



Worldwide Association  
of Business Coaches

WABC

Chartered Business Coach™ (ChBC™)—Is It for You?

# Chartered Business Coach™ (ChBC™)

**The Most Advanced Credential for Senior Business Coaches™**

*Is It for You?*



## Chartered Business Coach™ (ChBC™)

*The most advanced  
credential for senior  
business coaches™*

It has been an ongoing goal for the Worldwide Association of Business Coaches (WABC) to define and standardize the competencies that underlie business coaching and set our industry apart from other types of coaching.

Since 1997, WABC has worked hard to reach this goal. We've reviewed international studies and coaching models; we've consulted experienced business coaches and clients; we've drafted frameworks and questionnaires for review by our International Expert Panel. And we've seen tangible results—a definition of business coaching, agreed-upon competencies, and a system of credentials and standard of training for business coaches.

The Chartered Business Coach™ (ChBC™) has been one of our biggest achievements along the way. This chartered designation is designed exclusively for the world's most accomplished business coaches. It's based on the real-life competencies of working coaches in all environments: small and large businesses, governments, institutions, nonprofits—any organizations where business coaches practice. It recognizes excellence gained through both experience and training.

And the process of applying for the ChBC™ is, in and of itself, a rewarding learning experience. The program that leads to the designation is rigorous and relevant, tailored to seasoned business coaches with a minimum of five years' professional experience and reviewed annually to make sure it continues to set the highest international standards.

The ChBC™, more than any other designation, distinguishes our emerging profession and singles out business coaches who have the most advanced experience, skills and training in the field.

WABC's ChBC™ is a world-class designation unlike any other. The most advanced credential available for business coaches, it was designed by leading coaches, for leading coaches. It rewards learning and experience and recognizes business coaches who practice in any environment. And it's based on the rigorous research, professional competencies and high standards of the Worldwide Association of Business Coaches.

The ChBC™ is the first ever chartered-level credential for business coaches. Tell the world you're at the top of your field with WABC's most advanced credential.



## Not Just Another Coaching Credential

WABC has done more than any other organization to identify the tasks, qualities and skills of the business coach. Working from this foundation, we can offer you a professional designation that is unlike any other.

- **Specialized.** This is no all-purpose coaching or consulting credential. The **ChBC™** certifies that you are at the top of the business coaching profession, with the greatest expertise. It says your experience and training are specific to business coaching and meet the highest professional standards.
- **Valid.** This is no lightweight credential. The **ChBC™** is based on years of research, development and testing, and is reviewed every year to make sure it stays relevant. Your submission will be evaluated by independent expert assessors, and you must re-certify regularly.
- **Rigorous.** This is no paper exercise. The **ChBC™** involves serious professional development. Acquiring this credential is a challenging learning process that will earn you university credit.

### **Business coaching— WABC's working definition (abbreviated\*)**

Business coaching is the process of engaging in meaningful communication with individuals in businesses, organizations, institutions or governments, with the goal of promoting success at all levels of the organization by affecting the actions of those individuals.

Business coaching enables the client to understand and enhance his or her role in achieving business success.

Business coaching establishes an atmosphere of trust, respect, safety, challenge and accountability to motivate both the coach and the client.

*\*Full definition available at  
[www.wabccoaches.com](http://www.wabccoaches.com).*

## Five Reasons to Get the ChBC™

WABC's chartered designation is the product of sound research as well as collaboration with senior business coaches, expert educators and the renowned UK-based Professional Development Foundation. Attaining the **ChBC™** is a major undertaking that carries a huge payoff. Here are just five ways you can benefit.

### 1. Advertise Your Excellence

The **ChBC™** is reserved for seasoned professionals with at least five years of business coaching experience, plus enough learning, positive work reports and reflective ability to meet our high assessment standards. This prestigious chartered credential tells clients, prospective clients and colleagues that you are at the pinnacle of your profession.



