



European Coaching Association e.V.

ECA Mission Statement

The European Coaching Association is a European-wide association of professional Coaches whose goal it is to make the public and the private sectors aware of our standards in coaching and consulting.

(ECA Resolution - Membership Meeting, Düsseldorf, 27.02.2000)

THE ECA E.V..

began as a cooperation between members of a small group working in the areas of Business & Management Coaching and Business Consulting.

The goal and the motivation for this cooperation was, and remains, to professionalize the Coaching profession, to increase the public awareness Coaching as a profession and to create a forum for the exchange of ideas and experiences among Coaches. In 1999 the Association's headquarters was moved from Hagen to Düsseldorf. Since then the Association has experienced continued growth to its present size of approximately 300 members.

One of the most important tasks of the Association was to create a set of Quality Standards for the Coaching profession and the Association. In 2001, the Association's by-laws were established and the present eight Coaching license levels were created.

A continuing goal of the ECA is to establish a European-wide Coaching network. In addition to the members from Germany, we have members in Italy, Holland, Austria and Switzerland. Additionally, contacts exist with Coaches in other European countries as well.

The ECA sees itself as a partner to organizations, their management and their teams. As their needs increase, ECA stands ready to provide qualified Coaching partners.

COACHING DEFINITION

Coaching is advising and supporting the Client as they create and realize their future. It is not to be seen as either psychotherapy or medical treatment.

Coaching was originally a type of management consultancy in the area of Personnel and Management Development. Coaching applies to a wide range of situations, incorporates an appropriately wide range of methodologies and is designed for the self-employed, business owners, managers, free-lancers, decision makers and problem solvers.

Professions which are increasingly using coaching includes senior civil servants, athletes, artists, politicians as well as private individuals.

Coaching is a development process on a partnership basis which begins with goal-setting, proceeds to analysis, includes intervention when necessary, progresses to the realization phase and includes constant evaluation feed-back up to the successful conclusion of the coaching effort. Coaching empowers the Client and helps them to develop vision, to uncover their personal potential and apply them to their goals in order to achieve personally developed solutions and results, both in their professional as well as their personal lives.

Coach and Client work together on a professional, goal-oriented and responsible basis using the resources and constructive cooperation of the client.

PROFESSIONAL PRINCIPLES OF THE EUROPEAN COACHING ASSOCIATION E.V.

ART. 1 PHILOSOPHY

1. Coaches base their coaching on a caring view of humanity which emphasizes moral and ethical values. They treat all clients with dignity.
2. Coaches treat their Clients fairly and responsibly. Coaches only offer their services when they expect that their work brings benefit to their Client. Each Coaching session begins by clearly establishing the purpose, the expectations and the goals of both Coach and Client.
3. Coaches insure that a harmonious and trusting teamwork environment is created between Coach and Client. Clients agree freely to work together with their Coach until the mutually established goals have been reached.
4. Coaches also conduct themselves outside their work environment in a manner befitting the profession of Coaching.

ART. 2 PROFESSIONAL RESPONSIBILITIES

1. Coaches combine the latest developments in their profession and methodologies with the needs of their clients to provide the highest level of support for their Clients. Coaches work in a multi-disciplinary manner.

2. Coaches only accept tasks for which they have the professional abilities and experience to successfully carry out. Should they find themselves in a situation which exceeds their professional capabilities, they will enlist the support of other more qualified Coaches or other professionals.

3. Coaches maintain their level of professional knowledge through continual training and education.

4. Coaches encourage and participate in free and open idea exchange with other Coaches and thereby increase the general level of knowledge in the profession. They show respect for the opinions and methodologies of other coaching colleagues.

ART. 3 SELF-ACCOUNTABILITY, INDEPENDENCE AND INTEGRITY

1. Coaches work independently, with integrity and accept personal responsibility for their work. They are not associated with any organization or institution which violates human rights or the laws of the land. This applies also to any techniques or practices promoted by L. Ron Hubbard or his organizations.

2. A Coach's independence is based upon their ability to accept and refuse work at their own discretion; no one dictates to them which work they must accept. Coaches can, however, hold positions as employees for a company in which they practice their profession of Coaching.

3. In cases where a Coach employs other Coaches, the employing Coach will respect the work of those they employ and their self-accountability.

ART. 4 CONFLICT OF INTEREST

1. Coaches inform their clients immediately when they become aware of any conflict of interest that might occur in their further association.

