



# Some helpful information about coaching and becoming a coach



# About coaching and becoming a coach

## What is the difference between Coaching? Mentoring? Advising? Counselling? Consulting?

**Advising** is when an expert tells you how to be more effective or successful based on their research, experience, knowledge or expertise.

**Mentoring** is when the mentor takes personal interest in your career development and gives you guidance, direction and help based on their past experience.

**Counselling** is the provision of professional assistance and guidance for people who are experiencing difficulties and distress in their lives.

**Consulting** is when someone has a gap in their skill or knowledge and the consultant fills that gap with their expertise

These are all facilitating change based on expert knowledge.

**Coaching** is a method that enables the person to make their own choices that will give them greater satisfaction and confidence. Coaching utilises the person's inherent knowledge, wisdom and experience in order for the person to find their own solutions.

## What is the difference between life coaching and executive coaching?

**Life coaching works** with an individual on a personal level. The life coach may help clients to understand personal goals and objectives and help them to find balance in their lives, build positive relationships or improve their outlook.

**Executive coaching works** with an individual in a business context. Coaches help clients advance towards specific professional goals, performance and development.

## If I train as an executive coach, can I be a life coach?

Yes. If you train as an executive coach, you can also be a life coach as you will have received all of the relevant training and learnt the skills required. However, if you train as a life coach you cannot be an executive coach as you will have omitted the business element from your training.

## Is there a market for executive coaches? How is the market likely to develop?

Data from the 2023 ICF Global Coaching Study (GCS) revealed that the industry is in good shape with strong growth in revenue and practitioner numbers. Notwithstanding the Covid-19 pandemic, the profession has continued to grow at robust pace. It estimates that the number of coaching practitioners exceeded 100,000 for the first time, reaching 109,200 and an increase of 54% on 2019. The profession has also seen a healthy uptick in its market value with ICF estimating that coach practitioners generated annual revenue worth \$4.564 billion. However, as the use of coaching continues to grow with businesses investing in their people's development, the biggest threat comes from untrained individuals calling themselves coaches.

The ICF has also highlighted some of the reasons why coaching continues to be a growth industry.

- Rapid changes are taking place in the external business environment
- Downsizing, restructuring, mergers and other organisational changes have radically altered the "traditional employment contract." Companies can no longer achieve results using traditional management approaches
- With the growing shortage of talented employees in certain industries, companies must commit to investing in individuals' development
- The disparity between what managers were trained to do and what their jobs now require of them is widening due to increasing demands for competitive results
- People are wrestling with job insecurity and increased workplace pressures to perform at higher levels than ever before
- Companies must develop inclusive, collaborative work environments to achieve strategic business goals and to maintain high levels of customer satisfaction
- Individuals who have experienced the excellent results of coaching are talking to more people about it
- People today are more open to the idea of being in charge of their own lives. Coaching helps them do just that

## What are the potential earnings as a Coach?

This is a big question and one that there is not a simple answer for. The amount you charge will depend on several factors including:

- Your experience
- Your credentials
- The sector that you are working in
- Your own individual circumstances such as business costs, your location, expenses, your self-value and ethics

## What insurance do I need to set up a coaching business?

If you are setting up your own coaching business, you will need Professional Liability Insurance (including Professional Indemnity). This is widely available and we are able to offer our graduates a special rate through a chosen supplier.

## How do I get clients?

If you are working independently there are several ways to market yourself and attract business.

We have opportunities to virtually network with our wider Alumni to learn from their experience and gain support in addition to accessing to a growing bank of resources.

We offer monthly Reflection and Gathering sessions to our Alumni where you are invited to bring your queries and we offer a short course 'The Coaching Solopreneur' to those who are building their coaching practice.

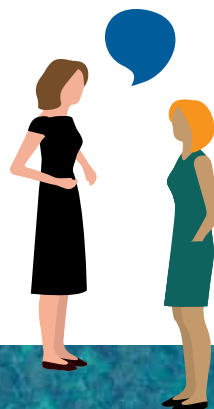
## Is there a professional body for coaching?

Coaching is a self-regulated profession and there is not one overarching governing body that regulates the profession. However, there are three primary professional bodies that do regulate standards, accredit coach training programmes and accredit individuals.

These are:

- International Coaching Federation (ICF)
- European Mentoring and Coaching Council, (EMCC)
- Association for Coaching (AC)

You can find out more about the Accrediting Bodies at [www.aoec.com/discover-more-about-becoming-coach/get-accredited/](http://www.aoec.com/discover-more-about-becoming-coach/get-accredited/)



# What is accreditation?

## Course accreditation

AoEC programmes are accredited by the professional bodies, meaning that they meet the high professional standards required at each level – in fact, AoEC's Practitioner Diploma in Executive Coaching is one of the few triple accredited programmes worldwide.

