



## News Release

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## **FOR IMMEDIATE RELEASE**

### **Maggie João: IIC's New Head of Portugal**

The International Institute of Coaching is always looking for new volunteers to aid in maintaining their international presence. The most important roles in this task are the International Institute of Coaching Country Heads. The IIC currently has 9 with the new addition of the **Portugal County Head - Maggie João**



**Maggie João** is a qualified and accredited Executive and Life Coach. She is also an author.

She is happy to share with you her ten-year experience in the corporate environment, from which six practising coaching, in ten countries. Her linguistic skills together with accredited Executive and Life Coaching qualifications and tuition experience enable her to run coaching sessions and workshops in various languages:

- Portuguese
- English
- Spanish

She practises non-directional and non-judgemental coaching.  
Her practice is based on face-to-face sessions as well as telephone and internet coaching.

Maggie is accredited by:

- The International Institute of Coaching (IIC)
- Academy of Executive Coaching (AoEC)
- (pursuing accreditation) International Coaching Federation.

As Head of Portugal her main objectives are to:

- Promote the IIC within the Portuguese coaching community
- Set professional and strong standards for the coaching industry within the country

**To read more about her, testimonials from clients, and other interesting topics, please visit: [www.coachinglife.eu](http://www.coachinglife.eu)**

**If you want to learn** about Professional Coaching, identifying and accomplishing your own goals, and what Professional Coaching can do for you, please [visit The IIC website](#).



In 1999 a group of concerned coaches came together to establish the IIC, originally formed as the ECI, under the leadership of Ben Botes as the original founder and CEO. Ben was ably supported by Aina Egeberg who was head of Erikson Coach Training in the UK. The initial focus was on life coaching but this was quickly changed to embrace [all areas of coaching](#), including Business, Executive, and Corporate of coach-ing. The current [President and Vice President](#) joined in 2002 and stepped into their leadership roles a year later.

Find us [online](#), and be part of the Professional Coaching community!



### **The International Institute of Coaching**

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

The International Institute of Coaching, is an independent organisation with an international focus to build, maintain, and work with International Standards and Ethics to promote best practice and raise awareness, while providing value added benefits to its members.

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