



# **EMCC Global Individual Accreditation**

## **EIA Guide to Applying**

for AECOP, WABC, BCC designations, ICF  
& Other credentialed EMCC members

The information in this document is confidential and the intellectual property of the EMCC and should not be copied, disclosed or discussed in any way without the express permission of EMCC.

All rights reserved.

## Introduction

Dear Colleague

Thank you for your commitment to the EMCC quality standards in mentoring and coaching.

The purpose of this guide is to help you understand the process that will allow EMCC members to apply for the EMCC Global EIA award in the case that hold accreditation with AECOP, WABC, BCC, ICF or another professional body.

This process is ONLY available to those who are EMCC members at the time the application is submitted.

We hope that the information contained in this document will help you practically in completing your application with minimal time and effort.

If you have any suggestions and/or comments, please contact the EMCC accreditation manager or the accreditation manager of your country (see page 6 for listing and contacts).

On behalf of the EMCC Global Executive Board

Denise Whitworth  
EMCC Global Vice-president Accreditation

## Contents

SECTION		PAGE
1	General information	4
2	The EIA process for EMCC members with accreditation from AECOP, WABC, BCC, ICF or another professional body	6
3	EIA assessment criteria	8
4	Completing the application form	10
	4.1 Personal details	10
	4.2 Professional development	10
	4.3 Evidence of Accreditation with a Professional Body	11
	4.4 Evidence of EQA qualification ( <i>if applicable</i> ) or	11
	4.5 Evidence of competence ( <i>if applicable</i> )	12
	4.6 Declaration	15
5	Administration and possible outcomes	15
6	Fees & duration of accreditation	16
7	Checklist	18

## 1. General information

### What is the EMCC?

The EMCC exists to promote good practice and the expectation of good practice in mentoring, coaching, and supervision globally for the benefit of society. We are a global council that consists of representatives from national EMCCs plus direct members in countries where a local EMCC does not yet exist. The EMCC membership is a rich mixture of individual mentors, coaches, mentoring/coaching organisations, training and education providers, buyers of mentoring/coaching, mentor/coach associations, large organisations/corporate members – all of whom share EMCC's vision to promote good practice in mentoring/coaching.

As part of our drive for raising and promoting quality standards in mentoring/coaching, we provide an individual accreditation process based on the [EMCC Competence Framework](#). The EIA process has been based on research and consultation with our members and the wider coaching community.

### What is EMCC Global Individual Accreditation (EIA)?

The EIA is a globally recognised award that demonstrates that an individual practising as a professional mentor/coach has the appropriate level of knowledge and the ability to apply it effectively in his/her practice.

The EIA sets very high standards and is recognised as a quality mentor/coach accreditation in the marketplace. It raises standards and professionalism in mentoring/coaching by:

- Setting high standards in assessment criteria
- Measuring ability against our evidence-based competence framework
- Using reliable and rigorous assessment processes
- Demanding a professional, reflective approach
- Ensuring a commitment to continuing development.

### Who is it for?

The EIA is relevant for anyone involved in mentoring/coaching, whether it is just one part of the role or a main function. One can apply for accreditation at the appropriate level, from Foundation to Master Practitioner. The advantage of the EMCC's accreditation process is that one can join and get accredited early on in one's experience as a mentor/coach. As developments occur awarded individuals can gain accreditation at higher levels reflecting growth ability and experience.

### The benefits of EIA

Having an EIA award distinguishes individuals as a professional mentor/coach, with sound underpinning knowledge and the ability to demonstrate ability against demanding and rigorous standards. Specifically it:

- Provides users/buyers of mentoring/coaching services greater certainty of one's competence and ability
- Raises personal credibility and professional standing
- Demonstrates the awarded individual is continually developing and always improving his/her mentoring/coaching ability
- Raises the credibility and standards of our profession
- Is more than a qualification – it recognises that EIA Holders are able to apply good practice in mentoring/coaching
- Provides a framework for personal development.

It is recognised that achieving the EIA accreditation requires commitment and hard work from applicants. It needs a professional approach for a professional and meaningful accreditation and applicants say that the process of working towards their accreditation is both affirming and developmentally useful.

