



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

# CPD Guide to Professional Progression

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**A force for good in coaching!**

1. Introduction
2. Professional Standards
3. Continuing Professional Development (CPD) with the ECI
4. The Key Principles of CPD
5. Templates
6. Standards and Ethics
7. The ECI is here to help you
8. Membership Benefits
9. Your questions answered
10. Contact us
11. International Register of Professional Coaches

**Everything you need for CPD**

## INTRODUCTION

Welcome to Continuing Professional Development with the ECI.

Where-ever you are within your professional development, this is your opportunity to move your coaching professional development forward.

Whether you are an employee with an organisation or run your own business, CPD means taking charge of your career. It is a means of self-managed and career-long professional development. CPD is a process by which everyone benefits.

CPD is a mindset and not just a method. CPD helps you navigate the uncertainties and ambiguities of your working life. It is a key factor in enabling you to participate in shaping your own professional environment. As such, it helps you take advantage of change, rather than risk becoming its victim. CPD increases your confidence.

CPD is the conscious updating of professional knowledge and the improvement of your professional competence throughout your working life. Conscious updating of your professional knowledge implies that CPD is a state of mind, rather than a set of rules or a programme of learning. CPD is your commitment to being professional, continuously seeking to improve your learning and skills, and keeping up-to-date. CPD is the key to optimising your professional opportunities.

Incorporating CPD into your every day working life has an immediate and positive impact on your professional life. Assessing your own skills increases your own self-awareness. Evaluating your skill levels, determining what professional growth is required, increases your confidence.

On-going CPD encourages you to think deeply about your own career and continually updating your own professional development plan. You will discover that the benefits resulting from on-going CPD far outweighs the perceived effort involved.

To continue enhancing your own professional prospects, CPD requires your determination not to be satisfied with remaining in a rut. Defining your own professional growth, allows you to exploit every opportunity to increase your own knowledge and skills. This not only enables you to make a real difference to your clients and colleagues, but to also greatly enhance your career prospects. Your CPD log may become an invaluable tool for marketing your skills as a coach.

Your CPD could also serve to benefit your colleagues. Colleagues with less experience than yourself may start to ask you for assistance and guidance. In this way you can become a role model and help your colleagues identify their own professional career development plans.

This CPD presentation provides you with support and guidance, and promotes a thorough understanding of the ECI's CPD policy while providing useful resources to help your development.

## PROFESSIONAL STANDARDS

These Professional Standards have been set to define what each coach, as a professional working with people and their goals, should be able to achieve in order to operate at a professional level.

The Accreditation Levels are designed to demonstrate your knowledge and experience that is required of you as a professional coach.

**Associate Membership** of the ECI allows you to demonstrate a commitment to your coaching profession while studying to qualify as a coach. Upon completion of your training, upgrading to either an **Accredited Coach at Work (ECI)** or **Accredited Practitioner Coach (ECI)** provides you with the opportunity to demonstrate your training and coaching experience with an **Internationally Recognised Coaching** standard.

Accreditation with the ECI, once granted, remains with the coach for the length of their career. To demonstrate continuing professional development, the ECI requests that all accredited coaches do a minimum of 25 hours CPD per annum. This will be evidenced by your CPD log.

Each accredited coach is required to submit updated copies of their Coaching Hours log and CPD log every 3 years; to demonstrate their continuing professional experience and career development. Coaches are encouraged to continue to upgrade their accreditation status in line with their experience and training.

The various levels of accreditation to allow each coach to accurately represent their training and accreditation are found over the page.

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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.

## CPD WITH THE ECI

### The ECI's mission:

As an independent organisation with an international focus to build, maintain, and work with European Standards and Ethics; to promote best practice and raise awareness; as such the ECI carries the responsibility for safeguarding the reputation and standards of the industry.

As a relatively new industry, coaching is constantly under review to ensure that the standards and ethics meet the constantly changing needs of the profession, coaches, and their clients. Therefore the ECI's mission is to:

- promote and protect coaching standards
- lead in the development of good practice
- uphold the highest ideals in the profession of coaching and in coaching development
- serve the professional interests of our members and of the coaching industry

The ECI is committed to helping it's members optimise their professional value. The ECI accomplishes this by defining and promoting standards of professional competence. These form the basis of the ECI's accreditation process that enables it's members to acquire a professional status that are both highly valued and widely respected.

