

Press Release

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European Coaching Institute appoints new Country Managers for Poland and Romania

The European Coaching Institute, one of Europe's leading accreditation organizations for coaches, has appointed new Country Managers for Poland and Romania. Announcing this in a press release Gerard O'Donovan, the present CEO of the ECI said that the appointment of country managers in Poland and Romania is an important step in establishing ECI operations in these two countries.

Raluca Mohanu has been appointed the Country Manager in Romania and Zbigniew Brzezinski has been appointed as the Country Manager in Poland. With these two important posts being filled, the ECI is well positioned to expand its operations in these countries. Both Raluca Mohanu and Zbigniew Brzezinski are highly skilled professionals in coaching and will be able to lead the expansion of the ECI in Romania and Poland respectively. Their experience of the local markets will help to ensure these developments are suited to each of these countries.

Gerard O'Donovan said in the press release that the ECI is an international body which has standard levels of accreditations for all countries. However, localization in terms of publishing the manuals in the local language and engaging local talent for coaching activities remains a top focus. The ECI will continue with its mission "To accredit coaches and coach training schools worldwide to elevate the success of the coaching industry by being role models of, at a minimum, the ECI Values, Standards and Ethics."

Raluca Mohanu said that it is a great opportunity to be associated with the ECI in Romania and raising awareness of the concept of life coaching in the country. She said that establishing the ECI brand in the country and making the ECI accreditation highly desirable in Romania would be her primary focus. She also said that with her long experience of life coaching in Romania she would be able to maintain the fine balance of the International Coaching Standards of the ECI and the localization factor that would be required to make the ECI coaching and accreditation popular in the country.

Expressing similar views of his responsibilities in Poland, Zbigniew Brzezinski said that he has great pleasure in being associated with the ECI. He said that his experience in life coaching in Poland would help him to achieve the goals of the organization.

Gerard O'Donovan mentioned that the ECI would extend every support possible so that the Country Managers in Poland and Romania can execute their responsibilities without any difficulties. Experienced trainers from the company's headquarters will frequently visit the two countries and train local trainers. The operations of the ECI in both the countries have made a flying start with local recruitment and the establishment of local offices. The ECI has already started



getting enquiries from local corporations and coaches about the accreditations and benefits that life coaching can bring. Gerard O'Donovan said that local life coaches in Romania and Poland will now have access to the latest techniques and training materials in life coaching.

He formally welcomed Raluca Mohanu and Zbigniew Brzezinski to the ECI and looked forward to supporting them in building the ECI presence in their countries. With experienced professionals at the helm, the road for the ECI in Romania and Poland will surely be an exciting one.

About ECI

The ECI formed in 1999 was formed in 1999 as a not-for-profit organization to be a force for good in coaching. It was formed by a group of professional coaches and continues to be run by them. The ECI is an internationally focused organization, building, maintaining, raising awareness and working to promote best practice while providing value added benefits to its members.

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