## 2. Distinguish Yourself as a Business Coach

The **ChBC™** is exclusively designed for and awarded to business coaches. Business coaching is unlike any other coaching or related occupation, which is why it needs a credential of its own. The **ChBC™** confirms that you have the specialized expertise and knowledge that our distinct field demands.

## 3. Enhance Your Professional Development

The **ChBC™** is an in-depth professional development exercise based on advanced adult learning principles. Preparing your submission involves personal reflection, reading, online work, shared learning with peers, guidance from your learning adviser and feedback from your assessors—all of which will deepen your skills and strengthen your practice.

## 4. Raise the Profile of the Emerging Profession

The **ChBC™** comes at a time when many are designating themselves coaches and claiming to offer valuable services. That's why it's critical to distinguish our emerging profession and those who have legitimate skills and training in it. By earning our highest designation, you will lead the way in raising the status of our industry and the standards of your fellow professionals.

## 5. Earn University Credits

The **ChBC™** earns you 180 learning credits under the UK university system (45 credit hours in the United States and 90 ECTS points in Europe). You can use half of these credits towards a master's degree in business coaching from Middlesex University. For more information, see [Fast Track to a Master's Degree in Business Coaching](#).

## Learn While You Earn

From the outset, WABC envisioned a credential that would do more than just recognize experience, training and excellence. Earning the **ChBC™** is, in and of itself, a powerful learning experience.

Because the program leading to the **ChBC™** is designed for senior business coaches, it doesn't involve lectures or coursework. Rather, it's an intensive, one-on-one coached program built around preparing a portfolio to demonstrate the depth and breadth of your professional practice.

In creating your portfolio, you'll reflect on your practice—the learning you've brought to it and gained from it, the models and ethics you adhere to, the areas where you excel

“The ChBC™ program has taught me that I have the right skills and experience to facilitate change with either organizations or individuals. It has forced me to take a good look at where I stand now as a business coach and at how I got here. It has also clarified my path for the future. This is the best credential for professional, highly experienced business coaches who are passionate about our emerging profession and feel compelled to take it to the next level.”

—Ton de Graaf  
The Netherlands



and the areas where you need development. By emphasizing reflection, the **ChBC™** not only recognizes your superior practice; it *improves* that practice, taking you to a new level as a business coach.

## Are You Eligible?

You can apply for the **ChBC™** if you meet the following requirements:

- You're a Full Member of WABC in good standing and have maintained all the membership standards.
- You've been actively practicing business coaching for at least five years. Your CV must describe and document this established practice.

## Attaining the ChBC™

To attain the **ChBC™**, you must submit a portfolio that (1) presents evidence of master-level learning and (2) reflects on and synthesizes that learning. Based on your portfolio, you'll be assigned credit for your prior learning. Prior learning includes training and education, as well as experiential learning, typically gained from professional experience.

What follows is an overview of the **ChBC™** program, conducted for WABC by the Professional Development Foundation (PDF) and Middlesex University. The program is described in full in the *Chartered Business Coach™ (ChBC™) Program Handbook*, while portfolio details are provided in the *Chartered Business Coach™ (ChBC™) Portfolio Guide*, both available from PDF.

### Submission Process

1. Complete the online application form and make your payment in full.
2. A PDF faculty member will interview you by phone about the program requirements and your professional development goals. If the faculty member feels the program isn't suitable for you, you'll get full feedback and a refund of your fees.
3. Once your application is accepted, you can start preparing your portfolio. During this process, which can take up to six months, you'll have access to a range of resources:
  - a dedicated learning adviser (also a senior coach) who will give you support and feedback on your portfolio and let you know when it's ready to submit.

Completing the ChBC™ portfolio—especially thinking through which learning areas to pull forward out of what feels like a vast “undergrowth” of learning—made me see myself in sharper definition as a coach. Everything feels clearer, crisper and more organized. The ChBC™ track is a rigorous process that provides experienced coaches with a wonderful opportunity to pause and consolidate their learning.