Not surprisingly, the ECI is the main source of information when it comes to CPD for coaches. It is essential that the ECI continues to demonstrate that it's membership is fully committed to attaining and maintaining the highest professional standards through CPD and going professional development.

## **The ECI's commitment to CPD:**

CPD is an integral part of each coaches professional development. Therefore at the ECI we take our responsibility to CPD very seriously. Therefore as part of the ECI's policies:

- all members are expected to structure their own CPD
- all members are expected to maintain a full record of their own CPD
- each accredited coach is required to submit updated copies of the CPD log every 3 years; to demonstrate their continuing professional experience and career development.
- coaches are encouraged to continue to upgrade their accreditation status in line with their experience and training.
- CPD is required for all Accredited Coaches.

## **Your commitment to the coaching profession:**

When you become a member of the ECI you undertake to abide by the ECI's Standards and Ethics. In doing so, you agree to model excellence in the coaching profession. CPD provides you with support in this agreement, in that it routinely provides you with the opportunity to review your current knowledge and skills, define your professional development plan and grown through it.

The most important aspect of CPD is not the amount of input or the attendance, but is the outcome.

## THE KEY PRINCIPLES OF CPD

The Key Principles of CPD are as described below:

- CPD is not an optional extra
- CPD should not be seen as a burden
- CPD is a regular investment of time and learning and should be seen as a natural extension of your professional life
- CPD brings a greater awareness of what you do and how you do it
- professional development is a continuous process that is applied throughout the coaches working life
- professional development should be applied whether your coaching is as part of your job, paid for, pro-bono or voluntary
- coaches should decide for themselves, based on where they are today and their professional goals, what their learning needs are
- coaches are responsible for managing their own professional development
- CPD is personal
- coaches should therefore, decide how to fulfil their own professional development
- professional goals in relation to learning must be clearly defined
- professional goals in relation to learning should support the needs of the employer and/or clients as well as meeting the coaches professional goals
- professional development is most effective when it is goal oriented and acknowledged as part of all professional related activity
- the success of CPD ultimately depends upon your on-going willingness to learn and apply the learning

## TEMPLATES

The ECI provides the outline of a number of templates, which are all available under Resources in the Members Area of the ECI web-site -

<http://www.europeancoachinginstitute.org/members/resources/index.php>.

### **Continuing Professional Development log**

Your CPD Log is an important record of your coach training, learning, research, studying and should be kept safe at all times. This CPD Log must be updated with all aspects of your coach training - training courses, teleconferences, workshops, conferences, events, mentor coaching, mentoring, supervision, etc. Each accredited coach is required to submit updated copies of the CPD log every 3 years; to demonstrate their continuing professional experience and career development. Coaches are encouraged to continue to upgrade their accreditation status in line with their experience and training.

This CPD Log will also be your reminder and guide of your learning experiences.

You should enter your most recent C.P.D. entry at the front of the relevant section of the log, hence showing your most recent training, book read, or article written when reviewing this log.

Your CPD log allows you to capture:

- training
- articles published
- Books read
- Mentor Coaching, Mentoring and/or Supervision

Your CPD Log details the following information:

- Training
  - Type of training (course, workshop, teleconference, event, etc.)
  - Title (as defined by the company presenting)
  - Length (number of hours)
  - ECI Accredited (Yes/No)
  - Training Company/Organisation
  - Presenters (name(s) of people presenting)
  - What did you learn? How did you apply this learning? Any further actions?
- Articles
  - Article Title
  - Publication
  - Feedback received
- Books
  - Book Title
  - Book Author(s)
  - Learning (observations, learnings, points raised. How did you apply this learning? Any further actions?)
- Mentor Coaching, Mentoring, and/or Supervision
  - Mentor Coaching topic
  - Supervision topic
  - Observations, learnings, points raised. How did you apply this learning? Any further actions?

## **Achievements Log**

Your Achievement Log is an important record of your achievements. As Napoleon Hill said 'the starting point of all achievement is desire'. Therefore your desire to continue your own professional development has led to your achievements.

This Achievement Log is designed to capture all achievements, not just those that are based on your professional development. We often don't focus on our successes, on our achievements; so this is your opportunity to recognise your achievements and reflect on your learning from each one.