## Pricing

Countries that have signed a license agreement with EMCC can apply their own country pricing policy. For all other countries the pricing policy is defined by EMCC Global. Information on pricing policy is available from accreditation managers.

## Terminology

The following extract from the Global Code of Ethics may help explain the terminology used in this document:

The term 'mentor/coaching' is used to describe all types of mentoring or coaching that may be taking place, both in the work environment and outside. The EMCC recognises that there will be many types of mentor/coaching taking place...

The term 'client' denotes anyone using the services of a mentor/coach ... It is recognised that there are circumstances where the mentor/coach may have two 'clients', the individual being mentored/coached and the organisation who may have commissioned the mentoring/coaching ... we have used the term 'sponsor' to differentiate the latter.

The terms 'supervision' and 'supervisor' describe the process by which the work of the mentor/coach is overseen and advice/guidance sought. The terminology is the same, but the process may differ in significant ways from that undertaken in other professions, such as psychotherapy and counselling.

## What first?

Before you begin to complete your application form we strongly recommend you to read this guide, which contains all the supporting information you should need to complete your application.

Country organisations in France and the Netherlands have entered into a license agreement with EMCC Global and run the EIA process at country level. This guide may be translated in other languages depending on the local policy of the EMCC country-member. You can check that with the EMCC Global Accreditation Administration [accreditation@emccglobal.org](mailto:accreditation@emccglobal.org)

If you reside in France or the Netherlands please submit your application to your local accreditation manager.

### **Residents of France submit to EMCC France:**

website: [www.emccfrance.org](http://www.emccfrance.org)

contact: [accreditation.referent@emccfrance.org](mailto:accreditation.referent@emccfrance.org)

### **Residents of the Netherlands submit to EMCC Netherlands**

website: [www.emccglobal.org/nl](http://www.emccglobal.org/nl)

contact: [info@nobco.nl](mailto:info@nobco.nl)

### **Residents of all other countries submit to EMCC Global**

website: [www.emccglobal.org/accreditation/eia](http://www.emccglobal.org/accreditation/eia)

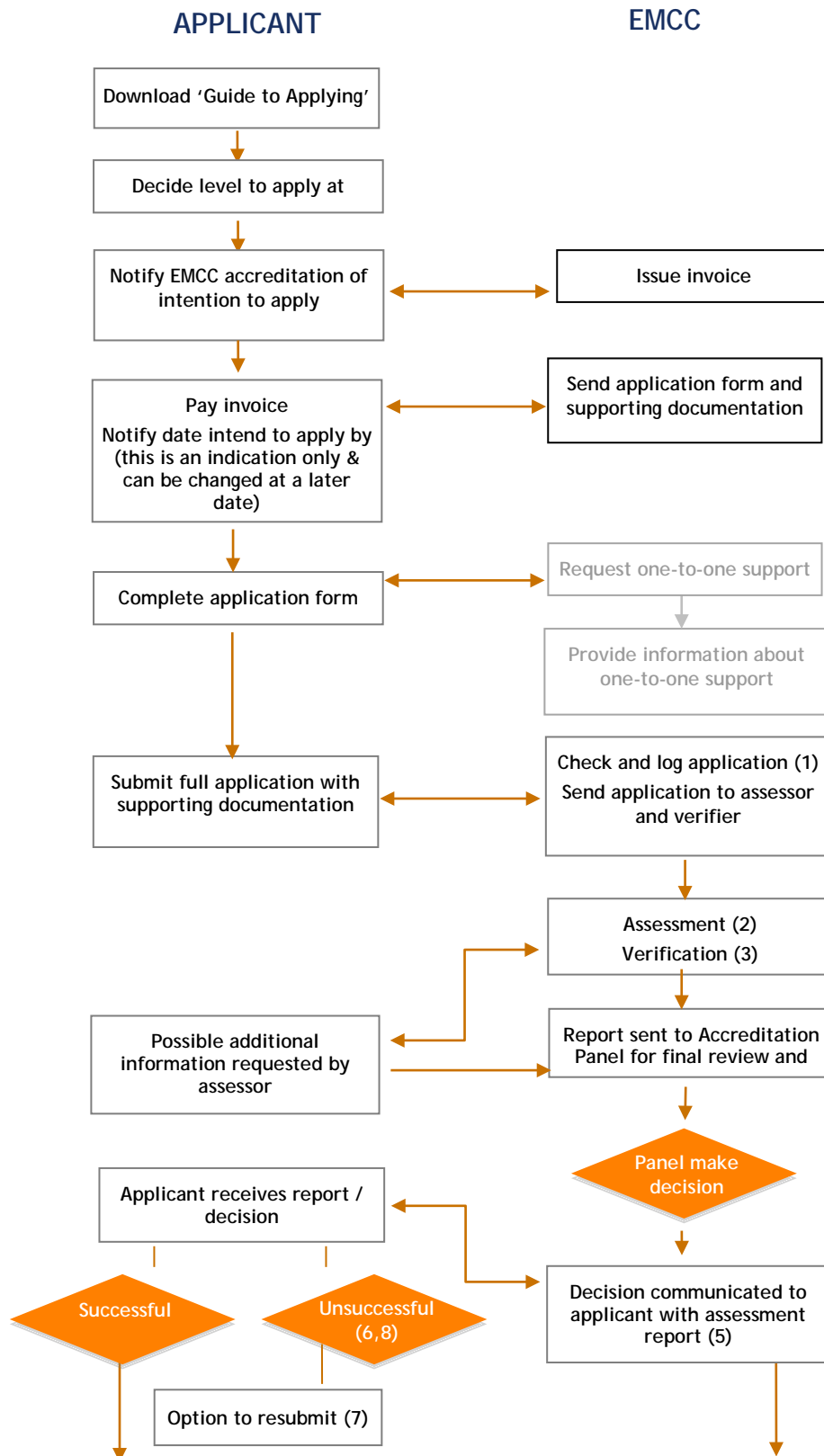
contact: [accreditation@emccglobal.org](mailto:accreditation@emccglobal.org)