## Individual coach accreditation

To become an accredited coach, you must complete an accredited programme to a certain standard and complete the required number of coaching practice hours post-graduation. This proves to the granting body that you meet all criteria to be validated as a competent coach. AoEC offers individual accreditation for one year on successfully passing your diploma programme.

This means AoEC will publicly guarantee your coaching because your practice has been observed and assessed as competent at that level.

## Why become accredited?

Your potential clients, both individuals and organisations will be looking for coaches who have received quality training and are working within the professional standards required by the professional bodies. This provides clients with the reassurance that they are obtaining a quality service from their coach i.e. you!

The more qualified a coach the more skilled they are to provide quality coaching.

## How do I become accredited?

To be accredited with the AoEC after successfully passing your diploma,, simply apply and confirm professional liability insurance.

To be accredited with an independent professional body:

1. Complete an accredited course – the AoEC is one of the only coach training companies to be accredited by the three top professional bodies, the ICF, EMCC and AC which gives you wider choice
2. Apply to the body of your choice
3. Complete the required coaching practice hours
4. Complete any other criteria they require e.g. Continued Professional Development hours
5. Go through their accreditation process

# Our programmes

## Who comes on our courses?

There are a complete range of people on the AoEC courses, but all have an interest in business and people development. Professionally, people come from human resources, managerial positions, leadership and development sectors, talent sectors, senior executives, chief executive officers. People may be looking to add or to grow coaching as a skillset to their current position with a company or they may be looking to become a coach in their own right. The AoEC's coach training is available as open programmes or can be run in-house within organisations.

## Where do people come from who are on the courses?

We have had participants from all over the globe. People have come from Australia, China, France, Germany, Switzerland, Spain, as well as the UK - all over! We do have global AoEC Partners who also deliver programmes in their territories. More about these can be seen at [www.aoec.com/global/](http://www.aoec.com/global/).

## Does it make a difference if you, as the coach, are expert or familiar in the particular field of work/industry?

**Pros:** Builds rapport as you have something in common.

**Cons:** May feel that you want to give advice or lead into a specific way of thinking.

## What are the sizes of your groups?

We do have a maximum number of participants on courses to ensure each participant benefits from the smaller group sizes and have a productive faculty to participant ratio.

## Who are the Faculty on the programmes and where can I find out more information about them?

All of our Faculty are experienced, highly accredited coaches in their own right and all have extensive business leadership and coaching expertise. More can be read about our Faculty at [www.aoec.com/about-us/our-people/](http://www.aoec.com/about-us/our-people/).

## Does everyone pass?

Our training is very rigorous in order to maintain our high standards; this does mean that not everyone does pass (although most do). Due to the support that we provide throughout all of our programmes we will do our best to ensure that you do pass or we support you following the end of the programme to make sure you complete all aspects required.

## What are the entry requirements for your Programmes?

**Coaching Skills Certificate** – A desire to learn basic coaching skills and a willingness to take part in the participatory style of the programme.

**Practitioner Diploma in Executive Coaching** – An awareness of core coaching skills and some experience of coaching or of being coached.

**Professional Practitioner Diploma in Executive Coaching** – Moves beyond coaching tools and techniques to develop your transformational coaching presence, relationships and ethics.

**Advanced Practitioner Diploma in Executive Coaching** – Formerly trained to Practitioner level or equivalent and you are an experienced coach.

**Foundation Gestalt Coaching Skills Programme** – is for practicing coaches of all levels.

**Coaching in the Climate Crisis: A Certificate in Climate Coaching** – is for qualified coaches who want to bring the climate into coaching conversations and raise climate awareness in their clients.

**Team Coaching Fundamentals Certificate** \*for organisations only – A broad-ranging introduction to team coaching for executive and business coaches to extend their expertise.

**Systemic Team Coaching® Certificate** – A basic understanding of coaching is required, the course is suitable for individual coaches seeking to develop their corporate business, along with human resource professionals and organisational development consultants.

**Systemic Team Coaching® Diploma** – Experienced coaches with at least four years' practice having completed either a training equivalent to Associate Certified Coach (ICF), Practitioner Level (EMCC) or be a consultant with a 10-year career in organisational development.

## How many accredited hours does each programme provide?

**Coaching Skills Certificate** - provides you with 12 hours of Continuing Professional Development.

**Practitioner Diploma in Executive Coaching** – The AoEC holds the **Global Quality Award (Practitioner level)** conferred by the EMCC for the Practitioner Diploma. Graduates of the Practitioner Diploma have completed the training requirements for **EMCC Global Individual Accreditation at Practitioner level**.

