment

A virtual live assessment, providing a fast-track process for achieving accreditation through professional discussion alongside peers. This developmental assessment is tailored to embrace diversity and inclusivity.

AC Coach Accreditation Schemes



AC Coach Accreditation Criteria

Application Requirements	Foundation/ Foundation Executive	Coach / Executive Coach	Professional/ Professional Executive	Master/ Master Executive
Membership	AC Member Level and above (Member level and above also includes Corporate and Provider Members)			
Insurance	Professional Indemnity Insurance (if applicable in your resident country)			
Coach Training	35+ hours	40+ hours	60+ hours	80+ hours
Coach Experience	50+ hours	100+ hours	500+ hours	1500+ hours
Coach Supervision	Minimum 3 supervision sessions	Minimum 6 supervision sessions	Minimum 6 supervision sessions	Minimum 6 supervision sessions
CPD (Live Assessment)	1x CPD Certificate	1x CPD Certificate	1x CPD Certificate	2x CPD Certificates
CPD (Portfolio)	10+ hours	30+ hours	35+ hours	40+ hours



A Final Thought

“

See accreditation as part of your development, not just an outcome — it's a chance to reflect, refine, and strengthen your coaching practice.

”



Questions



Useful Information



We're Here to Help

Connect with the right team or explore more about how we can support you.



Explore

Membership

Discover membership options and benefits.

[Learn more](#)

Executive Coach Accreditation

Learn about AC Executive Coach Accreditation.

[Learn more](#)

Coach Accreditation

Learn about AC Coach Accreditation.

[Learn more](#)



Contact Our Teams

Corporate Membership & Accreditation Team

[Contact us](#)

Provider Membership & Accreditation Team

[Contact us](#)

Individual Membership & Accreditation Team

[Contact us](#)



Get in Touch

Have a question or need assistance?
Please reach out to us, we're here to help.

[✉ Individual@associationforcoaching.com](mailto:Individual@associationforcoaching.com)

[🌐 www.associationforcoaching.com](http://www.associationforcoaching.com)

Follow & Connect



Join the conversation and be part of the AC global community.



AC Hubs & Regional Teams

Hub 1 – Great Britain, Middle East & Africa



United Kingdom



Africa
Kenya



Africa
Senegal



Africa
South Africa



U.A.E.

Hub 2 - Europe



Benelux
Belgium, Netherlands &
Luxembourg



DACH
Germany, Austria &
Switzerland



France



Greece & Cyprus



Italy



Ireland



Nordics



Spain



AC Hubs & Regional Teams Continued

Hub 3 - Asia Pacific (APAC)



Australia
NSW/ACT



Australia
Queensland



Australia
Victoria



Australia
South Australia



Greater China



**Singapore &
Malaysia**



Turkey

Hub 4 – Americas & Rest of World



U.S.A.
West Coast



U.S.A.
East Coast, & Rest of USA



Canada



India



We look forward to supporting you



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