



Coaches and Coach Training Providers Accreditation Body
creating excellence in the coaching profession

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A force for good in coaching!



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The ECI is a Coach and Coach Training Providers Accreditation Body, creating excellence in the coaching profession.

The ECI formed in 1999 as a not-for-profit organisation to be a force for good in coaching; founded by and continues to be run by professional coaches.

The ECI is an internationally focused organisation; building, maintaining, raising awareness, and working to promote best practice, while providing value added benefits to its members.

The purpose of the ECI is to:

1. protect coaching standards,
2. promote coaching as a professional industry,
3. to internationally educate individuals, organisations and the media about the ECI's Standards and Ethics of Coaching,
3. be a source of information to its members,
4. be a source of information to the public and to its subscribers about coaching,
5. be a source of information about the history and development of coaching,
6. be a source of information about how coaching can be usefully applied,
7. to explain how each individual can select their own coach,
8. to explain how organisations can select the their coaches,
9. provide a coach referral service that allows you to select the right qualified and accredited coach for you and/or your organisation,
10. provide a coaching forum for its members,
11. provide business building support to its members,
12. provide Research and Development white papers to its members,
13. represent Coaching to Statutory Bodies, Country and International governments, other professional associations, and to the media, and
14. to build and maintain the one and only all encompassing International Register of Coaches.

The ECI does not work in competition with other international accreditation organisations, but will co-operate with and support any other organisation that has the same purpose in mind.

The levels of membership available are:

- **Associate Membership** - Associate Members are generally students, people looking for information about coaching, people interesting in coaching — either looking to gain coaching tips, industry information, practical and effective solutions that can be easily implemented, people who are looking to understand how coaching works.
- **Accredited Membership** - demonstrates each qualified coaches training and experience.
- **Accredited Coach Training Courses and Workshops** - represents an independent verification of coach training courses and workshops. This accreditation process provides Training Organisations with the opportunity to have their course/workshop reviewed and graded by an independent body.
- **Corporate Membership** – is open to individuals within an organisation where the individuals become Associate or Accredited Members.
- **Affiliate Membership** – is open to members of organisations that wish to benefit from participating in and support the growth and development of the coaching industry.

For all members, the **membership benefits** include, but are not exclusive to:

- Belong to an international coaching community. Demonstrates the regulation and the legitimacy of this profession.
- Belonging to the leading independent Accreditation Body for the coaches and coach training providers.
- Raising the professional standards of coaching.
 - Linking into the ECI's Standards and Ethics to demonstrate your professional standards.
 - Demonstrating to your clients, your commitment to the quality of the coaching industry by ensuring that your clients have access to the ECI's Complaints Procedure. This assists ECI members to gain business through minimalising the perceived risks associated with coaching. Ensures credibility, transparency, and protection.
- Support the ECI in their negotiations with governments to create a professional industry. This is providing the industry with a structure for accountability and standards, so that the voices of those passionate about their industry can be heard.
- The official e-newsletter is delivered monthly directly to your in-box. The ECI Newsletter – Keeping You Informed with Each Other – is a newsletter of coaching articles, top 10's, questions answered, book of the month, and the latest news in the coaching profession; the majority of which is submitted by our members.
- The Coaching Industry e-update is delivered regularly directly to your in-box. The Coaching Industry Update provides an update on the coaching profession, enabling members to remain at the forefront of their industry.
- Being a source of information to the public about coaching.
- Being a source of information to the media.
- Access to the ECI's media resource centre with titles, reports, journal articles, white papers, and most up-to-date information in coaching.
- Advance notice of ECI Conferences, Events and Workshops, enabling you to be there first when updating your coaching skills.

Associate Membership is open to anyone interested in coaching. You may be a coaching student, someone looking for information about coaching, someone interesting in coaching — either looking to gain coaching tips, industry information, practical and effective solutions that can be easily implemented, or someone who is looking to understand how coaching works.