## 2. The EIA process for EMCC members with accreditation from AECOP, WABC, BCC, ICF or another professional body

The EIA application process is outlined below and provides a step by step view of your journey to accreditation (with explanatory notes on the next page). You can work in a flexible way, fitting the work of your application around other commitments. Our assessments and Accreditation Panel is scheduled on an ongoing basis and you can see more information in our calendar

<https://www.emccglobal.org/accreditation/calendar/>

When completed applications received will be put forward for assessment. Depending on their circumstances, applicants may find that completing the application can take anywhere between 20 and 40 hours.





## EIA process notes

1. Acknowledgement will be sent on receipt of application and fee, and after:
  - Application is checked for completeness
  - Any necessary requests made for missing information
  - Details of delivery to assessor and verifier are provided.
2. Assessment is completed ensuring defined criteria have been demonstrated and appropriate evidence provided. An interview may be held for EQA certificate holding applicants, and additional information/evidence may also be requested.
3. Verification checks the quality of assessment.
4. The Accreditation Panel ensures consistency between assessment and verifications. The panel meets every four months. In some cases you may be asked to submit additional information to support your application.
5. You will receive a written report on your application.
6. If your application does not meet the majority of the criteria at this stage you will be unsuccessful and will need to complete a new submission at a later date.
7. If you do not meet all the criteria but have met more than 50% of them, you may be invited to resubmit at an additional cost.
8. If you are unhappy you may appeal a decision.
9. If you are successful you will be awarded the EMCC Global Individual Accreditation certificate at the level achieved. Your name and award level will also be entered on the EIA Holders list of accredited mentors/coaches posted at <https://www.emccglobal.org/accreditation/eia/eia-awards/>

## EMCC assessment

Each EMCC assessor is a qualified mentor/coach with considerable experience in both mentoring/coaching and assessing. They have an excellent working knowledge of the EIA criteria and in particular the [EMCC Competence Framework](#). They all hold the EIA at or above the level at which they assess.

In order to maintain the integrity of the EMCC EIA and to protect both members and clients, we will randomly seek to validate the information provided, and this may involve us contacting you and requesting contact details of individuals to whom you have referred.

