



International Association of Coaching

This handbook describes the relationship between the IAC and its licensees. Its aim is to document processes to ensure that the coach training provided is in line with IAC's principles and Masteries™ and advances the reputation of coaching as a profession. This handbook covers:

- I. Roles and responsibilities of a licensee**
- II. Qualification and requirements to become an IAC licensee**
- III. Licensee listing on IAC website**
- IV. Support to be given to licensees**
- V. Licensee benefits**
- VI. Distinction between licensed schools and IAC chapters**
- VII. Pricing**

I Roles and Responsibilities of Licensees

- A. Uniquely support the vision of the IAC to promote diverse paths to coaching mastery.
- B. Provide quality services that incorporate IAC Coaching Masteries™, by:
 - 1. Using the IAC Coaching Masteries™ in their general services and products
 - 2. Providing quality coach training that incorporates the Masteries
- C. Commit to and comply with the IAC Code of Ethics.
- D. Encourage and support students to become IAC members, to take the IAC Level 1 Certification examination, and to create a Professional Development Plan.
- E. Providing learning experiences that support students' growth and development for certification

II Qualification and Requirements to become an IAC Licensee

The IAC Coaching Masteries™ may be used by IAC members for non-commercial use in the context of self-study and research without any additional fee. They may not be used for educational purposes without a specific license, as outlined below.

A) Qualifications/Requirements

For all types of Licenses, both initial and renewing, licensees are required to:

- A. Be a current **IAC member** for the duration of the license.
- B. Commit to the **Code of Ethics** and IAC operating **principles**.
- C. Complete a questionnaire about their coaching and professional experience, and participate in an **interview** to ensure they are committed to:
 1. Supporting the spirit of coaching as described in the IAC vision and, mission statements.
 2. Advancing the reputation of the IAC and of coaching as a profession.
 3. Showing general coaching and professional experience.
 4. Explaining how they intend to incorporate, or are incorporating, the IAC Coaching Masteries™ in their services and products.
- D. Create a "Statement of Intent" describing how they plan to implement (or continue implementation of) the IAC Coaching Masteries™ into their training offerings.
- E. A new licensee will be approved by majority vote of the IAC Licensing Committee.

IV Support for Licensees

1. A welcome package

- Welcome letter
- Provide a link to become a licensee
- Provide a link for the IAC logos
- Provide information about the certifier calls
- Link to licensees' forum on the IAC website

2. Annual review

Around the time of license renewal an interview between a member of the Licensing Committee and the Licensee will be scheduled to discuss their certification progress, license renewal, and any supports the licensee needs at that time.

V Licensee benefits

1. Licensee forum on the IAC website
2. Exclusive training calls with the IAC Certification Board
3. Listings on the IAC website for educational (non-promotional) events open to all IAC members and VOICE subscribers
4. Access to a Licensee-only page with quick links to frequently requested documents
5. Licensees will be listed on the IAC website.
6. Licensees may offer their first-year students full IAC memberships at the current student discounted rate. (Student discounted memberships are only available through an IAC licensed school.)
7. Licensees may contribute to the monthly column in the VOICE designated for licensees.

VI. Licensees and Chapters

Licensees are welcome and encouraged to organize and participate in IAC Chartered Chapters. It is also important for Licensees to understand and honor the difference between Chapters and Licensees. The following paragraphs, taken from the IAC Chapter Handbook, serve as guidance:

Chapters are viewed as non-commercial, non-aligned, non-profit affiliates of the IAC. "Non-commercial" means that IAC Chapters do not exist to make money; they exist to serve the IAC and their members. "Non-aligned" means that IAC Chapters are not sponsored or run by any faction, party, cause, or organization with a commercial purpose. "Non-profit" 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.

Licensees are commercial, aligned, for-profit business operations. "Commercial" means pertaining to commerce and having either monetary or non-monetary gain as motive. "Aligned" implies brought into agreement or cooperation on the side of a faction, party, cause, or organization. "For-profit" means that the operation seeks to benefit financially the owners and directors of the operation.

Commercial licensees exist to train coaches using (at least in part) the IAC Coaching Masteries™. Under the commercial license agreement, the Licensee may include the IAC Coaching Masteries□, unaltered and with copyright notice, as part of a product and/or service (e.g., coach training program, training audio or video product, virtual study group, etc.).

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

It is inappropriate for Licensees to sponsor IAC Chapters. It is appropriate for licensees, and even encouraged for Licensees, to host programs and even to organize special interest groups for their trainees who may be seeking IAC certification. The IAC wants Licensees to do everything they can to support the Masteries™. Fees charged vary according to the number of students that the Licensee has (or projects to have) and the length of time for the License. Fees for licensees are the same, regardless of level.

VII. Pricing

Licensees will be charged a fee specified by the IAC Board of Governors for their licensed use of the IAC Coaching.

Royalty B – US \$ 850 (providing products or programs to members that are approved Licensees, and that have a coaching training business. - May also include a logo and a longer description in their listing on the IAC's website)
Royalty C = US \$ 1500 (universities and institutes of post-secondary learning)