



Worldwide Association  
of Business Coaches

WABC

WABC

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

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*Is It for You?*



## Chartered Business Coach™ (ChBC™)

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 superior standard of training. Guided by these accomplishments, we've created a suite of fully certified credentials that aspire to set the gold standard for business coaching designations.

The Chartered Business Coach™ (ChBC™) credential 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 it's open to internal and external business coaches alike.

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 professional 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 professional credential of choice for senior business coaches, the ChBC™ 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 chartered 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 field, 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 highly qualified, independent 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.

"I found the ChBC an excellent program for individuals like me who were leaders and teachers in the coaching field long before formal training programs emerged. The ChBC program opened the way for me to achieve appropriate academic and professional recognition. It also gave me the chance to consolidate my knowledge and revisit theoretical underpinnings in a rigorous and focused way."

—Marc Kahn  
South Africa

## Six 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 six 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 emerging 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. Sharpen Your Focus

The **ChBC™** program requires you to define your model of practice—the purpose of your business coaching, the theories that underlie it and the processes you follow. Having an explicit model of practice that you can clearly articulate adds depth and focus to your work. Whether you're hoping to attract new clients or expand opportunities with existing ones, the focus you gain through the **ChBC™** will give you a valuable professional edge.

### 5. Raise the Profile of Our 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 professional designation, you will lead the way in raising the status of our industry and the standards of your fellow professionals.

### 6. 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 of Arts in Professional Development \(Business Coaching\)](#) from Middlesex University. You can also apply the **ChBC** towards a [Doctorate in Professional Studies \(Business Coaching\)](#) from Middlesex.

## 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.

"Putting together my portfolio for WABC's Chartered Business Coach (ChBC) program was an excellent experience, one that will help me as I strive to provide world-class global business coaching. The cutting-edge program challenged what I do, why I do it and how I do it—and gave me a solid platform for future improvement. This clarity elevated the quality and importance of my model of practice and will undoubtedly add value to my future coaching and my clients' return on investment. I truly endorse this professional credential and this extremely thorough learning process."

—Stephen Parker  
Denmark/United Kingdom



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 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 (external or internal coaching or a combination of both) 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, which is 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.

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

## Submission Process

1. Complete the online application form and make your payment in full. Note that you must be a Full Member of WABC to apply.
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 (who is also a senior coach and chartered-level professional) to give you feedback on your portfolio and let you know when it's ready to submit
- manuals that explain the program and the portfolio requirements
- a web-based learning environment
- webcasts of tutorials by PDF faculty members

"To deliver top-quality coaching and to add value for my clients, I am committed to developing and extending my performance potential through continuous learning. It is this quest for excellence that motivated me to take the ChBC program. Going through the program was an intense and invaluable experience that yielded plenty of learning, in-depth reflection and new ideas. There's no question that it has helped me take my coaching practice to the next level."

—Svenja Wachter  
Germany

## Assessment Process

Your portfolio is assessed in three stages by trained assessors who meet the requirements of the ChBC™ themselves and are chartered within their own discipline.

At the first stage, one 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 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, a senior academic specifically chosen for the task. 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.

## 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 the only business coaching designation in the world at the chartered level.
- It's one in a suite of designations that WABC has created as part of its commitment to developing the “gold standard” of business coaching credentials (see next question).
- Its assessment processes are rigorous and independent. Trained assessors from PDF, a world leader in work-based professional development programs, and from Middlesex University evaluate candidates' portfolios and report their decision to WABC.
- It rewards successful candidates in two ways—with the ChBC™ designation itself, and with academic credits that can be used towards either a [Master of Arts in Professional Development \(Business Coaching\)](#) or a [Doctorate in Professional Studies \(Business Coaching\)](#), both offered by Middlesex University.

### You say that WABC aspires to set the “gold standard” for business coaching credentials. What does that mean?

WABC has strived to develop the highest level—the gold standard—of business coaching credentials for coaches and their training providers. To that end, all of our



international credentials (ChBC™, CMBC®, CBC™ and WABC Accredited®) share these features:

- They are *professional* certification and accreditation credentials, the most rigorous level available in the emerging profession of business coaching. In keeping with industry best practices, these credentials require validation, carry re-certification requirements and are subject to revocation.
- They are sponsored by an international professional business coaching association (WABC).
- They focus on business coaching, not coaching in general.
- They stem from evidence-based research, including WABC's study of business coaching competencies, and were developed with a broad range of stakeholders, among them business coaches (internal and external), training bodies and client groups (businesses and other organizations).
- They are all graduate-level designations, making their standards parallel with those of established professions.
- They are linked to academic standards and protocols wherever possible, though with a focus on the practice of business coaching.
- Their assessment processes are rigorous and independent. An independent panel of expert assessors evaluates each applicant according to agreed-upon, transparent criteria, then reports the decision to WABC.
- They undergo a thorough annual review to ensure that they stay relevant and continue to set the highest international standards for business coaches and their training providers.

### If I am already a Full Member or become a Full Member of WABC, am I guaranteed admission into the ChBC™ program?

As a Full Member of WABC, you are eligible to apply for the program but, like all ChBC™ candidates, you must go through an interview process with a PDF faculty member. This allows you and the PDF faculty member to explore whether the program is suitable for you, your experience and your expectations.

### 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 \(Business Coaching\)](#) and the [Doctorate in Professional Studies \(Business Coaching\)](#), which are both 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.

## Where can I take the ChBC™ program?

Only training providers that have earned the WABC Accredited (Chartered Level)® designation are authorized to offer the ChBC™ program. At present PDF/Middlesex University is the sole training provider accredited at this level.

## 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.

## How many hours does it take to complete the ChBC?

For most candidates it will take about 900 hours. This includes the time required for reading, facilitated discussion and writing.



### Will client work be kept confidential?

Absolutely. The administration authorities (PDF and Middlesex University) will keep your portfolio but will not use it for anything other than evaluation or appeal purposes without your express written permission. We will never reveal your clients or others mentioned in your portfolio, or the work you've done with clients, unless we have your 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 have 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 (and the appeal process, if applicable) to read and analyze your submission, but only for the task of evaluation. At no time will your material be made available to anyone outside the credentialing process.

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

The ChBC™ designation is available to people around the world, and 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. It's your responsibility to make sure you can communicate clearly with your adviser, in writing and in speech, so that you can take full advantage of the guidance offered. If your English skills are not strong, we urge you to 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 (i.e., issued an online password), 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 will 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 that point on, withdrawal requests will be considered fairly but with no guarantees. 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. If you decide to leave the program before completing it, you must inform PDF by email: [enquiries@pdf.net](mailto:enquiries@pdf.net).

### 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](#)

## More Information/Contact Us

To learn more about the **Chartered Business Coach™**, please read the related [standards document](#). You can also read about [WABC Full Membership](#), the [Master of Arts in Professional Development \(Business Coaching\)](#) and the [Doctorate in Professional Studies \(Business Coaching\)](#).

For an exploratory discussion about your eligibility, [contact WABC](#) any time.

"Earning the ChBC was an incredible experience. This challenging and rewarding program offered me many personal and professional benefits:

- A greater understanding of the core competencies of business coaching, and the clarity and focus required to apply them
- New insight into the role of business coaching and its relationship to other organizational development practices
- Broader and deeper coaching skills, and the know-how to apply them
- The confidence to promote myself through proven models, methods and tools that bring tangible business results

Having participated in other coaching development programs, I can say that the ChBC stands head and shoulders above the others in terms of competencies, professionalism, application and results. I highly recommend this program to anyone who seeks challenging professional development and is serious about taking their coaching practice to the next level."

—Paul Fisher  
United States