

International Association of Coaching®

# IAC® CHAPTER HANDBOOK



**International Association of Coaching®**  
*Expanding The Path to Coaching Mastery since 2003*

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

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## 1. IAC Mission and Purpose

The IAC® is an independent, global coach certifying body. Our mission is to inspire the on-going evolution and application of universal coaching standards. Coaching is a transformative process for personal and professional awareness, discovery and growth.

Our rigorous certification process evaluates the demonstration of specific masteries that are the hallmark of the most effective and distinguished coaches, as well as sets high standards for the coach's ethical, professional, and business behaviours. The purpose of this certification is to provide the clients of coaches a valid measure of assurance that they will receive the best coaching.

Distinguishing Characteristics of the IAC Certification Standards.

Methods in coaching are growing and evolving at rates which require coaching-related organizations to keep apace.

The IAC understands these advancements, and expects coaches to empower their clients in ways which create structures for sustainable personal growth and professional improvements. Coaches who hold an IAC Certified Coach designation are coaching at the most advanced level the coaching profession has to offer.

Our vision is to advance coaching to the highest standards of universal excellence.

Our mission is to further the interests of clients worldwide through:

comprehensive certification of coaches, and the highest ethical, professional and business standards.

We use both objective testing of coaching principles and actual demonstration of coaching abilities in our certification process.

We hold true to the highest and most specific ethical, professional and business guidelines.

### 1.1 VISION

The IAC en**VISIONS** a world where:

Coaching professionals commit to continuously learning, growing, collaborating and holding themselves accountable;

Coaching recipients are inspired to achieve their desired outcomes; and

The world benefits in many surprising, life-giving ways.

## 1.2 MISSION

The IAC is on a **MISSION** to provide a highly accountable learning/certification framework for aspiring and experienced coaches, so their mastery of coaching is valued and contributes to evolving human potential worldwide.

## 1.3 VALUES

IAC embodies the following **VALUES**:

- Lifelong learning
- Innovation and change
- Diversity and inclusiveness
- Openness and transparency
- Abundance thinking and trust
- Integrity and high ethical standards

## 1.4 AIM

The IAC aims to:

**Stand** for the continuous development and practice of coaching excellence worldwide.

**Step up** to its unique position as a premier global standard for coaching mastery in practice, with a focus on experienced coaches.

**Be** an inspirational magnet for governments, organizations, clients, and coaches who want to learn about coaching mastery in practice.

## 2 IAC History & Philosophy of Coaching

The IAC<sup>®</sup> was the brainchild of Thomas J. Leonard, and he is often credited as the founder of the coaching profession.

As more people come to realize that great coaches can make a significant difference in their lives, the marketplace has responded with more coaches, from all walks of life. Academic and vocational training for coaches has also become a growing field.

It begs the questions. ***"What separates a great coach from the rest; how do I find a great coach; and, how do I know I am a great coach?"***

It took Thomas Leonard over a year to develop the first international standards for coaching certification. The result was a rigorous certification process that goes beyond just academic or vocational qualifications. The certification embraces universal guidelines, principles, proficiencies, standards and behaviors that make a coach a great coach, regardless of profession or geography. The standards continue to evolve in response to client requirements and expectations of the industry.

One of the reasons people are drawn to coaching revolves around its departure from "business as usual". There is a resounding call for positive change in the world, and this profession was designed as a stimulus for that change.

The IAC was established on March 11, 2003 as a nonprofit organization incorporated under the New Mexico Nonprofit Corporation Act. The IAC is tax-exempt under Section 501(c)(6) of the United States Internal Revenue Code as a business league. Its focus is on the improvement of the coaching profession overall, and is not on the performance of particular services for individuals.

## 2.1 The IAC Definition of Coaching

Coaching is a transformative process for personal and professional awareness, discovery and growth.

## 3 The IAC Code of Ethics

### **Competence**

Coaches will maintain high standards of competence in their work.

### **Integrity**

Coaches will represent themselves in an honest and fair manner, being cognizant of their particular competencies and limitations.

Coaches strive to be aware of their own belief systems, values, needs, and limitations and the effect of these on their work. To the extent feasible, they attempt to clarify for relevant parties the roles they are performing and to function appropriately in accordance with those roles.

### **Professional Responsibility**

Coaches will uphold standards of ethical conduct that reflect well on the individual coach as well as the profession at large.

## **Respect for People's Rights and Dignity**

Coaches will treat clients with dignity and respect being aware of cultural differences, and the client's right to autonomy, privacy, and confidentiality.

Coaches accord appropriate respect to the fundamental rights, dignity, and worth of all people. They respect the rights of individuals to privacy, confidentiality, self-determination, and autonomy, mindful that legal and other obligations may lead to inconsistency and conflict with the exercise of these rights. Coaches are aware of cultural, individual, and role differences, including those due to age, gender, race, ethnicity, national origin, religion, sexual orientation, disability, language, and socioeconomic status.