## Confidentiality

We recognise that in applying for EIA you may provide us with sensitive information. We guarantee that your application and its content remain confidential and is only reviewed by individuals involved with the EIA process. We guarantee that your information will not be shared with anyone outside of this and neither will any information be used for the commercial gain of another. All individuals involved in our process commit to this approach to confidentiality and sign a confidentiality agreement.

## General Data Protection Regulation

EMCC will hold your data in line with GDPR (May 2018) requirements and use those details to contact you for the purposes of administrating, and communicating, about your EIA, on-going Continuous Professional Development and related matters.

## Appeals/complaints

If you wish to appeal a decision or make a complaint, please refer to our appeals/complaints procedure, which can be obtained by contacting the accreditation manager (EMCC or country, see page 6)



### 3. EIA assessment criteria

**AECOP accredited EMCC members** can apply for the EIA via a simplified process, as they are exempt from providing evidence on their **practice, supervision and competence** on the following four EMCC competence categories: Managing the Contract, Building the Relationship, Enabling Insight and Learning, Outcome and Action Orientation. All of the above criteria are considered to have been covered by their ICF credential.

Only the following are eligible for applying under the AECOP-EIA bridge system:

1. Someone who was a member of AECOP whilst it was affiliated to EMCC (up to 31 December 2014)
2. Existing EMCC members (at the time of application submission) who are members of AECOP.

**ICF credentialed EMCC members.** This process is applicable for two accreditation levels only for applicants who are EMCC members at the time of application: Practitioner and Senior Practitioner. If you hold an ACC credential you may apply for equivalence with the EIA at Practitioner level, and if you hold a PCC credential you may apply for the EIA at Practitioner *or* Senior Practitioner level.

A summary of the assessment criteria is shown below for each of the two accreditation levels that are relevant to bridging members. In the next section of this guide you will find more detailed guidance on these criteria and how to present evidence of them.

Levels of mentor/coach accreditation	Practitioner	Senior Practitioner
--------------------------------------	--------------	---------------------

#### *EIA Assessment Criteria*

##### *Practice*

Length of experience		
Number client contact hours	Covered by Professional Body Accreditation e.g. ICF credential at ACC level, or higher	Covered by Professional Body Accreditation e.g. ICF credential at PCC level, or higher
Number of clients		
Client feedback		

##### *Professional development*

Continuous Professional Development	16 hours per year	32 hours per year
Mentor/coach supervision	Covered by Professional Body Accreditation e.g. ICF credential at ACC level, or higher	Covered by Professional Body Accreditation e.g. ICF credential at PCC level, or higher
Reflection on practice (not applicable if EQA certificate was obtained less than 2 years before the submission date of application)	5 items within last 12 months (ending with submission date of application)	5 items within last 12 months (ending with submission date of application)

##### *Evidence of competence*

<i>Option 1:</i> EQA holder at relevant level or higher	EQA certificate at Practitioner level or higher, dated maximum 2 years before the submission date of application, <i>and</i>	EQA certificate at Senior Practitioner level or higher, dated maximum 2 years before the submission date of application, <i>and</i>
Valid Professional Body Accreditation at relevant level	Covered by Professional Body Accreditation e.g. ICF credential at ACC level, or higher	Covered by Professional Body Accreditation e.g. ICF credential at ACC level, or higher

<p><i>Option 2:</i> Valid Professional Body Accreditation at relevant level</p>	<p>Covered by Professional Body Accreditation e.g. ICF credential at ACC level, or higher <i>and</i></p> <p>Submission of evidence at Practitioner Level for four competences as described in <a href="#">EMCC Competence Framework</a>: Understanding Self; Commitment to Self-Development; Use of Models &amp; Techniques; Evaluation</p>	<p>V Covered by Professional Body Accreditation e.g. ICF credential at ACC level, or higher <i>and</i></p> <p>Submission of evidence at Practitioner Level for four competences as described in <a href="#">EMCC Competence Framework</a>: Understanding Self; Commitment to Self-Development; Use of Models &amp; Techniques; Evaluation</p>
---	---	---

#### 4. Completing the application form

You should complete your application as requested with all supporting materials. This helps to maintain consistency across the assessment process. If your application is incomplete or does not follow the format requested, it cannot go forward for assessment.