For Associate Members, in addition to the benefits listed above, Associate Members have the following benefits:

- ECI membership confirms your commitment to CPD (Continual Professional Development) which means that your clients recognise their coaches' commitment to your own personal development and *buy into* your integrity.
- Professional Indemnity Insurance on an all encompassing indemnity and liability scheme for Coaches. This insurance policy allows you to include many therapies.
- Optional inclusion in the International Coaching Register. Support the ECI in their negotiations with governments to create a professional industry. This is providing the industry with a structure for accountability and standards, so that the voices of those passionate about their industry can be heard.
- Opportunity to write articles, etc. for the ECI's e-newsletter.
- Demonstrating to your clients, your commitment to the quality of the coaching industry by using your Associate Membership logo on your web-site and/or literature.
- Promote your coaching by joining our Your Questions Answered Panel – a team of experts who will raise their profile and increase their chances of being hired, by responding to members questions on a monthly basis.
- Promote your coaching by joining our Book Review panel – share your coaching expertise with other members and raise your profile.
- Be a source of information to it's members.
- Ask your questions at the ECI Members Coaching Forum.
- Information provided through the Resources web-pages.
- Upgrade your membership to represent your qualification and experience as a coach – become an Accredited Coach.

Join the ECI as an Associate Member by selecting <http://www.europeancoachinginstitute.org/membership.php>.

Accredited Coach Membership is available to individuals who want to demonstrate their training and experience with an internationally recognised coaching standard. As a motivated coach wanting to attract more clients, the ECI has an independently established accreditation level to suit your requirements.

Each level of accreditation demonstrates the training and coaching experience you have as a coach, by showing the number of hours of coach specific training and a coaching log showing the number of hours of coaching experience that you have.

Accredited Coaches come from a variety of backgrounds and practice in a large range of professions. So you may be a life, corporate, executive, business, work/life balance, parent, relationship, sports, retirement, health, and list continues, coach - who ever you are and however you coach, there are a whole host of benefits just waiting for you.

The various levels of accreditation allow each coach to accurately represent their training and experience:

- WECI – Accredited at Work Coach (ECI)
- PECEI – Accredited Practitioner Coach (ECI)
- CECEI – Accredited Corporate Coach (ECI)
- SECEI – Accredited Senior Coach (ECI)
- MECEI – Accredited Master Coach (ECI)
- FECEI – Accredited Fellow Coach (ECI)

Join the ECI as an Accredited Coach by selecting <http://www.europeancoachinginstitute.org/accreditation/>

For Accredited Coaches, in addition to the benefits listed above, Accredited Coaches have the following benefits:

- Demonstrating your training and experience through one of the levels of Accreditation offered by the Accreditation process.
- Coaches who have trained through Accredited Courses have a simplified accreditation process.
- Coaches who have accredited through another Accreditation/Credentialing Organisation have their coaching accreditation recognised by the ECI.
- Belonging to the ECI demonstrates to your clients that you operate a high standard of standards and ethics, and professional conduct.
- Membership with the ECI demonstrates to your clients that you are committed to your own continued self development, and confirms your commitment to CPD (Continual Professional Development) which means that your clients recognise their coaches' commitment to your own personal development and buy into your integrity.
- Professional Indemnity Insurance on an all encompassing indemnity and liability scheme for Coaches. This insurance policy allows you to include many therapies.
- Inclusion in the International Coaching Register. Support the ECI in their negotiations with governments to create a professional industry. This is providing the industry with a structure for accountability and standards, so that the voices of those passionate about their industry can be heard.
- Inclusion on the Coach Referral Service for individual and corporate coaching opportunities.
- Opportunity to write articles, etc. for the ECI's e-newsletter.
- Demonstrating to your clients, your commitment to the quality of the coaching industry by using your Accredited Coach logo on your web-site and/or literature.
- Promote your offers to ECI members.
- Promote your coaching by joining our Your Questions Answered Panel – a team of experts who will raise their profile and increase their chances of being hired, by responding to members questions on a monthly basis.
- Promote your coaching by joining our Book Review panel – share your coaching expertise with other members and raise your profile.
- Join the coaching community in your country by contacting your Head of Country. This is an invaluable network of coaches providing their own expertise as a resource to the ECI membership.
- Join or Create a Special Interest Group. This provides you with the opportunity to discuss specific aspects of coaching.
- Join the ECI's management team. The ECI offers many volunteer opportunities – leading or participating in a team.
- Be a source of information to it's members.
- Ask your questions at the ECI Members Coaching Forum.
- Information provided through the Resources web-pages.
- Continue to upgrade your accreditation level to demonstrate your current qualification and experience as a coach.