Coaches try to eliminate the effect on their work of biases based on those factors, and they do not knowingly participate in or condone unfair discriminatory practices.

### **3.1 Benefits of an IAC Chapter**

- Membership in a professional worldwide community of coaches.
- Shared ethics and standards of excellence.
- Unified standards for training and accreditation.
- Information about the IAC Masteries and certification process.
- A meeting place where potential coaches can learn about coaching.
- A virtual meeting place where potential coaches can learn about coaching.
- Access to best practices and new developments from around the world by being a participant on the monthly chapter leadership calls.
- Connection to other Chapters, their experience and their learning.
- Opportunity for leadership growth.
- Research and resources.
- Share in the development and advancement of the profession.
- Networking
- 

## **4 Chapter Presidents**

### **4.1 Leadership Expectations, Policies & Procedures**

#### **Chapters**

*Chapters* are viewed as noncommercial, nonaligned, nonprofit affiliates of the IAC.

- “Noncommercial” means that IAC Chapters do not exist to make money; they exist to serve the IAC and their members.
- “Nonaligned” means that IAC Chapters are not sponsored or run by any faction, party, cause, or organization with a commercial purpose.
- “Nonprofit” means that IAC Chapters do not exist to bring financial benefits to their directors, members, or any other organization.

Chapters exist solely to serve the IAC and their members.

After agreeing to comply with this handbook Chapters are granted the title of IAC Chapter and will receive a logo as well as a webpage on the IAC website.

For IAC members wanting to start an IAC Chapter, either virtual or local, in a location where there is not yet sufficient interest to create an actual Chapter, a volunteer may offer to become the “IAC Contact Person” for that region until a certain threshold of people in the area is met where a Chapter can be sustained.

### **Note:**

Chapters are viewed as noncommercial, nonaligned, nonprofit affiliates of the IAC. Chapters exist solely to serve the IAC and IAC members.

Chapter Presidents are **not** Licensees, which are commercial, aligned, for-profit business operations. Licensees exist to train coaches using (at least in part) the IAC Coaching Masteries.

Chapter business and Licensee Training are entirely separate entities not intended to be represented together.

## 4.2 Policies for & Commitments from Chapter Presidents

The IAC appreciates and celebrates the involvement of members in the leadership of chapters. To create clear agreements and set the appropriate tone for member involvement, the IAC has established the following policies regarding the expectations for and the commitments from volunteering chapter presidents. These policies are provided to ensure the most productive and engaging relationships between IAC leadership and its members.

Expectations for Chapter President roles;

- Chapter Presidents are current active members of the IAC.
- Involvement is completely voluntary and time invested in IAC activities is at the discretion of chapter members.
- The term to use for a Chapter president is [your name] President IAC [name of chapter] Chapter

- The intention for involvement is a heartfelt desire to impact the field of coaching by involving oneself and other members of the IAC in collaboration of learning and sharing for the expressed purpose of developing, mentoring and networking related to members' coaching skills and businesses.
- It is not intended to be a platform for other commercial enterprises. (i.e. promotion of coaching schools and training; see pages 9-10 of the Chapter Handbook)
- Chapters must comply with the IAC logo and Online & Social media policy. See details in 4.3 IAC Online, Logo and Social Media Policy
- Chapters will be given access to a library of IAC pre-approved images/graphics for use on online & on Social Media.
- Chapters are encouraged to share / repost from @IACGlobalWorld, the official IAC Social Media handle.
- Chapters are encouraged to LINK to VOICE articles.
- Chapters are encouraged to be active in the IAC LinkedIn Group and Company Page.
- Chapters must state their Social Media accounts and online presence with [chapters@certifiedcoach.org](mailto:chapters@certifiedcoach.org) either in the application or when they are being created.
- The bio on social media accounts must clearly state that the account belongs to a Chapter of IAC and state that the official social media handle of IAC is @IACGlobalWorld

#### Commitments agreed upon by Chapter Presidents;

- Chapter Presidents commit to continuing their learning and developing their skills aligned with the IAC Coaching Masteries®. One way to do this is by using the IAC development plan process. We encourage Chapter Presidents to model this approach for all members.
- Chapter Presidents agree to avoid self-promotion of their own businesses by referring and linking to the Chapter Page on Certifiedcoach.org
- The IAC does not directly sponsor or endorse training schools. Members who wish to promote their coach training or mentoring services to IAC members or who wish to use the IAC Coaching Masteries in their services can purchase an IAC Masteries License. [More information on Licenses is available here; [http://www.certifiedcoach.org/index.php/become\\_a\\_licensee/overview/](http://www.certifiedcoach.org/index.php/become_a_licensee/overview/)]
- The IAC will provide Chapter Presidents with the means to contact IAC members in their area through the IAC's administrative assistant(s)
- Those contacts are provided for chapter meeting announcement purposes only. Individual IAC members must opt in and give permission to be further contacted by Chapter Presidents.

