

By Sue Brundege, CTACC, IAC-CC

WHAT'S GOING ON IN THE COACHING WORLD

License To Skill

9 ways to build coaching mastery



There's no doubt that the coaching industry is enjoying more visibility and credibility than ever before. It continues to gain traction as a powerful tool for corporate and individual change; it is a popular topic with audio, video, and print media; and the number of organizations, products, and services that support our industry is increasing exponentially.

With growing worldwide recognition comes a responsibility for coaches to vigorously promote and protect the competency, professionalism and integrity of our work. The International Association of Coaches (IAC) recently took a big step in upholding the quality of our profession by launching The IAC Coaching Masteries™ Licensing Program.

The IAC Coaching Masteries™ Licensing Program permits mentor coaches and coach training organizations to incorporate the nine IAC Coaching Masteries™ as part of their mentor coaching or coach training program. The IAC Coaching Masteries™ offer a

standardized foundation for independent peer certification, and provide the basis for objectively measuring masterful coaching skills observable in coach session recordings.

The idea to license the IAC Coaching Masteries™ was born in the summer of 2007. Says IAC President Angela Spaxman: "We saw this licensing project as a way to help coaches assimilate the IAC Coach Masteries™ with guidance and support, and encourage them to pursue IAC certification with greater confidence." After a year and a half spent working out legal, financial and promotional details, the IAC rolled out the program in December 2008.

Authorized Licensees may now use the IAC Coaching Masteries™, unaltered, to enhance coach training in a variety of ways, such as in a course curriculum, a study group discussion, or audio or video products. Through licensing, mentors and schools can help their clients and students work toward IAC certification with structured assistance. This program also leverages IAC's rigorous certification process to further promote excellence and professionalism throughout the coaching industry.

To become a licensee, you must be a current IAC member, or your coaching school must have a current IAC member acting as representative. There are two licensing fee levels, depending on whether you are offering services to fewer than or more than 20 people. The IAC Coaching Masteries™ License renews annually (although organizations servicing more than 20 people have the option

of prepaying for a three-year license).

Although IAC does not endorse or accredit licensees or their programs, IAC Coaching Masteries™ licensees enjoy greater visibility with potential clients and students through a professional listing on the IAC's website.

While authorized licensees are not permitted to indicate a student's likelihood of earning IAC certification, use of the IAC Coaching Masteries™ in a

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mentor coaching or training program can give clients and students a decided advantage in pursuing certification. The licensing program allows mentors and trainers to offer in-depth understanding of the Coaching Masteries™; identify student strengths and weaknesses in coaching; and cultivate self-evaluation skills in students that reinforce the path to IAC certification and coaching mastery.

With nearly a dozen licensees from six different countries already enrolled, the IAC is receiving great feedback. School of Coaching Mastery president Julia Stewart, IAC-CC, states, "My choice to license the IAC

New Professional Coaching Certification Program

Now accepting applications for session starting **April 17, 2009**

Duquesne University School of Leadership and Professional Advancement

www.leadership.duq.edu/coach

2009 ICF Annual International Conference

Rosen Shingle Creek Resort
Orlando, Florida, USA

December 2-5, 2009

Registration and hotel reservations will be accepted in early May 2009.

Coaching Masteries™ at our school dates back to my own studies under Thomas J. Leonard and his commitment to independent certification. Later, as a mentor coach, I assisted many to become IAC-CCs. The process worked – coaches became masterful more quickly and were inspired by the power of their own coaching.”

Barbara Sundquist, MPA, IAC-CC, exclaims, “The licensing program is a wonderful way for coach mentors like

IAC website provides additional exposure to my target customer: coaches interested in becoming IAC certified.”

Joseph Liberti, of EQ at Work, maintains that “IAC certification provides an expedient way to gain credentials based on one’s ability to demonstrate coaching skills, while supporting high standards of quality in coaching. Now EQ at Work is excited to offer a coach certification program that integrates IAC Masteries™, focuses on competency

professional excellence, the IAC Coaching Masteries™ Licensing Program reinforces our own profession’s commitment to excellence by offering new coaches worldwide the “secret weapon” they need to learn and demonstrate masterful coaching skills. •

A member of the Board of Governors for the IAC, Sue Brundage is a certified coach, communication consultant, trainer, writer and public speaker. Through her business, Self

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myself and partner Andrea J. Lee to use the IAC Coaching Masteries™ in our teaching and products such as my Learn Coaching By Example CD program. Plus, the licensee profile on the

development, and puts our students on a fast and sure track to certification.”

As more and more individuals, industries and cultures embrace coaching as an essential step to personal and

Made Self LLC, she helps coaches and other service-based professionals develop confidence and clarity in public speaking, writing and networking to attract ideal clients and grow their business.

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MHS Inc. – Emotional Intelligence

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email: bev@coachtraining.com
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Coaching Organizations

International Coach Federation (ICF)
phone: (888) 423-3131 USA
email: icfoffice@coachfederation.org
www.coachfederation.org

Coach Training and Development

ADD Coach Academy
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Resources and Services

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