

CERTIFICATION AND ACCREDITATION

CERTIFICATION

Once you have successfully completed your coaching programme with us, we (Transcend International) will issue you with the appropriate Certificate. This Certificate can be used to demonstrate to others (such as your peers and prospective clients) that you have successfully completed the requirements to graduate from our programme, which include:

- Attending high quality coach training and facilitation sessions
- Satisfactorily completing all Reflective Learning Assignments, which have been designed to target areas of development and support in key coaching competencies and capabilities
- Developing your coaching practice through Observed Coaching sessions and Mentor Coaching / Supervision

This Certificate alone does not mean that you are an ‘accredited’ coach (more information on this in the [Accreditation](#) section).

Depending on what you have enrolled in you may receive one or more of the following Certificates:

Certificate in Professional Coaching Programme

- Certificate in Professional Coaching (CPC ICF Level 1) – awarded upon the successful completion of the CPC programme and eligible for accreditation with the ICF via the Level 1 pathway. You will need to complete all of the assignments and this also includes the ICF ACC assessment through Transcend.
- Certificate in Professional Coaching (CPC EMCC EQA) – awarded upon successful completion of the CPC programme and the additional Reflective Learning assignments and coaching practice required by the EMCC EQA programme. This leads to the recommendation* of accreditation at the EMCC Foundation or Practitioner levels. This does NOT require the ACC assessment.
- Certificate in Professional Coaching (CPC ICF Level 1 plus EMCC EQA) – awarded to coaches who complete the ICF ACC assessment, the additional Reflective Learning assignments and coaching practice required by our EMCC EQA programme. Coaches can elect to be accredited by the ICF or the EMCC, or both.

Certificate in Professional Coaching Programme Mastery

- Certificate in Professional Coaching Mastery (CPCM ICF Level 2) – awarded upon the successful completion of the CPCM programme and eligible for accreditation with the ICF via the Level 2 pathway. You will need to complete all of the assignments and this also includes the ICF PCC assessment through Transcend.
- Certificate in Professional Coaching Mastery (CPCM ICF Level 2 plus EMCC EQA) – awarded to coaches who complete the CPCM plus the additional Reflective Learning assignments and coaching practice required by our EMCC EQA programme. This leads to accreditation at the ICF ACC or PCC levels via the Level 2 pathway and/or accreditation with the EMCC at the Practitioner or Senior Practitioner levels.

ACCREDITATION

What does accreditation mean?

In the coaching profession, accreditation is the independent assessment and evaluation by a third-party coaching body (such as ICF or EMCC) of coach training providers (such as Transcend) and individual coaches (such as yourself!)

Accreditation of Coach Education and Training Providers

When we say we are ‘accredited’ as a coach education and training provider, this means that we have successfully demonstrated that we meet professional standards as part of a rigorous evaluation process of our programme content and instruction, our administration and business operations, and our ethics and transparency.

Our coaching academy is accredited with two internationally recognized coaching bodies:

- International Coaching Federation (ICF) has awarded us with both a [Level 1](#) and [Level 2](#) accreditation
- European Mentoring and Coaching Council (EMCC) has awarded us with the EMCC [Global Quality Award \(EQA\)](#)

Therefore the ‘Certificate in Professional Coaching / Mastery’ that we issue to graduates of our programme has been approved to be used as part of the individual coach accreditation process with both of these organisations. ICF and EMCC each have different focuses, ways of working and accreditation processes, which are outlined later in this document.

ICF TRANSITION

Regarding ICF accreditation, you may see references to ACTP and ACSTH. As part of a 2020 task force to “eliminate jargon and clearly communicate the path for progressive development”, the ICF made the following updates to their Coaching Education Provider accreditation system:

- Level 1 Accreditation: formerly Approved Coach Specific Training Hours (ACSTH). This is for organisations that offer at least 60 contact learning hours, and it is the designated pathway to the ACC (Associate Certified Coach) credential.
- Level 2 Accreditation: formerly Accredited Coach Training Program (ACTP). This is for organisations that offer at least 125 contact learning hours, and it is the designated pathway to the PCC (Professional Certified Coach) credential.

You can find out more about this transition [here](#).

Accreditation of Individual Coaches

When you have successfully completed all your assignments to our standards and completed your coaching programme with us, we Transcend International will issue you with the appropriate Certificate (more information in [Certification](#) section above). This Certificate alone does not mean that you are an ‘accredited’ coach.

Accreditation is issued from an independent professional coaching body (ICF / EMCC) and requires reaching further milestones (beyond receiving your Certificate from us) before an accreditation can be awarded. Both ICF and EMCC have different levels of accreditation depending on the level of education and coaching experience of the applicant coach.

ICF CREDENTIALS

For ICF accreditation these additional milestones are reached outside of the Transcend programme, and you will apply for accreditation directly through ICF. When you are successfully accredited with the ICF, the organisation will issue you with a Certificate that is referred to as your ‘credential’.

- Learn more about the pathway to receiving your [ACC](#) (Associate Certified Coach) credential
 - Applicants may use a Level 1 or Level 2 Certificate as part of the application for ACC
- Learn more about the pathway to receiving your [PCC](#) (Professional Certified Coach) credential
 - Please note applicants will need a Level 2 Certificate as a part of the application for PCC – a Level 1 programme does not provide enough hours of coaching education to apply for this credential

EMCC ACCREDITATION

For EMCC, the additional work is completed through Transcend and we then recommend you to the EMCC for the level of accreditation that we feel you can coach at.