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Accreditation Levels and Requirements	WECI *	PECI	CECI	SECI	MECI	FECI
	Accredited at Work Coach	Accredited Practitioner Coach	Accredited Corporate Coach	Accredited Senior Coach	Accredited Master Coach	Accredited Fellow Coach
formal coach training	100 hours	150 hours	300 hours	300 hours	450 hours	600 hours
coaching experience of which 80% is paid *	50 hours	50 hours	750 hours	750 hours	4,000 hours	8,000 hours
training certificates	Yes	Yes	Yes	Yes	Yes	Yes
CPD log	Yes	Yes	Yes	Yes	Yes	Yes
testimonials from paying clients *	5	5	5	5	5	5
recording of coaching sessions	2 CD/tape	2 CD/tape	2 CD/tape	2 CD/tape	2 CD/tape	2 CD/tape
successful completion of telephone interview	Yes	Yes	Yes	Yes	Yes	Yes
Declaration of Integrity	Signed	Signed	Signed	Signed	Signed	Signed

* Accredited at Work Coaches (ECI) may demonstrate their coaching experience through their coaching within their working environment and their testimonials may be from individuals that are coached as part of their working environment.



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Accredited Course/Workshop Membership is available to organisations who want to demonstrate the quality of their training and experience with an internationally recognised coaching standard. As a motivated coach training organisation wanting to attract more students, the ECI has an independently established accreditation level to suit your course and/or workshop.

ECI Accreditation for training courses and/or workshops is awarded only to those training programmes that meet or exceed the standards as specified.

The various levels of accreditation allow each coach to accurately represent their training and experience:

- CTECI—Full Coach Training Programme
- F2ECI—Foundation Level 2 Coach Training Programme
- F1ECI—Foundation Level 1 Coach Training Programme
- CWECI—Coaching at Work Coach Training Programme
- SCECI—Short Courses
- WSECI—Workshop

Verifying your course with an independent accreditation body provides with you a number of benefits, in addition to those listed above:

- an Internationally Recognised Coach Training Standard
- an independent verification of your training course or workshop
- demonstrating your commitment to the quality of the coaching industry by using your Accredited Course or Accredited Workshop logo on your web-site and/or literature
- Course and Workshop Referral Service is offered to organisations with an accredited course or workshop
- Promotion of your training course or workshop on the ECI's Approved Coach Training Courses and Workshops web-pages
- Promotion of your training course or workshop in the ECI's e-newsletters
- Opportunity to write articles, etc. for the ECI's e-newsletter
- Discounted exhibition or display space at all conferences, events, and workshops
- Opportunity for your Training Director to present at all conferences, events, and workshops.
- Students – past and current – are entitled to join the ECI as an Associate Member or apply for their Accreditation at a discounted rate.
- Professional Indemnity Insurance, which includes therapies, on an all encompassing indemnity and liability scheme for Coaches.
- Training Director membership fees are include in the Accreditation application and Annual Fees.