—Melinda Sinclair  
Canada



- manuals that explain the program and the portfolio requirements
- a web-based learning environment
- webcasts of tutorials by PDF faculty members

## Assessment Process

Your portfolio is assessed in three stages.

At the first stage, one trained assessor reviews your portfolio, gives you a constructive critique and may ask for a dialogue. You can modify the portfolio if you wish before the second stage.

At the second stage, two trained assessors independently review your portfolio and make a recommendation to the Assessment Board.

At the third stage, the portfolio is awarded credit by an Assessment Board, made up of representatives from PDF and Middlesex University, along with an external examiner. Full credit entitles you to earn the ChBC™ credential from WABC. Partial credit entitles you to devise a learning plan to make up any shortfall, then resubmit your portfolio. You then have from one to three years to attain the credential.

“The certification process is a good opportunity to develop oneself as a coach. It taps into the deeper levels of learning and development, as the core learning is based on critical analysis, reflection on skills already in one’s repertoire and evaluating their impact on the coaching process. Having an experienced adviser was very useful in challenging my thinking and supporting me through the process.”

—Indrani Choudhury  
United Kingdom

## Assessment Criteria

Your portfolio must show, backed by evidence, that you have reached a standard of competence as a chartered-level business coach. You may have reached this standard not only through training or professional development but also through the work you do and your reflection on the theory and experience that inform it. Your portfolio must:

- show evidence of your training and professional experience at the master level
- reflect on and synthesize your prior learning
- show evidence of competent practice
- show evidence of ethical practice
- show evidence of master-level competencies under five major themes
- describe a coherent model of your practice
- provide corroboration from others (supervisor reports, etc.)

These criteria are covered more fully in the *Chartered Business Coach™ (ChBC™) Program Handbook*.



## Re-Certification

The **ChBC™** is an ongoing credential that you must renew every five years. Re-certification is strict but not onerous. You must do two things:

- remain a Full Member of WABC in good standing at all times
- show that you've kept your learning and practice up to date by submitting a record of your professional development for PDF to evaluate

## Frequently Asked Questions

### How is the ChBC™ designation different from or better than other credentials?

The ChBC™ is truly unique. It differs from other credentials in a number of ways:

- It's sponsored by an international professional business coaching association (WABC).
- It's focused on business coaching, not coaching in general.
- It is the only business coaching certification available at the chartered level.
- It was developed with the involvement of broad stakeholders, including business coaches (internal and external), training bodies and client groups (businesses and other organizations).
- Its assessment processes are rigorous and independent. Assessors from PDF, an international leader in work-based professional development programs, and Middlesex University evaluate candidates' portfolios, award credit and report their decisions to WABC.
- It rewards successful candidates in two ways—with the WABC Chartered Business Coach™ designation, and with 180 learning credits, half of which can be used towards a Master of Arts in Professional Development (Business Coaching) at Middlesex University.
- It undergoes a thorough annual review to ensure that it stays relevant and continues to set the highest international standards for senior business coaches.
- It will seek independent confirmation of its relevance. WABC aims to eventually have the ChBC™ credential process recognized by independent certifying agencies around the world, such as the National Organization for Competency Assurance (NOCA) in the United States.



### I already hold various credentials. Will they be accepted?

The ChBC™ assessment process recognizes your prior experience, including existing credentials and designations from WABC and other organizations. You're encouraged to include details of your credentials and training in your portfolio, so that any credit they carry can be recognized and counted towards the ChBC™ designation.

However, please bear in mind that the ChBC™ is the most advanced credential available for business coaches. While other credentials may count towards the designation, it's extremely unlikely that they will constitute full equivalence.

WABC is cooperating with other professional bodies to determine the relationships between different credentials in the field.

### What are the roles of the Worldwide Association of Business Coaches, the Professional Development Foundation, Middlesex University and the International Expert Panel?

The Worldwide Association of Business Coaches is the driving force behind this advanced, rigorous credential. WABC owns the ChBC™ designation program and the rights to the designation mark, and has the sole right to confer the designation on successful candidates.

