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**AC Coach Accreditation Scheme**

**Client Reference**

Your Coach has applied to become accredited with the Association for Coaching (AC), which is an important part of our work in maintaining high professional coaching standards. As part of this, we ask for a client reference on the effectiveness of the Coach. To help, please can you spend 5-10 minutes answering the questions below?

**Name of Coach:**

**Coach/Executive Coach Accreditation Scheme\***

\*delete as appropriate

**Time period of coaching – from**  **to**

Please rate your Coach’s effectiveness using a scale of 1-5 as described below against the AC’s Coaching Competency Framework:

**1- Ineffective 2- Somewhat effective 3- Effective 4- Very effective 5- Highly effective**

Please select your rating against each indicator in the box on the right-hand side, in sections 1-9 for Coach Accreditation applications, and 1-12 for Executive Coach Accreditation applications.

**Once completed please email to your coach.**

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| How well did your Coach do the following? (using the 1-5 scale) |
| Act ethically and with the highest integrity | Select a rating |
| Clearly communicate how coaching is different from other helping professions | Select a rating |

# Meeting Ethical, Legal and Professional Guidelines

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| How well did your Coach do the following? (using the 1-5 scale) |
| Clearly explain the coaching process and own coaching approach, models and techniques  | Select a rating |
| Agree a formal coaching agreement with you and all stakeholders, including clear and measurable outcomes, plus confidentiality, logistics of coaching sessions, monitoring and reporting on progress, and commercial arrangements  | Select a rating  |
| Help you establish coaching goals and outcomes and agree an approach to working with you that will achieve them | Select a rating  |
| Establish clear roles, responsibilities and boundaries between the different stakeholders, including Coach and you | Select a rating  |

# Establishing the Coaching Agreement and Outcomes

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| How well did your Coach do the following? (using the 1-5 scale) |
| Establish good rapport | Select a rating  |
| Act openly and honestly | Select a rating  |
| Treat you equally and fairly, with respect and dignity | Select a rating  |
| Be optimistic and encourage your self-belief | Select a rating  |
| Believe in your potential and capability | Select a rating  |
| Maintain agreed levels of confidentiality  | Select a rating  |

# Establishing a Trust-Based Relationship with the Client

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| How well did your Coach do the following? (using the 1-5 scale) |
| Remain focused on your agenda and outcomes | Select a rating  |
| Respect your values | Select a rating  |

# Managing Self and Maintaining Coaching Presence

# Communicating Effectively

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|  How well did your Coach do the following? (using the 1-5 scale) |
| Demonstrate effective listening and clarifying skills | Select a rating  |
| Use straightforward, easy-to-understand language | Select a rating  |
| Communicate clearly, confidently and credibly  | Select a rating  |

# Raising Awareness and Insight

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| How well did your Coach do the following? (using the 1-5 scale) |
| Ask questions to elicit new insights, raise self-awareness and gain learning  | Select a rating |
| Support you to generate options to achieve agreed outcomes | Select a rating |
| Provide observational feedback, leaving you free to choose to act upon it or not | Select a rating |

# Designing Strategies and Actions

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| How well did your Coach do the following? (using the 1-5 scale) |
| Support you to create strategies to meet your outcomes | Select a rating |
| Inspire you to identify and implement self-directed learning opportunities | Select a rating |
| Provide support while you tried out new ways of working/behaviours | Select a rating |

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| How well did your Coach do the following? (using the 1-5 scale) |
| Ask powerful questions to move you forwards towards the agreed outcome | Select a rating  |
| Check and acknowledge your progress and achievements | Select a rating  |
| Explore what was working, what was getting in the way | Select a rating  |
| Measure effectiveness of the coaching | Select a rating  |

# Maintaining Forward Momentum and Evaluation

# Undertaking Continuous Coach Development

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| How well did your Coach do the following? (using the 1-5 scale) |
| Request your feedback | Select a rating |

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**Please complete the following section for Executive Coach Accreditation Scheme Applicants only.**

# 10. Working Within the Organisational Context

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| How well did your Coach do the following? (using the 1-5 scale) |
| Understand the organisational context in which you operate | Select a rating |
| Work with the organisation’s values, policies and practices, including human resource and people policies and practices  | Select a rating |
| Understand your role, position and authority within the organisation  | Select a rating |
| Be aware of key stakeholders (internal and external) within the organisational system | Select a rating |
| Align coaching goals to support organisational aims and objectives  | Select a rating |

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# 11. Understanding Leadership Issues

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| How well did your Coach do the following? (using the 1-5 scale) |
| Recognise general challenges faced by leaders  | Select a rating |
| Identify ways of, and opportunities for, developing leadership behaviours and attributes through coaching | Select a rating |
| Constructively challenge you to raise your standards in areas key to the organisation | Select a rating |

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| How well did your Coach do the following? (using the 1-5 scale) |
| Actively involve key stakeholders in the set-up, monitoring and evaluation of the coaching, whilst maintaining agreed levels of confidentiality  | Select a rating  |
| Design an effective coaching contract, commercial agreement and working alliance with you, your line manager and coaching sponsor(s) within organisational parameters and policies for coaching | Select a rating  |
| Communicate the progress of the coaching with key stakeholders openly and honestly, whilst maintaining agreed levels of confidentiality  | Select a rating  |

# 12. Working in Partnership with the Organisation

**If your Coach is applying under the Executive Scheme are unable to answer part or all of question 12 for any reason, please give further details below (For example, you are a Sole Trader and therefore it is not applicable as no third party is involved in the contracting).**

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**In terms of impact, what are the personal, professional and/or business benefits you have gained from your coaching?**

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**Please add any further comments you may have:**

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| --- | --- |
| Your Name  |  |
| Job Title |  |
| Organisation |  |
| Telephone no. |  |
| Email  |  |
| Date  | 02/11/2020 |

Please email this completed document, saved as a PDF, to your coach.

Many thanks,

The AC Accreditation Team