To apply for your course/workshop accreditation - http://www.europancoachinginstitute.org/accreditation/company_accreditation.php

To select a course or workshop currently accredited, select http://www.europancoachinginstitute.org/coach_training/

	CTECI	F2ECI	F1ECI	WCECI	SCECI	WSECI
hours of training	200+ hours	150-200 hours	100-150 hours	100+ hours	1 or more days	1/2 or 1 day
hours of direct contact training	35 hours	24 hours	Yes	8 hours	Yes	Yes
home studies	Yes	Yes	Yes	Yes		
reading	Yes	Yes	Yes	Yes		
research	Yes	Yes	Yes	Yes		
writing	Yes	Yes	Yes	Yes		
testimonials from students who have completed the course	5	5	5	5	5	5
mentored coaching	Yes			Yes		
Declaration of Integrity	Signed	Signed	Signed	Signed	Signed	Signed
Training Director	MECI or above	MECI or above	MECI or above	MECI or above	PECI or above	PECI or above
Mentor Coaches	CECI or above			CECI or above		
Trainers	PECI or above	PECI or above	PECI or above	PECI or above	PECI or above	PECI or above
	full coach training course	foundation coach training course	foundation coach training course	coaching at work coach training course	instructional nature	practical or participatory nature

	CTECI	F2ECI	F1ECI	CWECI	SCECI	WSECI
Material Reviewed:						
- marketing material	Y	Y	Y	Y	Y	Y
- information sent to students	Y	Y	Y	Y	Y	Y
- course agenda	Y	Y	Y	Y	Y	Y
- course material	Y	Y	Y	Y	Y	Y
- CV and/or biography (including qualification and accreditation)	Training Director	Training Director	Training Director	Training Director	Training Director	Training Director
	Course designer	Course designer	Course designer	Course designer	Course designer	Course designer
	Mentors			Mentors		
	Trainers	Trainers	Trainers	Trainers	Trainers	Trainers
- details of mentoring offered	Y			Y		

Course Assessed and Rated:

- quality of training
- methods and variety of training
- quality of materials
- qualification, accreditation and experience of Trainers
- back-up and support during training
- value for money
- marketing methods and materials
- provision of Mentor Coaching
- student care during and after training
- quality of assessment and qualification
- financial stability of the organisation

CTECI	F2ECI	F1ECI	CWECI	SCECI	WSECI
Y	Y	Y	Y	Y	Y
Y	Y	Y	Y	Y	Y
Y	Y	Y	Y	Y	Y
Y	Y	Y	Y	Y	Y
Y	Y	Y	Y	Y	Y
Y	Y	Y	Y	Y	Y
Y	Y	Y	Y	Y	Y
Y	Y	Y	Y	Y	Y
Y	Y	Y	Y	Y	Y
Y	Y	Y	Y	Y	Y

Represent yourself on the **International Register of Professional Coaches** (ICR) as part of your membership with the ECI.

This International Coaching Register has now been launched for members of the public to see who is and who is not a qualified coach. The register has been set up by the ECI who are one of the largest international governing bodies for coaches and coach training providers. The ECI were invited to create the international register to protect the interests of clients and consumers.

The register is for any individual who trades as a coach, who help individuals and/or organisations for example, establish a work life balance, manage stress levels and build communication skills amongst many other specialist areas.

The register is for anyone looking to hire a coach. The register will great assist each client or organisation verify the qualifications of their selected coach. This register brings coaching transparency.

Everyone who has qualified as a coach with a recognised coach training company should now take the opportunity to register. This will dramatically cut down on any misrepresentation that goes on within the industry. Many people have websites and call themselves a coach but have no actual qualifications. The register will stop these people and raise the profile of genuine coaching and how it can transform people's lives.

This register will also greatly assist consumers when they are choosing a coach.

Accredited Coaches will be automatically included in the ICR at no extra cost.
Associate Members will be able to select whether they wish to be included in the ICR at no extra cost.

A small administration annual cost will be charged to those who are not currently members of the ECI.





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JOIN your professional coaching body
to represent your training and experience as a coach
by becoming an

Accredited Coach with the ECI:

http://www.europecoachinginstitute.org/accreditation/coach_accreditation.php

For students or anyone interested in coaching,
JOIN your professional coaching body
by becoming an

Associate Member with the ECI:

<http://www.europecoachinginstitute.org/membership.php>

For further information:

www.europecoachinginstitute.org

info@the-eci.org

www.europecoachinginstitute.org



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