WABC sought the expertise of the Professional Development Foundation (PDF) to research and develop this new credential, including researching the business coaching competencies on which the credential is based. As well, WABC wanted to keep assessment, administration and evaluation of the ChBC™ at arm's length to ensure that the process is independent and transparent. Therefore, PDF provides program development, administration, learning support and expert advice for the credential. Assessment is conducted jointly by PDF and Middlesex University.

Middlesex University, besides conducting assessments, provides the university credits awarded to successful candidates. It also confers the Master of Arts in Professional Development (Business Coaching), which is open to holders of the ChBC™.

In the initial stages of developing the ChBC™, WABC assembled an International Expert Panel to contribute. The panelists, all senior business coaches with at least 10 years' experience, provided guidance, professional expertise and testing of the credential.

For further information on these bodies, please see the WABC website ([www.wabccoaches.com](http://www.wabccoaches.com)).

### What's the time line for earning the credential?

Most candidates will earn their ChBC™ in three to six months, but you're allowed up to a year. If extenuating circumstances arise, you can apply for a deferment of your program



at no extra charge. If you don't have a deferment and you take longer than a year to finish, you will be charged a continuation fee (25% of the original fee). This covers the cost of keeping your learning resources, including your adviser, in place for another six months while you finish the program.

### Will client work be kept confidential?

Absolutely. The administration authorities (PDF and Middlesex University) will keep your portfolio but won't use it for anything other than evaluation without your express written permission. We will never reveal your clients or others mentioned in your portfolio, or the work you've conducted with your clients, unless we have your express written permission.

As well, we acknowledge and respect academic and professional proprietary rights. We understand that the content of your portfolio belongs to you or others you've acknowledged. We will not use the content without your express permission.

We do reserve the right to permit your adviser, assessors and any consultant in the assessment process to read or otherwise analyze your submission (e.g., listen to an audiotape), but only for the task of evaluation.

WABC staff will not possess or view your submission at any time.

### My English language skills aren't great. Can I still take the program?

The ChBC™ designation is available to people around the world. As much as possible, we try to support candidates whose first language is not English. However, your learning adviser will be working with you in English, and it's your responsibility to ensure that you can take full advantage of the adviser's help. If your English skills aren't sufficient for the task, we strongly suggest that you get a translator or similar support.

### What's the refund policy?

Once you've submitted your application and payment, if you're not accepted into the program—most likely because you don't meet the eligibility requirements—your payment will be refunded, minus a £50 administrative fee.

Once you've paid and been accepted, you are enrolled in the program, and as with all academic and professional programs, the full fee is generally non-refundable.

After you're enrolled, you can receive a 75% refund within the first month if it's clear that you haven't used the program resources (e.g., learning adviser, virtual learning environment). From then on, withdrawal requests will be considered fairly but with no guarantees. Our internal guidelines are to refund up to 50% of your fee before any portfolio elements are sent to your adviser, and 25% before your first assessment.



## What if I have a grievance or want to appeal the decision?

If you're dissatisfied with how your assessment was conducted, or you feel your case wasn't treated fairly, reasonably and transparently, you have recourse to our grievance, dispute and appeal procedure.

Write to the Director of PDF, identifying the cause of your dissatisfaction and giving a full history of your submission. The Director and the supervising PDF faculty will review how the assessment was conducted and will contact your adviser and assessors to learn more. PDF will then inform you of the conclusions of its deliberation and, where appropriate, recommend a remedy.

## Fees

The one-time fee of £5200 covers all costs leading to the ChBC™ designation: materials, learning adviser, online learning environment, assessments, use of normal resources and the designation certificate.

Re-certification every five years carries an additional nominal fee (approximately £150).

Annual WABC membership fees are not included in these fees.

[Currency Converter](#)

## Apply/Contact Us

**The Chartered Business Coach™ (ChBC™)—is it for you?** To apply, please contact [WABC](#).

For more information, contact us any time. We look forward to hearing from you.

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