As Transcend International holds a European Quality Award (EQA) from EMCC Global, we are able to recommend our participants directly to the EMCC for their [EMCC Individual Accreditation](#) (EIA). If you have informed us that you would like to be put for EMCC accreditation, once you have completed the required Reflective Learning assignments and coaching hours, we will recommend you to the EMCC for your EIA at the appropriate level (Practitioner or Senior Practitioner). You will not need to apply for accreditation with the EMCC directly yourself.

Why should I be accredited as a coach?

In addition to receiving your Certificate from Transcend, you may want to consider becoming accredited with an independent professional coaching body (either ICF, EMCC, or both!). The benefits of becoming accredited are:

- Accreditation boosts your credibility and differentiates you from other coaches who haven't received accreditation. You can demonstrate that you have undergone high quality training and that you have reached certain professional milestones and that this has been independently verified. The 2022 ICF [Global Consumer Awareness Study](#) (which incorporates 30,727 responses from across 30 countries) found that 78% of people replied that it would be important (44%) or very important (34%) for their coach to hold a credential.
 - Organisations hiring you as a coach (B2B) are highly likely to require that you are accredited as part of a procurement and vetting process.
 - Individuals who are hiring you to coach them directly (B2C) and have done their research will want to know you are accredited or will have more trust in your credibility once they understand accreditation.
- Coaching as a profession and an industry hugely benefits from coaches being accredited. As professional coaches, it is in our interest to raise awareness of the difference between those who are accredited and those who aren't. The former receives high quality training, adheres to a code of ethics (if violated, your accreditation can be suspended or revoked), and has a commitment to continuing professional development through working with a supervisor. The former may have received training that has not been independently accredited, or no training at all! The accountability of accreditation boosts trust in the reputation of the profession as a whole.

What does membership mean?

Coaches may choose to pay for a membership with the ICF and / or the EMCC. Please check their websites for current price details. Please note, ICF does not require you to be a member to receive an accreditation credential, where EMCC does require you to be a member to become accredited.

WHAT ARE THE BENEFITS OF MEMBERSHIP?

The [ICF](#) and [EMCC](#) both list various benefits to membership to their communities. Here we have summarised some common themes below:

- It may support you in your marketing and connecting with prospective clients
 - [ICF](#) and [EMCC](#) both have a 'Find a Coach' directory
 - Stating that you are a member on your marketing materials may further enhance your credibility
- Access to leading coach research and resources in the form of newsletters, eBooks, journals to support ongoing professional development
- Global networking opportunities and the chance to share, support and learn from your peers in communities of practice
- The cost for applying for accreditation may be lower if you are a member
- Discounted participation in events, conferences, and webinars

ICF or EMCC?

Transcend International is dual accredited by both ICF and EMCC and we see value in both organisations: in the rigour and expansiveness of EMCC, and in the brand value and the weight of the organisation of ICF. This means you will have the option to use your Transcend Certificate in your journey to becoming accredited with either (or both!) organisations depending on what your passions and affiliations are.

WHAT ARE THE MAIN DIFFERENCES BETWEEN ICF AND EMCC?

International Coaching Federation (ICF)

- The ICF is striving to be a standard setter for the profession. They are seeking to create global standards so that coaches and clients can know what to expect from an accredited coach.
- The organisation has a focus on developing a strong coaching brand – it has the most brand awareness and recognition globally.
- The organisation highlights their number of accredited coaches and number of members.
- In order to obtain your credential, the ICF focuses on evaluating your competence and passing your assessment.
- It is a USA based organisation with a country chapter approach to building community.
- ICF does not recognize coaching hours prior to the programme commencing nor Observed Coaching hours that take place as part of the programme
 - Please note: Peer Coaching is optional and not embedded in the programme, it therefore counts as 'paid' coaching hours for ICF accreditation.

European Mentoring and Coaching Council (EMCC)

- The EMCC combines mentoring and coaching and has a broad and expansive mandate, with an academic base and a commitment to research.
- The EMCC led in the Professional Coaching Charter, which has been adopted by major coaching organisations around the world.
- The EMCC believes in European standards and has a growing global brand awareness. It is becoming a popular choice in China.
- In order to obtain your credential, the EMCC focuses on evaluating your capacity to learn and your growing capability over time. The expectation of your learning journey is more transformational.
- The EMCC is skilful in building an active, expansive, inclusive global community with a focus on empowerment.
- EMCC does recognize coaching hours prior to the programme commencing if these can be said to be legitimate coaching hours
- Peer Coaching and Observed Coaching hours within the programme are also recognised as coaching hours by the EMCC.

COMPETENCIES

Both ICF and EMCC have identified a number of key competencies and capabilities that they ask their accredited coaches to demonstrate in order to receive their credential:

ICF	EMCC
<ul style="list-style-type: none"> ● Demonstrates Ethical Practice ● Embodies a Coaching Mindset ● Establishes and Maintains Agreements ● Cultivates Trust & Safety ● Maintains Presence ● Listens Actively ● Evokes Awareness ● Facilitates Client Growth 	<ul style="list-style-type: none"> ● Understanding self ● Commitment to self-development ● Managing the contract ● Building the relationship ● Enabling insight and learning ● Outcome and action orientation ● Use of models and techniques ● Evaluation

We have mapped these competencies together in your Observed Coaching Form, located on your LMS.

HOW YOU WILL INTERACT WITH THE COMPETENCIES:

Our programmes provide support in developing your coaching practice in a number of ways. We will be introducing the competencies gradually throughout the programme and building your skills and expertise through activities, tools, and micro practices. You will further develop your understanding and use of the competencies in group discussions, completing assignments, taking part in observed coaching practice and attending mentor coaching sessions with your supervisor. We also offer the opportunity to take part in an optional Peer Coaching system as well.