

First Accrediting Organisation for Business Coaches Launched by Top UK Practitioners

*The Association for Professional Executive Coaching and Supervision will cover
the UK and the European Union*

LONDON - 31 January 2005 - Two of the UK's top coaching practitioners, Patti Stevens and John O'Brien, announced today the establishment of The Association for Professional Executive Coaching & Supervision. APECS is the first professional accrediting body to be launched in the UK with the core purpose of establishing high professional standards for Executive Coaching and for the supervision of Executive Coaching in the Business context. Its coverage will also include the European Union.

"Executive Coaching is a highly effective way to develop the performance of middle and senior business managers", O'Brien said. "It involves a one-on-one, confidential, relationship with an experienced, external specialist who is focused on the needs of the individual within their business role.

"In the UK Executive Coaching is a relatively new industry, having been in existence for only 12-15 years", O'Brien added. "However, during that time it has grown exponentially, and Coaching now plays a key role in corporate executive and leadership development. In fact, we estimate that some 70% of British companies employ Executive Coaches. However, despite the recent huge growth in the market, it remains dangerously unregulated, with no universal standards, and this could lead to risks to both the individuals participating in Coaching and their supporting companies. As such, we need to make sure that the best standards of practice are employed and that Coaches are properly trained, qualified and supervised".

APECS has two main purposes:

- To accredit Executive Coaches and the Supervisors of Executive Coaches who attain the requirements laid down by APECS, and
- To enable Coaches, Supervisors, Corporate buyers of Executive Coaching and Consultants in the field to meet; to exchange views and best practice; and to provide mutual support and development, as well as initiate research into business-relevant areas.

Co-Founder Patti Stevens added: "At present, there are no universal standards either for Executive Coaches or their Supervision. The specialist aspects of supervisory coaching are being developed but the market is still evolving and the demand for high quality coaches and coaching supervisors is outstripping the supply. As such, a large part of APECS' work is to introduce and apply appropriate accreditation and supervision standards. A supervisor who has the appropriate psychological and therapeutic background:

- Provides support and monitors progress and the performance of the coaching practitioner
- Ensures an evaluative framework for quality control and best practice
- Gives an effective and ethical framework to coaching practitioners and the purchasers of their services."