



Worldwide Association
of Business Coaches

WABC

WABC Accredited®: Is it for You?

WABC Accredited®

The Mark of Distinction for Business Coach Training Providers™

Is It for You?



WABC Accredited®

*The mark of distinction for
business coach training
providers™*

Since its inception in 1997, the Worldwide Association of Business Coaches (WABC) has worked hard to define and standardize the activities of business coaching within the coaching industry overall. We have set ourselves some high goals in the process. One has been to identify and unify our emerging profession. Another has been to create a global body of knowledge, system of credentials and standard of training for business coaches. Throughout, we've been guided by the desire to increase public trust in our industry as it develops.

From 2002 to 2005, WABC conducted a groundbreaking investigation into what defines a competent business coach. Along the way, we collaborated with an acclaimed international panel of business coaches, researched and compiled the competencies of the industry and designed a rigorous, independent process for evaluating those competencies. The result? A suite of fully certified credentials for business coaches, led by the Chartered Business Coach™ (ChBC™), the first ever chartered-level designation for our emerging profession.

Now we're putting this valuable business coaching research to work for training providers, with our all-new accreditation. Whether you want to enhance your existing training and designations, gain worldwide recognition for training that's already excellent or link your program to WABC's prestigious certification credentials, you can make **WABC Accredited®** your mark of distinction. **WABC Accredited®** sends a strong message to colleagues, potential participants and the public—that you are committed to providing business coaches with specialized training that is credible, reliable and relevant.

Credibility, Reliability, Relevance

WABC has done more than any other organization to identify the tasks, qualities and skills of the business coach. Working from this foundation of knowledge, we can offer you an evidence-based training designation that's unique in the field. **WABC Accredited®** tells the world that your program is:

- **Credible.** Your program is based on the professional standards of business coaching that we articulated while developing our WABC certification credentials.



- **Reliable.** Your program has been scrutinized by independent, professional assessors to make sure it meets our criteria for training excellence.
- **Relevant.** Your program offers up-to-the-minute, real-world training tailored specifically to business coaches.

Five Reasons to Become WABC Accredited®

The WABC accreditation process is no rubber stamp. It's the product of hard research as well as collaboration with top business coaches, expert educators and the renowned UK-based Professional Development Foundation. And the program is reviewed annually to make sure it continues to set the highest international standards. Becoming **WABC Accredited®** is a major decision that carries a huge payoff. Here are just five ways you can benefit.

1. Position Yourself in the Field

WABC accreditation says your program is tailored to business coaching, not coaching in general. Your curriculum will be measured against WABC's detailed knowledge of the best practices and standards for business coaches and for training them. Applicants to your program will be assured of getting training that meets their needs.

2. Gain Independent, Professional Recognition

When you apply for WABC accreditation, your submission will be evaluated by independent, professional assessors. They'll look at the competencies your program addresses and the quality systems it adheres to, making sure that your training meets WABC's strict criteria.

3. Advertise Your Excellence

WABC accreditation is a testament to the excellence of your program. It's a mark of distinction that will set you apart from other training providers. You will have the right to use the designation in your marketing and training materials and to associate it with your program and organization.

4. Enhance Your Training Program

The process leading up to WABC accreditation involves real dialogue between you and your assessors. As a result, you'll learn an enormous amount about the business coaching industry and its competencies. The feedback you get about your submission and your program will help you fine-tune and update the training you offer.

5. Prepare Your Graduates for WABC Credentials

An added bonus of WABC accreditation is that it entitles your graduates to apply for a fully certified international credential from WABC: either the WABC Certified Business



Coach™ (CBC™) or the WABC Certified Master Business Coach® (CMBC®), depending on your level of accreditation. Because these credentials are open only to graduates of **WABC Accredited®** programs, you'll be offering participants a professional opportunity they can get nowhere else.

Two Levels of Distinction

WABC accreditation is for programs that develop professional business coaches, not for programs that offer coaching as one part of the curriculum. Both levels of WABC accreditation acknowledge a superior dedication to developing business coaches, and both warrant that your training program meets our professional standards and rigorous assessment process.

Once you've been awarded accreditation at either level, you can refer to the designation in all your promotional and educational material.

WABC Accredited® (Practitioner Level)

This level is for training providers whose programs aim to develop practitioner coaches. These are primarily internal coaches who practice within one organization. They may also be external coaches who provide limited services to a narrow client base, usually to a fixed agenda related directly to business outcomes. Practitioner Level is the first training level WABC will consider for accreditation. It is seen as equivalent in level to a post-graduate certificate in business coaching.

WABC Accredited® (Master Level)

This level is for training providers whose programs aim to develop master coaches. These are coaches qualified to provide services across a range of organizations. They are equipped to operate at all levels of an organization and to deal with the ambiguity of an open coaching agenda. Master Level is an advanced training level for the purposes of accreditation. It is seen as equivalent in level to a master's degree in business coaching.