2. Coaches terminate their work if they become aware that their Client is involving them in any activity which is disloyal or dishonest.

ART. 5 COOPERATION AMONGST COLLEAGUES

1. Coaches conduct themselves in a friendly, harmonious and cooperative manner with respect to colleagues and their profession. Coaches refrain from accusations against other colleagues which are untrue, completely personal or without basis.

2. In the case of conflict between Coaches, they will attempt to solve the problem themselves or ask for mediation from the Management Board of the ECA. In the case that legal or administrative action against a colleague is considered, they will inform the Management Board of the ECA in advance and give them the opportunity to mediate the situation first.

ART. 6 PROFESSIONAL DISCRETION

1. Coaches treat all information gained during coaching (privileged information) in a highly confidential manner unless disclosure is required by a court of law. This applies also to all aspects of the Client relationship developed during coaching.
2. The obligation regarding privileged information applies as well after the coaching ends.
3. An exception to the rule of confidentiality can only occur when the Client authorizes, in writing, public disclosure of information or when required by a court-of-law.

ART. 7 COMPETITION

1. With the exception of preparation of offers for services, Coaches do not offer any services on a cost-free basis.
2. Coaches respect copyrights of all sources used in their work and give credit for them.
3. Coaches only recommend to their Clients other Coaches when they are sure of their professional capabilities and their applicability to the situation. In such cases, they recommend ECA Coaches, when possible.
4. Coaches do not attempt to acquire Clients who are being coached by other ECA Coaches.

ART. 8 FEES AND REMUNERATION

1. Coaches working on a non-freelance basis are remunerated based on their employment contracts.
2. Independent Coaches receive their fees directly from their Clients. This fee is to be established at the beginning of the original coaching session. The fee must reflect the level of service offered and should be based on the recommendations made by the ECA. In addition, any other costs to be borne by the Client should be agreed upon at the first session.
3. Coaches do not attempt to achieve a competitive advantage by declining payment for services offered.

ART. 9 ADVERTISING

1. Coaches advertise only in a manner befitting their profession and compatible with the concept of co-operation amongst their colleagues. They strive to, with their advertising, to increase the public awareness and acceptance of the profession of Coaching and to further its development.
2. Coaches refrain from unprofessional or misleading advertising. They present themselves and their qualification correctly and accurately as justified by their qualifications and experience. This representation is based on their current professional qualifications.

ART. 10 FINAL STIPULATIONS

1. The ECA Coaches agree with, and agree to commit themselves to, the Professional Principles of the ECA. They can not claim ignorance of these principles.
2. ECA Members will receive all changes or additions to these principles in writing from the ECA.



ECA LICENSING AND QUALIFICATIONS CRITERIA

JUNIOR-COACH (ECA)

- » Successfully completed vocational training or degree
- » Minimum 3 years of practical experience
- » Minimum one year additional training that demonstrates psycho-social competency

PARTNER- AND FAMILY-COACH (ECA)

- » Successfully completed vocational training or degree
- » Minimum 5 years of practical experience
- » Minimum two additional training programs, one of which demonstrates psycho-social competency and one additional training program in Partner and Family Coaching
- » Minimum 3 years professional coaching experience
- » Proof of experience as Partner & Family Coach
- » References from Clients
- » Recommendation of 2 ECA Members
- » Personally developed Business- & Management-Coaching Concept
- » Currently active as Business and Management Coach
- » Minimum one year professional coaching experience

SPORTS COACH (ECA)

- » Successfully completed vocational training or degree
- » Minimum 5 years of practical experience
- » Minimum two additional training programs, one of which demonstrates psycho-social competency and one additional

- training program in Sports Coaching
- » Minimum 3 years professional coaching experience
 - » Proof of experience as independent Sports Coach
 - » References from Clients
 - » Recommendation from 2 ECA Members
 - » Personally developed Sports Coaching Concept

BUSINESS- & MANAGEMENT-COACH (ECA)

- » Successfully completed vocational training or degree
- » Minimum 5 years of practical experience
- » Minimum one year additional training that demonstrates psycho-social competency
- » Minimum 3 years professional coaching experience
- » Proof of experience in Business & Management Coaching
- » References from Clients
- » Recommendation of 2 ECA Members
- » Personally developed Business- & Management-Coaching Concept
- » Currently active as Business and Management Coach
- » Currently active as Sports Coach