In presenting your application, please ensure you use a contents page, clearly identifying sections through indexing, page numbers, tabs and appendices.

##### One-to-one personal support available

You may want the one-to-one personal support from an advisor. This support can be used to work with your own specific needs, which may range from general feedback, a review on your first draft, types of evidence being included, etc. Previous applicants who have used this support have found it very helpful in completing their application with focus and clarity.

If you envisage this kind of support/assistance, or you want to find out more about it, you can contact the accreditation manager (EMCC or country, see page 5) who will be able to provide you with the list of EMCC EIA assessors for you to then set up a contract, including the fee.

*Please note that in all cases, EMCC is not involved in the contractual relation between you and the advisor.*

*If you select an EIA assessor as advisor, this advisor will not be involved in the assessment of your application.*

#### 4.1 Personal details

##### EMCC membership

Applicants are required to be a member of EMCC at the time of the application submission date.

##### Other relevant memberships

Examples include: International Coaching Federation (ICF), Association for Coaching (AC) and other professional coaching bodies.

##### Most common mentoring/coaching topics or themes

Examples include life changes, career moves, mergers and acquisitions, people management.

##### Range of clients typically seen

To help assessors understand the type of people, roles and sectors with whom you work, describe the clients you typically see. Examples include directors, retail managers, public sector, health care, voluntary bodies, community based organisations.

##### Curriculum Vitae

Please attach a copy of your current CV.

##### General Data Protection Regulation

Agreement for EMCC to hold your data in line with GDPR (May 2018) requirements and use those details to contact you for the purposes of administrating, and communicating, about your EIA, on-going Continuous Professional Development and related matters.

## 4.2 Professional development

### Continuing Professional Development – record of hours (*for all applicants*)

Please provide evidence for the last 12 months (ending with submission date of application), of at least the minimum number of CPD hours required for the level for which you are applying, using the template in the application form.

Include a range of learning methods such as conferences, seminars, workshops, reading and presentations. Include evidence where appropriate such as certificates of attendance. Include also the total number of hours for the last 12 months (ending with submission date of application).

You can find out more about EMCCs [approach to CPD here](#)

### Reflective Log - learning and application from reflecting on practice (*if applicable*)

Please provide evidence of at least five reflections/learnings over the last 12 months (ending with the submission date of application). Instructions are provided in the [EIA Reflective Practice Guide](#). You may use the template which will be sent to you with your application pack. Alternatively, you may partially or totally substitute reflections that you have written using your own processes, if they cover equivalent areas.

This log should demonstrate how you reflect on your work with clients: what have been some of the key issues that have arisen; what have you reflected upon; what sense have you made of that; and how is that now applied to your practice? It should also evidence your reflection and learning from supervision, CPD activity and feedback from clients.

When describing the application of your learning, write in the first person describing step-by-step the specific behaviours you demonstrated, your reflection on those and the impact of this.

NON-satisfactory evidence includes:

Describing in general and non-specific terms how you have applied your learning  
Only describing your future intention to apply your learning.

Clearly reference each reflection/learning citing the competence developed, using the [EMCC Competence Framework](#). If uncertain how to show evidence of your competences, it may be helpful to use individual Capability Indicators (CIs); however this is not a requirement. Your competence is NOT being directly assessed here, but the assessor is looking for reflection across a range of competences. Your responses also reinforce your own understanding and familiarity with the framework.

## 4.3 Evidence of Professional Body Accreditation

A valid ICF credential gives applicants an exemption from having to provide evidence on their Practice, their Supervision and four of the competences covered by the [EMCC Competence Framework](#). Please attach a copy of your ICF credential.

## 4.4 Evidence of EQA qualification (*if applicable*)

### Exemption for EQA certificate holders

Successful completion of an EQA accredited or Equivalent mentor/coach training programme (at the EIA level of application or higher) within a maximum of 2 years before the submission date of the application gives the applicant an exemption from having to:

- Provide evidence against the [EMCC Competence Framework](#). The completion of an EQA accredited training programme (at the appropriate level) indicates the level of your competence.
- To complete the reflective log.

