



## Coach Training Programme Application

IIC Accreditation for the Coach Training Programmes is awarded only to those training programmes that meet or exceed the standards outlined below.

*Fields marked with an \* are mandatory fields.*

Organisation name \*

Course name \*

Contact name \*

(The contact name entered in this field is the one to which all correspondence and emails will be addressed for the courses registered on this application. Therefore where the contact is different for different courses, a form for each contact and course must be completed.)

Address \*

Postcode \*

Country \*

Telephone \*

(incl. international dialling code) \*

Fax

(incl. international dialling code)

**International Institute of Coaching, Ltd.**  
**Coaches and Coach Training Providers Accreditation Body**  
*creating excellence in the coaching profession*

IIC, 7348 Maple Terrace, Traverse City, MI 49686, USA

IIC, P.O. Box 407, Ashford, TN24 8WS, UK

[www.internationalinstituteofcoaching.org](http://www.internationalinstituteofcoaching.org)

Registered Office: 812 South Garfield Ave, Suite 3, Traverse City, MI 49686, USA



**e-mail address \***

(This is the email address that is displayed on the web-site to allow enquirers contact you, and to which emails and newsletters will be sent. It is important that this email address is not the same as an email address used by the Training Director or one of the Trainers or Mentor Coaches.)

**Web-address \***

**How did you find out about the IIC? \***

**Course Description (no more than 250 words) \***

**Training Director membership number \***

(Where the Training Director is applying for their Accredited Membership at the same time, please enter AMC for Accredited Master Coach (IIC) application or AFC for Accredited Fellow Coach (IIC) application – the cost of which will be included in the course application fee. Where the Training Director is an accredited member of the IIC, please enter the Training Directors membership number.)

**Mentor Coach(es) membership number(s) \***

(Where the Mentor Coach is/Mentor Coaches are applying for their Accredited Membership at the same time, please enter the number of mentor coaches and their relevant accreditation application level next to their name. Where the Mentor Coach is/Mentor Coaches are accredited member of the IIC, please enter their name and membership number(s).)

**Trainer(s) membership number(s) \***

(Where the Trainer(s) is/are applying for their Accredited Membership at the same time, please enter the number of trainers and their relevant accreditation application level. Where the Trainer(s) is/ are accredited member of the IIC, please enter their name and membership number(s).)

Courses to be accredited:

Course classification	One off registration fee	Application fee (Incl. Training Director)	Application Fee (excl. Training Director)	Annual Fee (applicable one year from application date)	Course to be accredited (tick course selection)	Euro (amount to be paid)
ACTC	€50.00	€1,000.00	€790.00	€750.00		
AF2C	€50.00	€1,000.00	€790.00	€750.00		
AF1C	€50.00	€1,000.00	€790.00	€750.00		
CWCC	€50.00	€1,000.00	€790.00	€750.00		
ASCC	€50.00	€550.00 €680.00	€500.00	€350.00		
AWSC	€50.00	€300.00 €440.00	€250.00	€200.00		
I have organised payment:						€

We agree to abide by The International Institute of Coaching's Standards and Ethics.  
(available at [http://www.internationalinstituteofcoaching.org/standards\\_and\\_ethics.php](http://www.internationalinstituteofcoaching.org/standards_and_ethics.php)).

Signature:

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Date:

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## ACTC – Full Coach Training Programme (IIC)

### Requirements:

- 200+ hours of training
- A minimum of 35 hours of direct contact training
- Home studies
- Reading
- Research
- Writing
- Mentored Coaching  
where feedback is given by qualified, accredited, and practicing coaches
- Training Director is an Accredited Master Coach (IIC) or above
- Mentor Coaches are Accredited Corporate Coaches (IIC) or above
- Trainers are Accredited Practitioner Coaches (IIC) or above
- Completion of Declaration of Integrity
- Payment of one-off registration fee and application fee.

