

Coach accreditation comparison

Comparison	Accrediting organisation	
	International Coach Federation (ICF)	Institute of Leadership and Management (ILM)
What is it?	<p>Largest leading global professional coaching body, representing 30,000 coaches worldwide in 125 countries and over 1,200 coaches in the UK.</p> <p>Provides independent accreditation of:</p> <ul style="list-style-type: none"> • Coach training course providers • Individual coaches 	<p>ILM is a world renowned professional membership body representing over 25,000 managers and leaders throughout their careers. It provides independent accreditation of leadership and management training courses.</p>
Strategic goals	<ul style="list-style-type: none"> • ICF members represent excellence in professional coaching • ICF is the most relevant professional coaching body • ICF has the strongest global brand • ICF promotes professional coaching • ICF fosters professional coaching, coaching skills and a coaching mindset; being an integral part of society 	None stated
Core values	<i>Collaboration, respect, integrity, and excellence</i>	None stated
Who is it for?	<ul style="list-style-type: none"> • Managers delivering coaching to team members as part of their day-to-day role • Individuals delivering offline coaching as part of internal coaching programmes • Individuals who are responsible for building coaching capability in management and delivering coaching skills training • Individuals planning to move into a leadership role in the business 	<ul style="list-style-type: none"> • Level 5 is for managers with significant responsibility for coaching and mentoring as part of their day-to-day role. • Level 7 is for in-house or external professionals who have started their coaching practice and want to develop to a high level of expertise.
Accreditation provided	<ul style="list-style-type: none"> • Associate Certified Coach (ACC) • Professional Certified Coach (PCC) • Master Certified Coach (MCC) 	Levels 3, 5 and Level 7
Comparison of accreditation for individuals working as internal / external coaches	ACC	ILM 5 & 7 (equivalent to 1 st level of ICF accreditation)

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Assessment	<ul style="list-style-type: none"> Observed 30 to 40 minute Coaching Session. Assessed by Certified ICF Coaches against the Core Coaching Competency Framework. Multiple choice questions on ethics and core coaching competencies Multiple-choice questions on ethics and core coaching competencies 	Work-based assignment – critically reviewing the role of the leadership mentor or executive coach in developing leadership performance
Observed assessment of coaching practise	Throughout the course, with final assessment	None
Reflective log / statement	As required by training provider	Reflective review and coaching / mentoring diary
Client / supervisor / mentor coach work	10 logged hours of work with a mentor coach, who listens to the coach coaching and provides feedback relating to the ICF Core Coaching Competencies	None
Coaching experience (hours)	100	12-37
Coach training (hours)	60 coach-specific training hours	45
Advantages of qualification	<ul style="list-style-type: none"> Internationally recognised Practically-based assessment Able to coach Certification awarded after coaches have demonstrated the ability to work with a variety of clients, had coach mentoring and passed a practical and knowledge-based assessment 	<ul style="list-style-type: none"> Recognised throughout UK; often required by public sector organisations Able to write essays about coaching and articulate (regarding coaching culture) Certification awarded at end of 5-day training course

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Advantages of approach to organisations	<p>ICF research shows that ICF accredited coaches attract more clients and are more successful than non-accredited coaches.</p> <ul style="list-style-type: none"> • Anecdotal evidence suggests that ICF trained coaches tend to be more confident in delivering coaching services and one year later are still working as internal coaches • Coaches are more aware of ethical dilemmas • Coaches will have mandatory, ongoing support as they need further coach mentor hours and professional development requirements to retain accreditation • NB: cost of training via ICF or ILM route is about the same • Entry for PRISM award is a possibility – an ICF award to recognise excellence in, and the impact of, coaching in organisations 	<ul style="list-style-type: none"> • Coaches have immediate gratification of certificate • Managerial qualification for CV • Course can include and adapt organisation's policies and values statements • Coaches will have a consistent approach and methodology to work to • Accessibility of the coaching qualification, with reasonable amounts of time required for the assignments
Face-to-face training	<ul style="list-style-type: none"> • 8 days face-to-face training, usually split into 4 modules at least a month apart, as follows: <ul style="list-style-type: none"> - Module 1: 3 days - Module 2: 2 days - Module 3: 2 days - Module 4: 1 day (benchmarking against ACC standards) 	<ul style="list-style-type: none"> • For Level 5: 4 days of face-to-face learning, usually split into 3 modules at least a month apart, as follows: <ul style="list-style-type: none"> - Module 1: 2 days - Module 2: 1 day - Module 3: 1 day • For Level 7, there are an additional two days of training
Self-directed study	<ul style="list-style-type: none"> • 4 hours self-directed study • Usually delivered as peer learning set 	12-36 hours self-directed study, depending on which programme
Coach mentoring / guided learning	<p>10 hours coach mentoring, usually delivered as:</p> <ul style="list-style-type: none"> • three group sessions, in groups of up to 6 (session 1: 3 hours, sessions 2 and 3: 2 hours), plus • three one-to-one one-hour sessions with PCC or MCC coach 	37 hours guided learning

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Practical coaching experience	100 hours (usually delegates complete 25 hours over the course of the training and then will continue to work with clients and receive coach mentoring after the face-to-face training ends)	12 hours practical coaching or mentoring experience
Assessment	<ul style="list-style-type: none"> Observed 30 to 40 minute coaching session, assessed by certified ICF Coaches against the Core Coaching Competency Framework Multiple choice questions on ethics and core coaching competencies 	3 written assignments: <ul style="list-style-type: none"> Module 1: allow 12 hours self-study Module 2: learning log (based on 12 hours coaching or mentoring experience) Module 3: reflective review – allow 22 hours self-study
Typical training fees based on 12 people for an in-house programme	£1,900 per person + ICF fees (see below)	<ul style="list-style-type: none"> Level 5: £1,850 per person + ILM fees (see below) Level 7: £2,250 per person + ILM fees (see below)
Our training fees based on 12 people for an in-house programme	<ul style="list-style-type: none"> Face-to-face training only: £995 per person + ICF fees (see below) Full programme (ie, including coach mentoring): £1,600 per person + ICF fees (see below) 	<ul style="list-style-type: none"> Level 5: £1,600 per person + ILM fees (see below) Level 7: £1,950 per person + ILM fees (see below)
Additional fees	ACC certificate charge based on number of delegates and being ICF members = approx. £200 / person	£100 (Level 5) or £225 (Level 7) per person (unless organisation has direct claims status)

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