



THE IAC COACHING MASTERIES™ OVERVIEW

The purpose of the IAC Coaching Masteries™ is to provide the basis and standards for a truly independent certifying body, without allegiance to any coach training schools or organizations. Our goal is to create a vehicle for evaluating effective coaching in the moment. Specifically, the IAC certification focuses on masterful coaching skills that are observable and can be measured by our certifiers during recorded, half-hour sessions with two different clients.

The IAC Coaching Masteries™ were developed by an international team of coaches with the aim to produce clear standards and measures for what constitutes the highest level of coaching, and that can be understood in any culture around the world.

Below is a description of the Masteries including the Titles, Definitions, Effects and Key Elements. The links (for members only) provide a listing of the Distinctions, Effective Behaviours, Ineffective Behaviours and Measures for each Mastery that are used to assess the level of coaching mastery that happens within a coaching session.

The complete IAC Coaching Masteries E-book is available to IAC Members [here](#) and can be [purchased on-line by non-members](#) for \$27.

The IAC offers a licensing agreement for coach mentors and coaching schools wishing to incorporate the IAC Coaching Masteries™ into their programs and/or to assist coaching mentees or students with IAC certification.

1. Establishing and maintaining a relationship of trust

Definition

Ensure a safe space and supportive relationship for personal growth, discovery and transformation.

Effect

1. The client is open to sharing and receiving.
2. The client perceives the coach as a personal advocate.
3. The client sees transformation and growth as manageable.
4. The client has realistic expectations of results and responsibilities of coaching.

Key Elements

1. Mutual respect and acceptance.
2. Confidence and reassurance.
3. The client feels safe to share fears without judgment from the coach.

2. Perceiving, affirming and expanding the client's potential

Definition

Recognizes and help the client acknowledge and appreciate his or her strengths and potential.

Effect

1. The client has greater appreciation of personal capabilities and potential.
2. The client is more willing to take actions beyond current paradigms or strategies.

Key Elements

1. Being in empathy with the client.
2. Recognizing a wider range of possibilities.
3. Encouraging and empowering the client.
4. Challenging limiting beliefs.
5. Recognizing strengths of client and awareness of where strengths support personal and organizational goals (where appropriate).

3. Engaged listening

Definition

Give full attention to the words, nuances, and the unspoken meaning of the client's communication; the coach is more deeply aware of the client, his/her concerns and the source of the issue, by listening beyond what the client is able to articulate.

Effect

1. The client feels understood and validated – not judged.
2. The client communicates more effortlessly and resourcefully.

Key Elements

1. The coach focuses on what the client expresses, both verbally and nonverbally.
2. The coach listens beyond what the client articulates.
3. The coach is alert to discrepancies between what the client is saying (words) and the client's behavior and/or emotions.

4. Processing in the present

Definition

Focus full attention on the client, processing information at the level of the mind, body, heart and/or spirit, as appropriate. The coach expands the client's awareness of how to experience thoughts and issues on these various levels, when and as appropriate. The coach utilizes what is happening in the session itself (client's behavior, patterns, emotions, and the relationship between coach and client, etc.) to assist the client toward greater self-awareness and positive, appropriate action.

Effect

1. The client is free to express and engage with present reality.
2. The client is unencumbered by past or future preoccupations or concerns.
3. The client benefits from coaching insight and support on all levels.
4. The coach is highly attuned to subtle communications from the client.

Key Elements

1. The coach is aware of the dynamics occurring within the session, within the client, and between coach and client, and understands how the dynamics are affecting the client and the coaching.
2. The coach has a simultaneous and holistic awareness of the client's communications at all levels.
3. The coach is able to discern whether the client is communicating from the past, present or future.
4. The coach allows the client the opportunity to process and clarify the coach's questions and comments.
5. The coach allows the client the opportunity to process his or her own thoughts and responses.

5. Expressing

Definition

Attention and awareness to how the coach communicates commitment, direction, intent, and ideas – and the effectiveness of this communication.

Effect

1. The coaching interaction is enhanced with the client being at ease and trusting.
2. The client is open to understand and/or question any communication from the coach.

Key Elements

1. Respect.
2. Attentiveness.
3. Client-focused.
4. Clarity.
5. Appropriateness.

6. Clarifying

Definition

Reduce/eliminate confusion or uncertainty; increase understanding and the confidence of the client.

Effect

1. The client and the coach move forward in a more directed way.
2. Increased possibilities.
3. Decreased uncertainty.
4. Uncovering the unknown.

Key Elements

1. Identify the most important issues while respecting client's preferences and limitations.
2. No judgment by the coach, no leading toward a particular destination.
3. Identify key values and needs.
4. Facilitate alignment of purpose, vision and mission.
5. Identify blocks to progress.

7. Helping the client set and keep clear intentions

Definition

Helps the client become or remain focused and working towards intended goals.

Effect

1. The client feels capable.
2. The client is clear about what he or she wants to accomplish or transform.
3. The client is inspired by the possibilities.
4. The client moves forward purposefully.

Key Elements

1. Inquiring into the client's intentions and goals.
2. Staying mindful to what is most important.
3. Clarifying direction of progress.
4. Periodically reviewing, revising, and/or celebrating the process and intentions.

8. Inviting possibility

Definition

Creating an environment that allows ideas, options and opportunities to emerge.