Your Achievements log allows you to capture:

- professional achievements
  - type of achievement (work related, career related, interest)
  - how did you measure your achievement?
  - start and achievement dates
  - who (helped you in reaching your achievement)
  - feedback
  - What did you learn? What was the outcome? How did you benefit?  
How did you apply this learning? What actions do you want to include in future goals?
- personal achievements
  - type of achievement (health, relationships, family, friends)
  - how did you measure your achievement?
  - start and achievement dates

- personal achievements (cont.)
  - who (helped you in reaching your achievement)
  - feedback
  - What did you learn? What was the outcome? How did you benefit?  
How did you apply this learning? What actions do you want to include in future goals?

### **Coaching Hours Log**

Your Coaching Hours Log is an important record of your coaching practice and experience. As part of each accreditation application with the ECI you will be requested to submit your Coaching Hours Log. At periods during your accreditation with the ECI you may be asked to submit your Coaching Hours Log for a review of your accreditation status.

You should enter your most recent Coaching Hours at the front of the log hence showing your most coaching hours when reviewing this log.

Your Coaching Hours Log details the following information:

- Client Reference/Initials
- Nature of coaching (i.e. life coaching, executive coaching, relationship coaching, etc.)
- Length of coaching session
- Total period of coaching – hours and minutes
- Probono or paid coaching
- Additional details

## STATEMENT of STANDARDS and ETHICS

*Every ECI member, irrespective of membership level, should be concerned with the maintenance of good practice within the coaching profession. All members commit themselves to adhering to this Statement of Standards and Ethics, which is the coaching professions code of professional conduct, and sets out the standards for professional behaviour in coaching.*

*This **Statement of Standards and Ethics** was correct at the time of publication. The current version of the Statement of Standards and Ethics can be found on [http://www.europeancoachinginstitute.org/about\\_eci/standards\\_and\\_ethics.php](http://www.europeancoachinginstitute.org/about_eci/standards_and_ethics.php), and the current version of the Complaints Process referred to within can be found on [http://www.europeancoachinginstitute.org/about\\_eci/complaints\\_procedure.php](http://www.europeancoachinginstitute.org/about_eci/complaints_procedure.php).*

### **Ethical Foundation**

Coaching, in its many forms, is primarily about improving the life and performance of the client. Through a one to one relationship the coach is given access to the client's hopes and fears. As rapport is built and trust develops the coach also shares the client's aspirations and future goals. The very nature of the coaching relationship puts the coach in a privileged position, a position from which to enrich the life of the client, but also a position which, unless care is exercised, can cause harm.

Coaching, no less than any other profession, requires clear behavioural guidelines in order to safeguard clients and coaches. These guidelines are encapsulated in our Professional Standards

and give clear indications of what is, and what is not, acceptable professional behaviour within the coaching community in general, and The ECI in particular.

Professional Standards do not stand on their own. They are the product of an ethical foundation, which presumes that coaches will conduct their lives and practices to the highest standards. The ECI endorses the following Core Values, as the basis for Professional Standards:

1. Integrity
2. Honesty
3. Transparency
4. Excellence
5. Care
6. Professionalism
7. Accountability

Our Professional Standards are the result of applying these Core Values to the areas of life and work in which we have particular responsibility. As coaches, we exercise a responsibility towards our clients, ourselves and the coaching community therefore The ECI Core values cover the following areas of responsibility:

- A. Client Care
- B. Personal Professional Conduct
- C. Professional Relationships

When things go wrong in a coaching relationship or within a coaching business, it will

undoubtedly be the result of the lack of a rigorous application of the core values to the areas of responsibility. The ECI, recognising the requirement to ensure the highest standards of professional and personal behaviour, requires all those coming under its banner to conduct their coaching work in such a way as to maintain and maximise the impact of the Core Values upon each area of professional responsibility.

Our Professional Standards represents a summary of what are, and what are not, acceptable standards for professional coaches. Advice on the practical outworking of these bullet points can be obtained through The ECI Standards and Ethics.

Where things go wrong, and the reality is that they will from time to time, **The ECI Complaints Procedure** is available to ensure that both coach and client are cared for and helped towards effective and supportive resolutions.