Please provide a copy of your EQA certificate or Equivalent or supply a letter on headed paper from the EQA Provider or Equivalent. The document should indicate:

- Name and details of the EQA provider
- Programme title
- Date the programme was completed

- Your name as a successful student
- Confirmation that the programme has been EQA-accredited (must be within a maximum of one year after the date you obtained your certificate for the programme\*)
- Level of EQA accreditation

\*Note: If you completed a training programme in the 12 months prior to the same programme being EQA or Equivalent accredited, then this is admissible as evidence of competence. This is based on the premise that this programme was the assessed programme on which the EQA or Equivalent accreditation was based.

#### 4.5 Evidence of competence (if you do *not* hold an EQA certificate)

If you do not hold a certificate from an EQA accredited training programme, you will need to submit evidence of competence at the level for which you are applying, as outlined in the [EMCC Competence Framework](#)):

- Understanding Self
- Commitment to Self-Development
- Use of Models & Techniques
- Evaluation,

**This evidence can be provided through case studies, by completing the 4 sections of the application form, or a combination of both.** You are not required to use the Capability Indicators (CIs) as described in the [EMCC Competence Framework](#); however you may find it helpful to use them as a guide.

#### Case study guidelines

In order to present a clearer context to your evidence, ***it is strongly recommended that you submit case study material*** concerning your work with one or more client. (This may be one larger piece of client work or several smaller ones.) This will enable the assessor to get a clear sense of what it is like to be mentored/coached by you and why you apply your knowledge in the way you do.

Case study material is not about volume but driven by providing sufficient evidence of knowledge and application. The style of how you present your case study(ies) is less important than demonstrating areas of competence (you may additionally indicate which CIs you claim) by describing in your case study(ies):

- What you know
- How this was applied to your mentor/coach practice.

The example below may help you consider how to structure your case study, showing the competence area and CI being *applied* and highlighting the thinking process and *knowledge* being used.



At a psychological level we are often more comfortable with people who are more like us or who have some common ground with us. Being with people who respond to us in a way we expect and understand (e.g. similar to our own way of responding and communicating) makes our relationships more effective in terms of communication and understanding.

NLP contributes much to my understanding of style and language, from basic principles of mirror, match and pace, to more complex ideas of representational systems (Verbal, Auditory, Kinaesthetic) and modes of thinking and processing (big chunk vs. little chunk; moving towards vs. moving away from)

Reading has included 'NLP at Work' by Sue Knight.

Jung's work helps to explain personality traits and how they impact on communication style and language. The MBTI derived from his work captures four dimensions that help us understand ours and others preferences in terms of how we see the world, how we get our information, how we make decisions and how we organise ourselves.

Social Styles also based on Jung's work defines 4 styles based on two dimensions, assertive vs. cautious and task focus vs. people focus. (Expressive, Steady, Direct, Precise)

Early on in my coaching work I focused on the use of language used by the client and worked on reflecting this back.

As I have developed I have become aware of a greater complexity in style and now work with an awareness of my own style (ENTJ) as well as language and consider how this fits with the client's style and how I can create more rapport and trust with the client. For example, I worked with a client last year, whose style was very considered, controlled, slow, un-emotive (Precise Social Style) he was the direct opposite to my style (Expressive). Before going into sessions with him, I would practise breathing slowly and deeply and move my state closer to him. I never tried to mimic him, but just be a little more like him. Taking my time to consider more, speak more slowly and maintain a calmness, really helped to create a good working relationship. In reflecting on this I believe the impact of my change in approach contributed to the high levels of rapport established between us.

### Poor example

This example only states the sources of knowledge and provides no evidence of what is understood by the applicant. The application of understanding is referred to in generic terms with no real examples to provide evidence of the statement.

#### **BUILDING THE RELATIONSHIP**

Gather information on the effectiveness of their practice and contributes to establishing a culture of evaluation of outcomes

MBTI course

Reading has included:

NLP at Work, Sue Knight

Selection of Jung's writing

Styles of Communication: 3 day programme, Acme Training Academy

I work with an awareness of my own style and consider how this fits with the client's style and how I can create more rapport and trust with the client.

Please write in the first person describing step-by-step what happened in a specific example of your client work. This would include the specific behaviours you and the client demonstrated, your reflection on those, how you draw on your knowledge and feelings to inform your decisions, actions and interventions.

