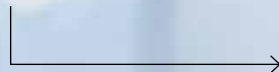


# ‘Are You Certified?’

## *Calling Out the Cowboys:* The Importance of Professionalism in Mena’s Coaching Industry

By Dr. Clare Beckett-McInroy

**T**here are a growing number of Coaches, both in the GCC and globally. Some are trained, some are experienced, some focus on a particular niche, and others are certified and members of international coaching professional bodies. The myriad of coaches may make choosing the best one for you a difficult task. Unfortunately, some people who purport to be Coaches have just basic introductory training and are uncertified and inexperienced. This article supports the need for regulating the coaching profession. If you are looking to hire a Coach, you need to ask some pertinent questions to ensure you are receiving value for their time and effort.







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“Some ‘Coaches’ see the buzzword ‘Coach’ and the growing demand and want to be one! They do not necessarily understand the full extent of training and supervision required to be a Certified Professional Coach.”



Ask a potential coach what training they have had, over what period, and if they are certified or accredited. People are often surprised by the number of coach training hours and coaching experience required by international bodies such as the Association for Coaching International (AC), European mentoring and Coaching Council (EMCC) and International Coaching Federation (ICF). Why are they surprised? Because some ‘Coaches’ see the buzzword ‘Coach’ and the growing demand and want to be one! They do not necessarily understand the full extent of training and supervision required to be a Certified Professional Coach. You should make sure that your Coach has attended a good quality coaching school which is registered with one of the international bodies such as iPEC, Bahrain-grown CoachME, or CTI. Coach training should always be based around the recognized coaching competencies laid down by international bodies, as this will ensure that ethical guidelines and coaching strategies and conventions follow international norms. This, in turn, will ensure the quality of your coaching sessions. Effective coach training should be experiential, contextually-based, and balanced with academic content in order to embed research and deepen understanding to develop tools and techniques. This dedication by the Coach to ongoing professional development demonstrates a commitment to the coaching. As part of continual professional development, coaches are required by ICF, EMCC, and AC to have a coach mentor or supervisor who works with them to reflect and critique their coaching skills in order to work toward their own professional development targets. A coaching mentor or supervisor will be a more experienced coach who has undergone specialized training in supervision in order to help fellow Coaches improve and reflect upon their performance. The CoachME program of ‘7 Levels to Coaching Mastery’, designed by BMC, advocates that a Coach needs to experience being a Coachee during their training so that they can have full empathy with the experience when they are Coaches themselves. An effective Coach working through the CoachME program who wishes to be credentialed by ICF or AC must read around the subject, complete written assignments, log coaching hours, and undertake reflective assessments which demonstrate self-awareness and evaluative skills. A good Coach always asks their Coachee for feedback at the end of sessions and work hard to implement improvements in their own practice when necessary. The BMC CoachME program is accredited by both the ICF and the AC and follows their competency frameworks and ethical guidelines. For executive coaching, particularly at Level 5 and 6, we also focus on the specific Executive Coaching competencies as laid out by the AC. The CoachME program can run simultaneously with Institute of Leadership and Management (ILM) Awards, Certificates and Diplomas at Levels 3, 5, and 7. We also deliver Coach training in Arabic, German, French, and Spanish. CoachME also has a Master Coach monitoring the design and delivery of the programs. **BIG**

#### WHAT IS INVOLVED IN MASTER COACH CREDENTIALING?

- 1500 (for AC) or 2500 (for ICF) or more Coaching hours from embarking on Coach training
- 60+ coach training hours
- 10+ coaching session for the Coach per year
- Clear coaching philosophy
- Ongoing Coach Mentoring/Supervision

#### WHAT QUESTIONS SHOULD YOU ASK A PERSPECTIVE COACH?

- Where did you do your coach training?
- How many hours of coach training do you have?
- How many hours of coaching experience do you have?
- What is your coaching philosophy?

#### WHAT NEXT?

A number of ICF Chapters have been established in the MENA region with BMC being involved in setting up a Bahrain Chapter along with a number of ICF members. This is an exciting step towards continued professionalism in Coaching for the region.



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