## **Professional Standards**

### **A. Client Care**

**Coaches have a duty of care towards their clients and should ensure that in all dealings with their clients they display the highest standards of professional conduct.**

- i. Coaches will ensure that clients fully understand the coaching agreement, terms and conditions: the costs, the process, the location and the frequency of sessions.
- ii. Coaches will not give clients misleading information or advice or make false claims about

- the results of, or what client will receive from, the coaching process.
- iii. Coaches will treat all clients with honour, dignity, and integrity, fully respecting the client's values, beliefs and goals (which may differ from their own), being aware of cultural, regional and linguistic differences.
  - iv. Coaches will not abuse their client's trust in order to gain sexual, emotional, financial or any kind of professional advantage.
  - v. Coaches will not prolong a coaching relationship beyond its useful conclusion, but will encourage a client to make a change to, or to terminate the agreement, when aware that the client is no longer benefiting from the coaching relationship.
  - vi. Coaches will respect the client's right to terminate the coaching relationship at any point during the coaching process.
  - vii. When working within organisations, coaches will obtain the express consent of the client before releasing information such as progress reports and other particulars to the person who may be employing them.
  - viii. Coaches will inform clients of any personal situations or relationships which may have an adverse effect upon the coach/client relationship, and together agree what appropriate action should be taken.
  - ix. Coaches will not diagnose or assess any health issue (mental or physical) but will suggest that the client consults with a relevant practitioner.
  - x. Coaches will ensure that clients are aware of The ECI Statement of Standards and Ethics, and of how to access The ECI Complaints Procedure.

## **B. Personal Professional Conduct**

**Coaches have a duty to ensure that their professional standing and conduct are of the highest level.**

- i. Coaches have a responsibility to monitor and maintain their fitness to practice at a level that enables them to provide an effective service. If their effectiveness becomes impaired for any reason, including health or personal circumstances, they should stop working and seek advice and support.
- ii. Coaches will clearly understand their own levels of coaching competence, experience, qualifications and accreditation and will not exaggerate, embellish, misrepresent or defraud these in any way.
- iii. Coaches will ensure that all promotional materials and advertisements, including verbal and written, are truthful, honest, legal, decent and compliant with current legislation.
- iv. Coaches will work within the limitations of their own competence and will distinguish situations where it may be necessary to refer a client either to a more experienced coach or to seek the help of a qualified professional or practitioner.
- v. Coaches will operate within applicable laws, rules and regulations and will not, assist, persuade or collude with others engaged in conduct which is dishonest, unprofessional, unlawful or discriminatory in any way.
- vi. Coaches will treat all information from a client with absolute confidentiality. Coaches will only disclose information where explicitly agreed with the client, or where the coach believes there is compelling evidence of serious danger to the client or others if the information is withheld.
- vii. Coaches will be aware of the impact of their own belief and values systems and the effect

of these may have on their coaching.

- viii. Coaches will ensure their behaviour can in no way be described as sexual harassment, physical advances, sexual solicitation, or verbal or nonverbal conduct that is sexual in nature.
  - ix. Coaches will maintain appropriate records of their work with clients, ensuring that any such records are accurate and that reasonable precautions are taken to protect against third party disclosure. Attention should be given to the client's rights under current legislation.
  - x. Coaches will be diligent in understanding and implementing their clients' and their own legal and other obligations with regards to race, national origin, ethnicity, age, gender, sexual orientation, religion, language, disability, and socioeconomic status, ensuring they do not knowingly participate in or condone unfair discriminatory practices.
  - xi. Coaches will ensure they participate in relevant training and appropriate Continuing Professional Development to augment and increase their level of coaching competence. Coaches will ensure they are aware of new technologies, legal requirements, practices and standards as are relevant to the coaching profession by participating in appropriate and relevant instruction. Coaches will maintain a record of all such training undertaken.
  - xii. Coaches will monitor the quality of their work and seek feedback from clients and other professionals.
  - xiii. Coaches will not enter into a coaching arrangement where it could create a risk of conflict of interest.
- Coaches will ensure that they have current professional indemnity insurance to cover the provision of their coaching services.