- IAC member contact information is to be used *solely for chapter affiliated activities*, unless directly expressed permission is given by individual members.
- Any Chapter President sharing member information for purposes outside of chapter activities will be asked to relinquish their chapter role(s).

### 4.3 IAC Online, Logo and Social Media Policy

Chapters must comply with the IAC logo and Online & Social media policy.

#### IAC Logo Policy

The IAC logo is the most visible and recognizable expression of the IAC brand. It represents our identity and is a valuable piece of intellectual property.

Letting others use our logo can give the impression that we favor or endorse them. In some situations, it can even mean we have legal liability. We understand and appreciate that outside parties may want to show affiliation with IAC. However, use of the IAC logo to imply affiliation with or endorsement by IAC without express written permission from IAC is strictly prohibited.

Exceptions may be made for news media, educational use or events for which IAC is a major sponsor. This type of exception should be arranged through a IAC Communications Portfolio: [communications@certifiedcoach.org](mailto:communications@certifiedcoach.org)

IAC have created special logos for Members, Chapters and Licensees.

- Members can use the member logo as personal identifiers.
- Chapters can use the respective Chapter logo to demonstrate their relationship to IAC.
- Licensee Logo can be used by IAC Coaching Masteries Authorized Licensees to demonstrate their relationship to IAC.
- No other logo can be used by Members, Chapters or Licensee without written permission.
- The IAC trademarks and IAC logos may only be used to promote activities directly related to the Chapter and or Licensee.
- The IAC trademarks and IAC logo must **not** be used on (added to) images /memes for social media posts etc.

- You may not modify the form, color or design of any logos. You may not animate or otherwise distort the appearance of any logos. You may not cut off or cover up any portion of the logos.

## **Online & Social Media Policy**

- All online & social media posts pertaining to the IAC are controlled and managed by the Head of the IAC Communications Portfolio.
- It should be noted that all IAC volunteers, Chapters and Licensees must act in accordance with the 'agreement' that they have signed.
- IAC volunteers, Chapters and Licensees are allowed to associate themselves with the IAC when posting but they must clearly brand their online posts as personal and purely their own. IAC will not be held liable for any repercussions the content may generate.
- Content pertaining to sensitive or internal information about the IAC that they are privy to should not be shared to the outside online community. Divulging information like the IAC's plans, internal operations and legal matters are prohibited.
- Respect the Community and trust in your judgment while posting. Avoid making controversial or personal comments that you may repent at a later date. If you posted in error, act quickly to delete the post and/or apologize.
- Proper copyright and reference laws should be observed and respected by volunteers, Chapters, Licensees when posting online.

*Policy Approved by BOG January 23, 2017*

## 5 Recommended Guidelines for Forming IAC Chapters

### 5.1 How to Begin the Formation of an IAC Chapter

#### **Commit to leadership**

Starting a new chapter requires a significant investment of time and energy to properly market, recruit, organize and administer information rich meetings that support IAC members. Your *full commitment* as a chapter leader is crucial to setting up the chapter for success.

1. Download and complete an application to acquire approval through the IAC to start a new chapter. Contact the IAC Chapter Coordinator at [chapters@certifiedcoach.org](mailto:chapters@certifiedcoach.org) to request information and guidance and to discuss your ideas for forming a Chapter within a geographical area.
2. Form a Chapter Organization Committee of interested IAC members. For a chapter to be approved, there must be a minimum of **3 regular IAC** members (including the Chapter President) involved.
3. Chapters are encouraged to work with the **Regional Coordinators** to develop membership in their area to meet the minimal requirements of becoming an IAC Chapter.
4. Survey your community to get an idea of how many prospective members you have. Identify Membership Recruitment opportunities in your local area or as a virtual presence and establish a membership development committee to solicit prospective members in your geographical area.
5. Read policy information and guidelines and commit to adhering to them.
6. Clearly define your vision and goals for the chapter you wish to start.

#### **Expectations**

Chapter leaders will **hold a minimum of four (4) meetings per year, either by bridge line or in person**, to fulfill the requirements to become an IAC Chapter. It will be important to set up standing committees and appoint chairpersons to work on the steps necessary to become a chapter.

#### **Quarterly Reporting**

Chapter Presidents will complete and submit quarterly chapter reports (included on page 16 of this handbook) to Regional Coordinators on the activities conducted.

The activities may include meeting and forums to promote Coaching. The meetings can be the platform to contribute towards the continuous professional development of members.