### Referencing evidence

Where you wish to refer to other sections of your application (e.g. reflection log or additional material), it is important that you use this section in your application form to reference which parts of your application refer to each competence.

Your case study material should be cross-referenced on the application form, using page numbers and paragraph or line numbers as shown in the example below.

#### **USE OF MODELS AND TECHNIQUES**

Apply models and tools, techniques and ideas beyond the core communication skills in order to bring about insight and learning

Ref Case Study 1, APPENDIX 6, Page 2, Lines 28-33

Ref Case Study 1. APPENDIX 6, Page 3, Lines 1-23

## 4.6 Declaration

Applications will not be considered completed, unless the Section 4.5 Declaration of the application form is signed and dated. Please read all five points of the declaration carefully before signing.

## 5. Administration and possible outcomes

Your application should consist of a completed application form with all supporting material. Once it is ready to be submitted please follow these steps:

### Step 1

Submit your full application to the appropriate accreditation manager, using the instructions provided by him or her (see page 5).

### Step 2

Collaborate with the accreditation manager and/or assessor who will check the application for completeness; if incomplete or incorrectly completed, you will be asked to resubmit which may incur additional costs.

### Step 3

Collaborate with assessor who may request small amounts of additional information to support your application.

### Next steps

When the assessment of your application is complete, your application along with the recommendation of your assessor and verifier will go to the Quality Award Panel for final decision.

### Possible outcomes

Decisions of the Accreditation Panel include the following options:

- Your application meets the criteria and the EIA is awarded
- Your application does not meet some of the criteria: you will be offered the opportunity to re-submit your application at a reduced rate, within an agreed time period, usually 3 months
- Your application does not meet most of the criteria, and:
  - You are offered the accreditation level at a lower level than the one applied; if you agree, your application is accepted at the proposed level. If you disagree, your application is rejected at this stage and you either appeal the decision or re-start the process from the beginning
  - Your application is rejected at this stage and you either appeal the decision or you re-start the process from the beginning.

You can usually expect to hear about the decision on your EIA application within a few weeks after the Accreditation Panel meeting. You can see more about the process and calendar here

<https://www.emccglobal.org/accreditation/calendar/>



## 6. Fees and duration of accreditation

Application fees reflect the quality and robustness of the assessment process as well as the volume and complexity of evidence submitted. As stated in Section 1, differences may exist between the fees charged by EMCC, EMCC France, and EMCC Netherlands. Therefore it is important you obtain the appropriate pricing structure from your accreditation manager (EMCC or country, see page 6).

Your accreditation is valid for 5 years. Every 5 years, EIA Holders are expected to submit an application for renewal (details on how to prepare for and renew are sent to you when you are awarded the EIA).

## 7. Checklist

Please use the following checklist to ensure your application is complete.

1	I am a member of the EMCC or member of an affiliate organisation at the time of this application	<input type="checkbox"/>
2	Ensured that I used the correct application form as an ICF credentialed EMCC member	<input type="checkbox"/>
3	Read carefully this entire document	<input type="checkbox"/>
4	Completed entire application form, including signed and dated Declaration (section 6 of application form)	<input type="checkbox"/>
5	Included copy of my ICF credential, which is at the equivalent or higher level of my EIA application	<input type="checkbox"/>
6	Included copy of my signed/dated EQA certificate or diploma, which is at the equivalent or higher level of my EIA application ( <i>if applicable</i> – see section 4.4)	<input type="checkbox"/>
7	Included a reflective log ( <i>if applicable</i> – see section 4.4)	<input type="checkbox"/>
8	Provided case study and/or Competence Framework evidence at the minimum standards for the level for which I am applying ( <i>if applicable</i> – see section 4.4)	<input type="checkbox"/>
9	Included my most recent CV	<input type="checkbox"/>
10	Submitted my completed application form using the instructions provided by the appropriate accreditation manager	<input type="checkbox"/>
11	Kept a personal hard copy of the application and supporting materials	<input type="checkbox"/>
12	Agreed to the GDPR (May 2018) statement	<input type="checkbox"/>