### **C. Professional Relationships**

**Coaches have a duty to ensure that in their dealings with colleagues and the public they maintain the good standing of the coaching profession and do not bring the profession, professional bodies or individual coaches into disrepute.**

- i. Coaches will work supportively with colleagues to raise the profile and standards of coaching by conducting their business in keeping with European Coaching Institute Professional Standards.
- ii. Coaches will ensure that any public statements produced by themselves or their agents (verbally or in writing) are true and reflect well on the coaching community.
- iii. Coaches will take care to ensure that they do not use their relationship with European Coaching Institute, or other professional bodies, in a way that is detrimental to such a body or that brings that body into disrepute.
- iv. Coaches will not claim to represent European Coaching Institute, or other professional bodies, unless explicit permission for such has been granted.
- v. Coaches will take care to use logos only as allowed by their status within each organisation.
- vi. Coaches will immediately notify The ECI, or other professional bodies to which they belong, if a situation arises which creates conflict, litigation or bad publicity.
- vii. Where a Coach has reason to be concerned about the behaviour or practice of another member of the coaching community, that matter will be raised firstly with the person concerned. Thereafter the matter should be referred to The ECI Complaints Procedure. Such concerns should be treated with the appropriate degree of confidentiality and sensitivity.

## MEMBERSHIP BENEFITS – ASSOCIATE MEMBERS

**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 the benefits of joining the ECI** :

- 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 – European and Country – 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 ECI 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-newsletter is delivered regularly directly to your in-box. The Coaching Industry Newsletter 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.
- You owe it to your self to be up-to-date with the latest information and research within the coaching profession. The ECI will ensure that you are ahead of the rest!
- You can register FREE today on-line and have immediate access to a range of useful information and benefits the ECI can offer you.
- 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 – European and Country – 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.
- Be a source of information to it's members
- Ask your questions at the ECI Members Coaching Forum
- Information provided through the Resources web-page
- Upgrade your membership to represent your qualification and experience as a coach – become an Accredited Coach.

## MEMBERSHIP BENEFITS – ACCREDITED MEMBERS

**Accredited Coach Membership** is open to all coaches who want to represent their qualifications and experience by demonstrating their training and experience as a coach.

For Accredited Coaches, in addition to the benefits listed on the Associate Membership Benefits, **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.
- Belonging to the ECI demonstrates to your clients that you are committed to your own continued self development.
- 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.
- Automatic inclusion in the International Coaching Register. Support the ECI in their negotiations with governments – European and Country – 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.

- Coach Referral Service is offered to all accredited coaches for individual and corporate coaching opportunities.
- 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.
- 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-page
- Upgrade your accreditation to demonstrate your current qualification and experience as a coach.



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## THE ECI IS HERE TO HELP YOU

Although CPD is about professional goal setting and your own professional development, the ECI is able to provide you with professional development assistance in a number of ways.

Resources in the members area provides you with a number of professional development opportunities – <http://www.europeancoachinginstitute.org/members/resources/index.php>.

Although unverified by the ECI, Members Offers in the members area may include a number of professional development opportunities –  
[http://www.europeancoachinginstitute.org/members/members\\_offers.php](http://www.europeancoachinginstitute.org/members/members_offers.php)

Coaching Library may include a number of books not yet read by yourself.  
<http://www.europeancoachinginstitute.org/resources/coaching-library/>.

Share your knowledge and experience by writing articles for the ECI's newsletters – just email your article to [articles-newsletters@the-eci.org](mailto:articles-newsletters@the-eci.org).

Email the ECI's CPD team or Accreditation team on:

- [cpd@the-eci.org](mailto:cpd@the-eci.org)
- [accreditation@the-eci.org](mailto:accreditation@the-eci.org)

Work with an ECI Accredited Coach. Full details of accredited coaches can be found on the ECI's Coach Referral System –  
[http://www.europeancoachinginstitute.org/coach\\_referral\\_service/search.php](http://www.europeancoachinginstitute.org/coach_referral_service/search.php).

## YOUR QUESTIONS ANSWERED

### 1. What is CPD?

CPD standards for Continuing Professional Development.

The ECI encourages each professional to continue their own professional development within their chosen career. Therefore as the European Coaching Industry, we encourage all coaches to continue with their own professional development.

CPD includes all elements of your coach training, related learning, research and all related studying. To determine whether your professional development is inclusive it must include:

- what type of learning
- evidence that you have reflected on the learning
- your experience from this learning
- your future professional development plans

### 2. What is the reason I should be continuing my CPD?

CPD allows you to demonstrate your professional commitment to your own career. It:

- enhances your CV
- provides you with the opportunity to accelerate your own career or client base
- enables you to command a better salary or fee
- gives you greater job satisfaction.