The AoEC is a **Level 1 ICF Accredited Coaching Education Provider**. The Practitioner Diploma is a **Level 1 programme and accredited by the ICF for 62.5 total hours of coach-specific education**. Graduates of the Practitioner Diploma have completed the education hours, mentor coaching, and performance evaluation requirements for **ICF Associate Certified Coach (ACC)**.

The Practitioner Diploma holds **Accredited Award in Coach Training status with the AC**. Graduates of the Practitioner Diploma have completed the training requirements for **Foundation Executive Coach** and are eligible for **AC Accelerated Accreditation**.



**Professional Practitioner Diploma in Executive Coaching** - Currently the programme provides 73 hours of Continuing Professional Development, including 10 hours of mentor coaching, from the AoEC. These hours can be used towards your accreditation with a professional coaching body of your choice, including an ICF credential via the portfolio route, or for renewal of a current coach accreditation.

This programme will be submitted for ICF accreditation following the completion of the pilot in spring 2024 and - subject to ICF approval - you will graduate from an ICF Level 2 programme.

**Advanced Practitioner Diploma in Executive Coaching** - The AoEC holds the **Global Quality Award (Senior Practitioner level)** conferred by the EMCC for the Advanced Practitioner Diploma. Graduates of the Advanced Practitioner Diploma have completed the training requirements for **EMCC Global Individual Accreditation at Senior Practitioner level**.

The AoEC is a **Level 2 ICF Accredited Coaching Education Provider**. The Advanced Practitioner Diploma is a **Level 2 programme and accredited by the ICF for 131 total hours of coach-specific education**. Graduates of the Advanced Practitioner Diploma have completed the education hours, mentor coaching, and performance evaluation requirements for **ICF Professional Certified Coach (PCC)**.



**Foundation Gestalt Coaching Skills Programme** – 12 Continuing Coach Education Units (CCEs) are provided to the participant.



**Coaching in the Climate Crisis: A Certificate in Climate Coaching** – 19 Continuing Coach Education Units (CCEs) are provided to the participant.



**Team Coaching Fundamentals Certificate** – 18 Continuing Coach Education Units (CCEs) are provided to the participant.



**Systemic Team Coaching® Certificate** – 19 Continuing Coach Education Units (CCEs) are provided to the participant.



**Systemic Team Coaching® Diploma** – The AoEC holds the **Global Team Coaching Quality Award (Senior Practitioner level)** conferred by the EMCC for the Systemic Team Coaching Diploma. Graduates of the Systemic Team Coaching Diploma have completed the training requirements for **EMCC Global Individual Team Coaching Accreditation at Senior Practitioner level**.



# About us

## What support does AoEC offer whilst on a programme?

Throughout our Diploma programmes we support you whole-heartedly. We have ongoing tutorials during the Practitioner Diploma and both tutorials and supervision sessions on the Advanced Diploma which are requirements of the course. You will also have peer support from your group. AoEC Faculty want you to have a fulfilling experience and succeed in obtaining your qualification. Our programmes are challenging but we will support you to make the most of your experience.

## What support does AoEC offer once graduated?

(Practitioner Diploma, Advanced Practitioner Diploma, Systemic Team Coaching® Diploma and Resilience Accreditation Programme)

On successfully passing your Diploma programme we invite you to a Graduation ceremony which is held annually where you will obtain your certificate. As soon as you have passed you will automatically become part of the AoEC Alumni Association.

We are committed to building an on-going learning community which allows you to network with fellow professionals, access learning and business resources and benefit from sharing and exchanging experiences within the coaching community.

## What makes the AoEC special?

### Some of the reasons include:

- We believe in coaching you to be a coach, to be the best you can be
- We offer accredited courses
- We offer you a route to accreditation
- We are uniquely business focused and the participants on the programmes share this common focus
- We are 'experiential' with a focus on you!
- We do not work with just a few models. We will explore with you several different models and support you to develop your own 'signature presence'
- We challenge you, we ask you to bring your whole self to the programme, but we ensure a safe environment
- Our Alumni find our training to be very rewarding personally as well as professionally
- We believe that learning to be a truly great coach is a profound and personal journey
- We believe in continuous professional development and have a range of short courses for you to choose from

- We are proud of the quality and experience of our Faculty. Highly skilled and respected, our Faculty combine Master's-level psychological experience with extensive business leadership and coaching expertise
- We support organisations by providing coaching skills, coach training, coaching, team coaching and supervision in order to drive positive change and develop a culture of greater empowerment.

# Funding

## Do you offer financial assistance?

For our Diploma programmes we are able to help self-funders by spreading the payments and offering interest free instalments. Please discuss on application.



If you would like to know more..  
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