### Where the following is to be submitted:

- Marketing literature
- Information sent to Students
- Course Agenda
- Course Material
- Contact details of 5 students that have completed the course
- CV and/or biography of (they may be one and the same person):
  - Training Director
  - Person responsible for designing the course
  - Mentor Coaches
  - All trainers
- Details of mentoring offered
- Qualifications and accreditation of all Trainers and Mentor Coaches

### The course is assessed on the following:

- 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 Mentoring Coaching  
including Qualification, accreditation and experience of Mentor Coaches
- Student care during and after the training course
- Quality of assessment and qualification
- Financial stability of training organisation

## AF2C – Foundation Level 2 Coach Training Programme (IIC)

### Requirements:

- 150 - 200 hours of training
- Provides a good grounding and foundation in the area of Coaching, but is not as extensive as ACTC training
- A minimum of 24 hours of direct contact training
- Home studies
- Reading
- Research
- Writing
- Training Director is an Accredited Master Coach (IIC) or above
- Trainers are Accredited Practitioner Coaches (IIC) or above
- Completion of Declaration of Integrity
- Payment of one-off registration fee and application fee.

### Where the following is to be submitted:

- Marketing literature
- Information sent to Students
- Course Agenda
- Course Material
- Contact details of 5 students that have completed the course
- CV and/or biography of (they may be one and the same person):
  - Training Director
  - Person responsible for designing the course
  - All trainers
- Qualifications and accreditation of all Trainers

### The course is assessed on the following:

- 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
- Student care during and after the training course
- Quality of assessment and qualification
- Financial stability of training organisation

## AF1C – Foundation Level 1 Coach Training Programme (IIC)

### Requirements:

- 100 - 150 hours of training
- Provides a good grounding and foundation in the area of Coaching, but is not as extensive as ACTC or AF2C training
- Home studies
- Reading
- Research
- Writing
- Training Director is an Accredited Master Coach (IIC) or above
- Trainers are Accredited Practitioner Coaches (IIC) or above
- Completion of Declaration of Integrity
- Payment of one-off registration fee and application fee.

### Where the following is to be submitted:

- Marketing literature
- Information sent to Students
- Course Agenda
- Course Material
- Contact details of 5 students that have completed the course
- CV and/or biography of (they may be one and the same person):
  - Training Director
  - Person responsible for designing the course
  - All trainers
- Qualifications and accreditation of all Trainers

### The course is assessed on the following:

- 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
- Student care during and after the training course
- Quality of assessment and qualification
- Financial stability of training organisation

## CWCC – Coaching at Work Courses (IIC)

### Requirements:

- 100 hours of training
- A minimum of 16 hours of direct contact training
- Home studies
- Reading
- Research
- Writing
- Mentored Coaching  
where feedback is given by qualified, accredited, and practicing coaches
- Training Director is an Accredited Master Coach (IIC) or above
- Mentor Coaches are Accredited Corporate Coaches (IIC) or above
- Trainers are Accredited Practitioner Coaches (IIC) or above
- Completion of Declaration of Integrity
- Payment of one-off registration fee and application fee.

### Where the following is to be submitted:

- Marketing literature
- Information sent to Students
- Course Agenda
- Course Material
- Contact details of 5 students that have completed the course
- CV and/or biography of (they may be one and the same person):
  - Training Director
  - Person responsible for designing the course
  - Mentor Coaches
  - All trainers
- Qualifications and accreditation of all Trainers and Mentor Coaches

### The course is assessed on the following:

- 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 Mentoring Coaching  
including Qualification, accreditation and experience of Mentor Coaches
- Student care during and after the training course
- Quality of assessment and qualification
- Financial stability of training organisation

## ASCC – Accredited Short Course (IIC)

### Requirements:

- A short course can be 1 or more days in length
- A short course is more a more instructional nature as opposed to a practical or participatory nature
- Training Director is an Accredited Practitioner Coach (IIC) or above
- Trainers are Accredited Practitioner Coaches (IIC) or above
- Completion of Declaration of Integrity
- Payment of one-off registration fee and application fee.

### Where the following is to be submitted:

- Marketing literature
- Information sent to Students
- Course Agenda
- Course Material
- Contact details of 5 students that have completed the course
- CV and/or biography of (they may be one and the same person):
  - Training Director
  - Person responsible for designing the course
  - All trainers
- Qualifications and accreditation of all Trainers

### The course is assessed on the following:

- 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
- Quality of assessment and qualification
- Financial stability of training organisation

## AWSC – Workshop (IIC)

### Requirements:

- A workshop is of shorter duration than a short course, lasting either ½ or 1 day in length
- A workshop is more a more practical or participatory nature
- Training Director is an Accredited Practitioner Coach (IIC) or above
- Trainers are Accredited Practitioner Coaches (IIC) or above
- Completion of Declaration of Integrity
- Payment of one-off registration fee and application fee.