### **3. How do I get started?**

Ask yourself:

- what is my professional goal?
- what have been my main professional achievements over the past three years?
- how have these provided me with learning towards my professional goal?
- when looking at where I am today and my professional goal, what's missing?
- what learning, training, or development do I need to fill these gaps?

### **4. Should I keep records?**

Professional growth is the key to successful CPD. The process of capturing what has gone before allows you to reflect on what you have learnt and what is still to be learnt.

Therefore, successful CPD requires that you keep written records in three keys areas:

1. your record of learning and development using your CPD log
2. your record of achievements
3. your personal professional development plan

## 5. What do I capture in my records?

The information held in each record is different and the ECI's record keeping documents can be found under the 'templates' section of this document. To be fully effective, your own CPD programme should include a wide range of learning opportunities.

For professional development purposes it is important to capture:

- all training – this will include training courses, teleconferences, conference calls, workshops, events, conferences,
- mentor coaching (given)
- mentoring (received)
- supervision
- all books related to your professional development, that you have read
- all articles that you have written.

For achievements it is important to capture whether the achievement is personal or professional, what the achievement was, when you set the goal, how long it took to achieve and what your learning was along the way.

For your professional development, clear goals should be defined to allow you to work towards achieving them.

## 6. How can I plan for my future?

Rather than following the well known saying 'failing to plan, is planning to fail'; as a coach you will know the importance of planning for your future. Therefore this is your opportunity to work with your coach to plan for your professional future.

## 7. What counts towards my CPD?

All learning counts towards your CPD. To be able to measure what is CPD and what is not, ask yourself:

- have I learnt a new skill?
- do I have new knowledge?
- what will I do differently because of this learning?
- in reflection, what have I learnt?

As with all learning the important element of CPD is what you have learnt rather than your attendance.

## 8. How much CPD do I need to do?

To demonstrate your continuing professional development, the ECI recommends that all coaches do a minimum of 25 hours CPD per annum.

## **9. Does the ECI accredit CPD?**

The ECI recognises all CPD, although to show it's inclusion the ECI asks you to demonstrate the benefit and experience of the learning to you. As part of the accreditation process all CPD is important. Please note that only formal coach training from your CPD is required to upgrade your accreditation status.

## **10. Will I be asked to submit my CPD?**

Each accredited coach is required to submit updated copies of the CPD log every 3 years; to demonstrate their continuing professional experience and career development. Coaches are encouraged to continue to upgrade their accreditation status in line with their experience and training.

## **11. Do I need special forms?**

No, although under the templates section of this documentation, the ECI does provide a number of templates that may assist in the capture of your CPD.

## 12. How can my CPD log be presented?

The ECI is able to accept your CPD log in any format – hand written hard-copy, word processed or typed hard-copy, emailed, or submitted on a CD.

It is not the ECI's policy to return any material submitted, therefore where you select to send in your CPD log in hard-copy, we ask that you only send a copy of your CPD log and that you keep your original.

## 13. What help can you get from the ECI?

Members of the ECI can access the members area for:

- resources

<http://www.europecoachinginstitute.org/members/resources/index.php>

- members offers

[http://www.europecoachinginstitute.org/members/members\\_offers.php](http://www.europecoachinginstitute.org/members/members_offers.php)

Other available links are:

- coaching library - <http://www.europecoachinginstitute.org/resources/coaching-library/>

- writing for the newsletter. Send your articles to [articles-newsletters@the-eci.org](mailto:articles-newsletters@the-eci.org)

Or email our CPD team or Accreditation team on:

- [cpd@the-eci.org](mailto:cpd@the-eci.org)

- [accreditation@the-eci.org](mailto:accreditation@the-eci.org)



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

## CONTACT US:

The ECI can be contacted by:

- writing to P.O. Box 407, Ashford, TN24 8WS, United Kingdom

- emailing:

CPD

Accreditation

Membership

General

[cpd@the-eci.org](mailto:cpd@the-eci.org)

[accreditation@the-eci.org](mailto:accreditation@the-eci.org)

[operations@the-eci.org](mailto:operations@the-eci.org)

[info@the-eci.org](mailto:info@the-eci.org)

- Calling +44 (0)870 243 0131

## **INTERNATIONAL REGISTER OF PROFESSIONAL COACHES**

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

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

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

The register brings coaching transparency.

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.

<http://www.internationalcoachingregister.org>



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# CPD Guide to Professional Progression

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