Are You Eligible?

You are eligible to apply for WABC accreditation if you fall into one of these categories:

- Training providers that believe their program can meet the assessment criteria specified by WABC. The program must have run to completion at least once so that feedback from graduates is available.
- Corporations with an established internal training program that believe they can meet the assessment criteria specified by WABC. The corporation must have produced graduates so that feedback on the program is available.



Becoming WABC Accredited®

The following sections provide an overview of the WABC accreditation process. Full details on how to apply, what to include in your submission and how your submission is assessed are contained in *WABC Accredited®: How to Apply*, which you will receive after step 1 below.

Submission Process

1. Complete our online form (available at www.wabccoaches.com), indicating your interest in accreditation and the level you are seeking. The form will go to WABC and our assessment partner, the Professional Development Foundation (PDF).
2. Send a short overview of your program to the adviser assigned to help you with your submission. This overview will provide the basis for further discussion with your adviser.
3. Meet (online or in person) with your adviser to discuss which level of accreditation is suitable for your program and how to assemble your submission. At this point you will be able to use the designation WABC Accredited Candidate.
4. Prepare your submission according to the guide provided and the feedback you get from your adviser. Your adviser will review drafts of your submission, monitor its development and let you know when it's ready to proceed to assessment.

Your submission will have to be substantial to address the full range of your program's content, delivery, assessment and governance. You will therefore need to allocate sufficient time and resources. Organizations usually assign the task to a senior member of their team.

Assessment Process

To make sure all evaluations and decisions are fair, transparent and independent, WABC has contracted PDF to conduct the entire assessment process, including choosing the experts involved. Although WABC issues the accreditation, we abide by the decisions of these experts.

1. Two trained assessors will review your submission. Expect dialogue with one or both of them and possibly a visit to your facility.
2. The assessors, working with a moderator, will evaluate your submission, including details they've collected from discussions and visits to your facility. They will assess your submission against specific criteria, then make a recommendation to the award panel.
3. The award panel, consisting of at least three senior coaching practitioners, may ask you for more evidence. The award panel will submit its decision ("yes," "yes with conditions" or "no" and the level awarded) to WABC, which will inform you of the decision. If you're unhappy with the decision, you have the right to appeal.



A “yes with conditions” decision gives you up to one year to submit an addendum to your submission that identifies how you have met the conditions. The addendum will be reviewed by the chair of the award panel, who, if satisfied, can convert the decision to “yes.” Once you receive a “yes” decision, you can use the **WABC Accredited®** designation in your materials.

Assessment Criteria

The assessors and moderator evaluate your submission based on three broad criteria:

- The competencies your program imparts, measured against WABC’s research into business coaching competencies.
- The level of professional practice expected from graduates of your program, as evidenced by the breadth and depth of both theory and practice.
- The quality systems used in governing and conducting your program.

Then the award panel evaluates your full submission, along with the assessors’ report and recommendation. The panel will support or deny the assessors’ recommendation based on the submission as a whole, including the evidence presented (e.g., tutor notes, reading lists, assessment schemes). It is therefore important to choose evidence that supports your description of the program. The panel assesses your submission against these criteria:

- **Authenticity.** Is the evidence presented in the submission well supported and accurate?
- **Currency.** Is the evidence up to date?
- **Reliability.** Is there sufficient evidence to enable a reliable assessment?
- **Validity.** Does the evidence match the criteria for the recommended level of accreditation?

Re-Accreditation

To maintain your **WABC Accredited®** status, you must submit an annual report that states that you’re complying with the criteria that led to the designation. In addition, every five years you must submit a more detailed report that provides evidence of your compliance. This five-year report, if accepted, provides for your re-accreditation.

Fees

Recognizing the pressures that our industry may face in the present economic climate, we have decided to extend our special introductory pricing for the near future. For a limited time, we are pleased to offer WABC accreditation at the price of £6000. If your institution makes more than one submission at the same time, the price of each additional submission is £3500. [Currency Converter](#)



This special price is based on a typical submission prepared according to our guidelines. Submissions that are unusually complex or incomplete will require more time to assess and may therefore carry added costs. The assessors will keep you informed of any extra costs that may arise.

Note: Travel expenses and applicable taxes are not included.

Maintaining your accreditation will carry additional fees: £3500 every five years to review your program in detail (£2400 for each additional submission if you are re-accrediting more than one program at the same time).

Contact Us

Becoming **WABC Accredited**®—is it for you? If you have questions or need more information, contact us any time.

Email: enquiries@pdf.net

Phone: +44 (0) 160 330 0393

Mail: PDF.net
39 Harvey Lane
Norwich, NR7 0BZ
Norfolk, England