### Where the following is to be submitted:

- Marketing literature
- Information sent to Students
- Course Agenda
- Course Material
- Contact details of 5 students that have completed the course
- CV and/or biography of (they may be one and the same person):
  - Training Director
  - Person responsible for designing the course
  - All trainers
- Qualifications and accreditation of all Trainers

### The course is assessed on the following:

- 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
- Financial stability of training organisation



## Course/Workshop Accreditation Application Requirements

To be eligible for IIC Course/Workshop Accreditation, the Training Director, Trainers, and Mentor Coaches (as required) must be Accredited Coaches with their current IIC accreditation/annual fees paid-up-to-date.

To proceed with your course/workshop accreditation application, please:

- 1 Send your application form and payment to Finance Department, Intl. Institute of Coaching, P.O. Box 407, Ashford, Kent TN24 8HN, UK
- 2 Email 1 copy of your application material to Accreditation Department using [accreditation@the-iic.org](mailto:accreditation@the-iic.org). Where you are unable to email your material, please organise with the relevant member of the Accreditation Department to send your material to them.
- 3 Your signed Declaration of Integrity to Accreditation Department:
  - send it to P.O. Box 407, Ashford, Kent TN24 8HN, UK, or
  - fax it to 0044 (0)20 8181 4901

To retain your course/workshop accreditation, Course/Workshop annual fees, the Training Director, Trainers, and Mentor Coaches (as required) must be Accredited Coaches with their current IIC accreditation/annual fees paid-up-to-date.

We are looking forward to receiving your accreditation application.

All correspondence and emails relating to the accreditation of your course and/or workshop will be sent to the contact registered on your application form. Therefore it is important that these details are current at all times. In addition it is important that accurate details relating to your organisation are current as these are the details that will be used to promote your course within the IIC's web-site and all internal and external communication. In line with our Data Protection policy, the IIC will not provide your details to any third party without your consent.

The IIC Newsletter is issued monthly. The newsletter includes outline details of all courses and workshops, and our newsletter team will be delighted should you wish to include specific dates or articles. This information is to be submitted to the IIC's Newsletter Editor using [editor@the-iic.org](mailto:editor@the-iic.org).

## Course/Workshop Accreditation Explanatory Notes

### Hours of Training

The hours of training are specific for each course accreditation level and as such are found detailed against each course/workshop details.

For **courses** these study hours must include the following learning methods:

- Direct Contact Training of a coach training programme which is delivered by an Accredited Master Coach (IIC) or above
- Home studying
- Reading
- Research
- Writing
- Direct Contact Training
- Teleclasses, webinars, and teleconference calls can also be included in this training.
- For ACTC and CWCC - Mentor Coaching, where the feedback is given by qualified, accredited and practicing coaches.

For **short-courses** these study hours will be of a more instructional nature, as opposed to a practical or participatory nature; and will be direct contact training.

For **workshops** these study hours will be of a more practical or participatory nature; and will be direct contact training.

### Course Material

This must include everything that is issued and used by the student before, during, and after the course in relation to this course.

This must include everything that is issued to and used by the Trainer(s) (i.e. trainers notes).

### Information sent to Students

This includes all information sent to the Students i.e. covering letters, emails, information packs, and support material.

### Course Agenda

The full course agenda must be provided. This must detail the amount of time each element of the course is designed to take, including the amount of contact time i.e. the actual number of hours of the course where the students have contact with a trainer (excluding meal breaks).

### Course Material

All course material must provided. This must include everything that is issued and used by the student before, during and if applicable, after the course.

This must include everything that is issued to and used by the trainer(s) (i.e. trainers notes), and mentors (as applicable).

### Contact details of 5 students that have completed the course

This must include names, addresses, email addresses, and phone numbers. A member of the IIC Accreditation Team will contact graduates of your course to validate the submitted documentation.