Chapters are encouraged to work with the Regional Coordinators to develop other activities to add value to their chapter members

## 5.2 Pre-Formation Activities

### Prepare

Before launching your first meeting, consider establishing these support tools:

- a. Find another supportive member or coach to collaborate with and provide additional perspective.
- b. Determine meeting times and secure a meeting room location that you can expect to repeatedly reserve.
- c. Prepare an invitation message to send to potential participants.
- d. Prepare a questionnaire to send to potential participants.
- e. Design a plan for handling email, paperwork, and phone inquiries regarding chapter information.

### Media - Advertise

Work with the IAC to distribute your meeting information to IAC subscribers in your area.

- a. Submit invitation message to the IAC for distribution.
- b. Advertise locally via a press release, posting at local coaching schools, universities, and professional organizations.
- c. Follow up with meeting details prior to the first meeting.

### Launch

To successfully launch your first meeting, complete these administrative and organizational tasks:

- a. Print a sign-in sheet to collect participant information.
- b. Print copies of policy information for participants to review and agree to.
- c. Create an agenda (see sample agenda).
- d. Foster introductions and a sense of acceptance (easy to do with a coaching organization!)
- e. Collaborate on the vision, mission, and culture of your chapter with the chapter members.
- f. Commit to action items in the first meeting to set the stage for forward momentum.
- g. Delegate responsibilities to foster teamwork and collaborative growth and development of the chapter.

For more information on how to get started, contact the Chapter Coordinator at [chapters@certifiedcoach.org](mailto:chapters@certifiedcoach.org).

## 5.3 Chapter Goals and Projects

IAC Chapters are the heart and backbone of the IAC, creating significant value for their members, the IAC community, and the coaching profession. Chapter put their energies into local projects that support their goals and provide for the professional growth of member coaches and the coaching profession. Each Chapter should choose those two or three projects most important to its membership to begin with and, when they are accomplished, choose the next most important projects. These are only suggestions gather from the Chapters. Add what is important to your members and leave off what is not.

### **Expand**

#### **Business Development**

- Be a catalyst for business development and business success for the Chapter and the member coaches.
- Create an environment at the Chapter level where coaches understand how they can be financially successful in this profession.
- Create a professional network through which members can share opportunities and resources.

#### **Marketing, Publicity & Public Relations**

- Contact potential members and guests inviting them to attend meetings and join the IAC Chapter.
- Create and maintain public awareness and a positive image of the coaching profession, the Chapter, and the IAC through local exposure, contribution to the community, and public relations.
- Design a coach referral system for members.
- Create a dynamic Speakers Bureau and reach out to community organizations.
- Model and support the IAC Guideline for Ethical Conduct to help preserve the self-regulation and integrity of the coaching profession. From time to time the Chapter may want to have a meeting devoted to ethical considerations as they affect the business of coaching, Guidelines For Ethical Conduct can be found at [www.certifiedcoach.org/ethics/ethics.html](http://www.certifiedcoach.org/ethics/ethics.html)
- Form local alliances with other organizations and institutions whose programs and activities are consistent with the mission and purpose of IAC.

## 5.4 Influence

### **Community**

Fulfill the IAC mission locally:

- Create a strong community that engages members in giving and receiving and growing valuable relationships.
- Present the opportunity for members to collaborate in providing resources and solutions for them and their clients.
- Offer a forum where members can discuss issues of professional concern.
- Recognize, value, and acknowledge each other's unique diversity, experiences, contributions and accomplishments, and support each other as equals.
- Foster awareness of resources, events, training, volunteer opportunities, etc. within the Chapter.
- Encourage and support IAC membership.
- Mentor a new IAC Chapter and share with them the lessons learned.

### **Education**

- Share resources and expertise.
- Begin a library of coaching related materials.
- Design ongoing educational programs for information and inspiration.
- Furnish information for ongoing coach training.
- Encourage IAC members to attain professional coach training and IAC credentials.
- Promote the standards and processes of credentialing.
- Obtain CCEUs for educational chapter programs.

### **Connection**

#### **Communication**

- Help members stay abreast of changes and new developments in the profession.
- Serve as an effective communication channel between local members and the IAC.
- Have a member of the Executive Board attend the monthly IAC Chapter Leader calls.
- Support IAC ethics, programs and efforts, and offer constructive feedback to improve its services.
- Create a website for your Chapter to communicate your efforts to your member coaches and your community.

## **Leadership and Legacy**

- Elect a strong board that exemplifies leadership, commitment and professionalism.
- Develop the current leadership of the Chapter (early on, this may be a small or limited team).
- Seek out and nurture future leaders for the Chapter and the IAC.
- Encourage experienced leaders to run for the Board of Directors and Committee Chairs of the IAC.
- Create a connected community.
- Build a strong foundation to ensure longevity.
- Model the best of coaching in our ways of being, working together, and in our actions.
- Begin the leadership year with a “retreat” where goals, mission and team vision can be outlined.
- Enjoy the process, the company, the “dance.”