ECA MASTER-COACH (ECA)

(BUSINESS- & MANAGEMENT-COACHING SPECIALIZATION)

- » Successfully completed vocational training or degree
- » Minimum 5 years of practical experience
- » Minimum 5 years professional Business & Management coaching experience
- » Minimum two additional training programs (approx. 150 classroom hours each), one of which demonstrates psycho-social competency and one additional training program in

- Business & Management Coaching
- » Proof of experience as independent Business & Management Coach.
- » References from Clients
- » Recommendation from 2 ECA Members
- » Personally developed Business & Management Coaching Concept
- » Currently active as Business & Management Coach

TEACHER-COACH / TRAINER (ECA)

- » Successfully completed vocational training or degree
- » Minimum 5 years of practical experience
- » Minimum 5 years professional Business & Management coaching experience
- » Minimum two additional training programs, one of which demonstrates psycho-social competency and one additional training program in Business & Management Coaching
- » Trainer Qualification / Concept as Teacher-Coach / Trainer
- » Trainer Qualification / Concept as Teacher-Coach / Trainer, approx. 150 classroom hours, proof of collegial Train the Coach approx. 50 classroom hours, approx. 50 classroom hours of case studies in the Coaching Experience
- » Proof of experience as independent Business & Management Coach
- » References from Clients
- » Recommendation from 2 ECA Members
- » Creation of an own Coaching-Teacher-Concept (at least 144 classroom hours)

CONSULTANT (ECA)

- » Successfully completed vocational training or degree
- » Minimum 5 years of practical experience
- » Minimum one year additional training that demonstrates psycho-social competency
- » Minimum 3 years professional consulting experience
- » Proof of experience as a Consultant
- » References from Clients
- » Recommendation from 2 ECA Members
- » Personally developed Consultant Concept
- » Currently active as a Consultant

TRAINING INSTITUTE (ECA)

- » Proof of professional Coaching experience
- » References from Clients
- » Recommendation of 2 ECA members
- » Personally developed concept for Training Institute Coaching minimum of 144 classroom hours and documentation of the contents of the seminar



- » All training and advanced training programs will be personally carried out by licensed ECA Teacher-Coaches or Trainers.

WHAT WE OFFER

As reported in mainstream press reports, coaching is becoming more popular and is being employed by more and more companies as well as private individuals. The association of professional coaches which make up the ECA and the Quality Standards and Guidelines which we have developed are being greeted by the media as trend-setting and future-oriented for the Coaching market.

THESE ARE THE ADVANTAGES FOR YOU AS A PROFESSIONAL COACH IN BELONGING TO THE EUROPEAN COACHING ASSOCIATION E.V.:

- » membership in a professional coaching organization
- » professional career: licensed ECA Coach
- » ECA Licenses
 - Junior Coach (ECA)
 - Business and Management Coach (ECA)
 - Partner and Family Coach (ECA)
 - Sports Coach
 - Master Coach (ECA)
 - Coach Trainer (ECA)
 - Consultant (ECA)
 - Training Institute (ECA)
- » ECA-established recommended Fee Schedule
- » ECA career basis, Quality Standards, Guidelines, Ethics

- and By-Laws
- » ECA References
- » ECA Training program
- » ECA Cooperation with other members
- » ECA Newsletter (published for members, managers, business owners, etc)
- » Network of professional ECA Coaches
- » Participation in the ECA Advisory Board
- » Participation in ECA working groups
- » Inclusion in the ECA Network
- » PR activities
- » Train the Coach
- » ECA press reports
- » ECA Internet presence
- » Listing in ECA's "Find a Coach" service
- » Exchange of ideas among colleagues
- » ECA monthly meeting
- » Professional literature

The ECA licensing procedures are designed to eliminate the proliferation of unqualified coaches flooding the market.

The Quality Standards and our Guidelines adhered to by ECA Coaches provide professional safeguards for our clients.

Get your ECA license and take advantage of our Internet referral system. Simply send us your career information now and you may be eligible to participate in our "Business and Management Coaching" or "Train the Coach" training seminars.

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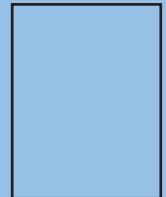
- Membership
- Licensing
- Training offers for members
- Coach Seeker

Date and City

Signature



Association members offer continual training development programs. Further information is available from the ECA by mail, telephone or from the internet.



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