### Contact details of Training Director and Trainers.

This should include names, addresses (where these are different to the training organisations registered address), email addresses, and phone numbers.

**CV and/or biography of:**

- Person responsible for filling the role of the Training Director
- Person responsible for designing the course
- All Mentors Coaches
- All trainers

*N.B. these may be one and the same person*

**Qualifications and Accreditation of Training Director, Mentor Coaches (where applicable), and all Trainers**

Where the Training Director, Trainers and/or Mentors are not current Accredited Coaches with the IIC, to expedite the process please provide confirmation of the biography's and/or training qualifications and/or coaching qualifications of the trainers used to provide the direct contact training, teleclasses, teleconference calls, and that the person who designed the course, the trainers, and where applicable the mentors, are practicing coaches.

For all courses, the:

- Training Director is an Accredited Master Coach (IIC) or above
- Mentor Coaches are Accredited Corporate Coaches (IIC) or above
- Trainers are Accredited Practitioner Coaches (IIC) or above

For all short courses or workshops the:

- Training Director is an Accredited Practitioner Coach (IIC) or above
- Trainers are Accredited Practitioner Coaches (IIC) or above

**Marketing Literature**

All marketing literature that is used to market your course i.e. brochures, adverts, flyers, emails, and any other material that is pertinent to marketing.

**Financial stability of training organisation**

Please provide the latest set of published accounts, showing the year of publication and the previous year.

**Signed copy of the Declaration of Integrity.**

Your Declaration of Integrity is your verification that the information provided and the documentation submitted as part of your accreditation application is accurate and genuine. Please ensure that this is sent or faxed as soon as possible.

## Explanation of the Accreditation Process

4. Complete the course/workshop application form and pay the fees applicable. Please note that these fees are non-refundable.
5. Send your application form, as detailed in step 1 above.  
On receipt of your application form, the IIC will confirm your application by sending an acknowledgment to the contact and e-mail address detailed on the application form.
6. Where the Training Director's accreditation application is included in the Course and/or Workshop accreditation application, the Training Director's accreditation will be processed in advance of the Course and/or Workshop Accreditation.
7. Where the faculty's (Trainers and Mentor Coaches) accreditation application are still to be processed, the faculty accreditation will be processed in advance of the Course and/or Workshop Accreditation.
8. It is important that all documentation submitted to support your Accreditation application follows the process detailed in these starting with step 1 above.
9. Where materials are not submitted electronically, two (2) copies of all materials required for your accreditation must be submitted.
10. The accreditation process is very thorough and all materials are reviewed as detailed above. Therefore it is to your advantage to provide as much information as possible with regards to each point.
11. The Accreditation Team will notify you on receipt of your accreditation materials. This notification will confirm whether all materials have been received or will detail what is outstanding.  
The Accreditation Team will notify you on receipt of all your accreditation materials.
12. The normal processing time for a course/workshop accreditation from the acknowledgment of the receipt of all your accreditation materials is 60 to 90 days.
13. On successful completion of your accreditation application you will be notified by a member of the IIC Accreditation Team. Your accreditation certificate and IIC logo will be available for you to download and save.  
Your organisation will then be able to refer to your course as:
  - ACTC  
Accredited Full Coach Training Programme (IIC)  
Represented by the initials 'ACTC'
  - AF2C  
Accredited Foundation Level 2 Coach Training Programme (IIC)  
Represented by the initials 'AF2C'
  - AF1C  
Accredited Foundation Level 1 Coach Training Programme (IIC)  
Represented by the initials 'AF1C'
  - CWCC  
Accredited Coaching at Work Training Programme (IIC)  
Represented by the initials 'CWCC'
  - ASCC  
Accredited Short Course (IIC)