Effect

1. The coach enables expansion of thoughts and actions.
2. The client's awareness is expanded.
3. The coach helps client transcend barriers.
4. The client is willing to leave his/her comfort zone.
5. The client has more options.

Key Elements

1. Trust, openness, curiosity, courage, and recognition of potential.
2. The coach and the client communicate through exploration and discovery.
3. Identify "internal" possibilities (e.g., personal greatness, higher purpose) and "external" possibilities (e.g., resources, memes).
4. Possibilities are generated by the coach, the client or a collaboration of the two.

9. Helping the client create and use supportive systems and structures

Definition

Helping the client identify and build the relationships, tools, systems and structures he or she needs to advance and sustain progress.

Effect

The client is confident and secure in moving forward, knowing that resources are available or can be created.

Key Elements

1. The coach suggests possible support systems and structures appropriate to the client's needs.
2. The coach prompts the client to identify support systems and structures the client has but is not utilizing effectively.
3. The coach assists the client to identify areas in which the client feels a need for support and structure.
4. The client understands the value of appropriate support systems.
5. The client's progress toward their goals or intentions is more sustainable.

© 2007 – 2009 International Association of Coaching.

All use, reproduction, distribution and modification of these materials is subject to the terms and conditions of the license available at <http://www.certifiedcoach.org/license>

IAC Coaching Masteries™ Licensing

[Overview](#) | [The IAC Coaching Masteries™](#) | [FAQ](#) | [Licensing Agreement/Payment](#) | [Licensed Mentors/Schools](#)

IAC's Masteries™ Licensing program authorizes coach mentors who are IAC members and coach training organizations with a current IAC member representative to incorporate [The IAC Coaching Masteries™](#) into their commercial mentoring or training programs. With this access to the Masteries, Licensees can assist clients or students in becoming IAC certified, and leverage IAC's rigorous certification process to further promote coaching excellence and professionalism.

Licensees are granted the title of IAC Coaching Masteries™ Authorized Licensee and receive a logo with an embedded link to a web page that explains what it means to be an Authorized Licensee. Licensees have a professional listing and link on IAC's web site, raising their visibility with potential clients and students. However, IAC remains independent from and does not endorse or accredit Licensees in any way.

Under the commercial license agreement, the Licensee may include the IAC Coaching Masteries™, unaltered and with copyright notice, as part of a product and/or service (e.g., coach training program, training audio or video product, virtual study group, etc.).

IAC will provide official language translations of The IAC Coaching Masteries™ upon request. If translation in a particular language is not available, Licensees must obtain permission from IAC to create an official translation, subject to final review by IAC before distributing.

Furthering the interests of coaching clients worldwide through a rigorous certification of coaches
and the highest ethical, professional and business standards.

IAC Coaching Masteries™ Licensed School and Mentor Search Results

23 records found as of September 30, 2009

| Name | City | State | Country | IAC-CC | |
|--|-------------------|-------|------------------|--------|------------------------------|
| Alison Davis, Foundations for Living | Clarens, Montreux | | CH Switzerland | Yes | View Details |
| Bonnie Chan Coaching School | Hong Kong | | CN China | Yes | View Details |
| Coaching By Example 9-CD Series with Mentor Coach Barbra Sundquist | Lethbridge | AB | CA Canada | Yes | View Details |
| Coaching Ontológico S.C. | México D.F. | | MX Mexico | No | View Details |
| Competent Consulting | Bucharest | | RO Romania | No | View Details |
| CONFIDENT COACH CONNECTION | Chehalis | WA | US United States | Yes | View Details |
| Deborah Williamson Coaching | Kohler | WI | US United States | No | View Details |
| Destination Coach | Canmore, | AB | CA Canada | No | View Details |
| EQ At Work | Colorado Springs | CO | US United States | No | View Details |
| Escuela Internacional de Coaching Avanzado (EICA-MORE Global) | Mexico, D.F. | | MX Mexico | No | View Details |
| Executive & Business Coaching Foundation India Limited | Chennai | | IN India | No | View Details |
| Global Institute of Leading and VIP Strategic Leadership Coaching | Johannesburg | | ZA South Africa | No | View Details |
| JMC Coach Mastery Sdn. Bhd. | Petaling Jaya | | MY Malaysia | No | View Details |
| Master Coach & C Global | Mexico, D. F. | | MX Mexico | No | View Details |
| Modelli di Comunicazione Srl | Milan | | IT Italy | No | View Details |
| Progress-U | Central | | HK Hong Kong | No | View Details |
| Ruth Ann Harnisch | New York | NY | US United States | Yes | View Details |

| | | | | | |
|--|----------------|----|------------------|-----|------------------------------|
| SCHOOL OF COACHING MASTERY (Julia Stewart Coaching & Training LLC) | ST LOUIS | MO | US United States | Yes | View Details |
| SMG Training Systems (S) Pte Ltd | Singapore | | SG Singapore | No | View Details |
| TALANTON S.C. | QUERÉTARO QRO. | | MX Mexico | No | View Details |
| Terri Zelenak | Maple Falls | WA | US United States | Yes | View Details |
| The International School of Coaching | Barcelona | | ES Spain | No | View Details |
| The Wind of Coaching | Milano | | IT Italy | No | View Details |