<p>Represented by the initials 'ASCC'</p> <ul style="list-style-type: none"> <li>• AWSC Accredited Workshop (IIC) Represented by the initials 'AWSC'</li> </ul>
<p>14. Your training course will also be listed on the IIC's Accredited Training Courses/Workshops web-page as an Accredited Course/Workshop with full contact details and details of your course/workshop accreditation grading.</p>
<p>15. The IIC will provide each organisation with a dedicated membership link to allow their students to initially become Associate Members of the IIC and on completion of their training, where applicable, Accredited Members of the IIC. The IIC will offer the organisation the opportunity to receive referral fees for each student that joins through their dedicated web-site link.</p>
<p>16. The IIC will provide a dedicated link for students who have received their qualification through an IIC Accredited Course, allowing the students who have completed their training to apply for their accreditation through the simplified coach accreditation process.</p>
<p>17. In line with the Standards and Ethics of the IIC, please ensure that your level of accreditation is always mentioned and you do not refer to your organisation or your course/workshop as simply an IIC Accredited Training Course.</p>
<p>18. It is not the IIC's policy to return any material submitted for your accreditation application.</p>
<p>19. Each training organisation is required to annually confirm the changes applied to their course/workshop. Where these changes apply to the course agenda or the course material or the mentoring offered, it may be required that the course is re-submitted for it's accreditation.</p> <p>Where these changes apply to the faculty – Training Director, Trainers or Mentors the new faculty members must submit their CV and/or Biography and Accreditation Certificate (IIC).</p>
<p>20. Should your course/workshop not meet the standards required by the IIC for accreditation, you will be informed what you need to do in order to meet the required standards.</p> <p>Dependant upon the information required, as soon as you have made the changes necessary to meet those standards, you may submit two copies of the updated material, or you may need to re-submit two copies the full course/workshop material.</p> <p><i>Please note</i> – although there is an additional charge made for this, you will not be asked to pay the full application fee again. The additional charge will be based upon the areas that are to be re-submitted.</p>
<p>21. It is not the IIC's policy to return any material submitted as part of your accreditation application.</p>

If you have any questions concerning your application, please contact the Intl. Head of Accreditation ([accreditation@the-iic.org](mailto:accreditation@the-iic.org)). If you have any questions relating to the IIC or coaching, please do not hesitate to contact a member of our management team.

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## Declaration of Integrity

The organisation acknowledges that my signature on this Declaration of Integrity attests that they understand and certify that the following statements are true and correct.

I pledge that the material and evidence of our training course, which we have submitted to gain Accreditation by the International Institute of Coaching (the IIC), is honest and genuine.

To be eligible for IIC Course/Workshop Accreditation, the Training Director, Trainers, and Mentor Coaches (as required) must be Accredited Coaches with their current IIC accreditation/annual fees paid-up-to-date.

We have read the IIC's Statement of Standards and Ethics as found on [http://www.internationalinstituteofcoaching.org/standards\\_and\\_ethics.php](http://www.internationalinstituteofcoaching.org/standards_and_ethics.php). We undertake to comply with this statement, to honour the obligations it places upon the organisation to act with integrity in all their dealings with the IIC, the coaching community, their coaching students, their coaching clients, and the general public.

If as an organisation running an Accredited Coaching Course/Workshop, we are found not to meet these requirements, we agree that the IIC in its sole discretion may hold the organisation accountable for their conduct and that non-compliance may result in loss of accreditation and a loss of their membership of the IIC.

The process to verify this is defined in the Complaints Process found on [http://www.internationalinstituteofcoaching.org/complaints\\_procedure.php](http://www.internationalinstituteofcoaching.org/complaints_procedure.php).

We confirm that there are no adverse legal actions taken or pending against the organisation. We confirm that the course/workshop accreditation with the IIC, once granted, remains with the organisation for the length of my coaching business. The organisation agrees to annually submit to the IIC their statement in relation to changes to the course, and to submit to the IIC, at given periods, updated copies of the training material to demonstrate their continuing professional experience and development.

We confirm that the Testimonials provided by the students as part of the Accreditation application release the students from their confidentiality agreement with the organisation, whether explicit or implied, but only for the purpose of validating the coach training course/workshop.

We accept that the IIC will maintain full confidentiality when verifying the training course/workshop material, during the accreditation process.

We accept that in line with the Coaching Industry, the IIC may change or modify the requirements for Accreditation at any time. In line with these changes, we accept that the IIC will honour the accreditation awarded and will not impact this with any changes made.

We confirm that the Accreditation Application Fee is non-refundable.

Signature: \_\_\_\_\_

Name (capitals): \_\_\_\_\_

Course Name: \_\_\_\_\_

Organisation: \_\_\_\_\_

Date: \_\_\_\_\_

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