

Winter 2010

Contents	Page
Message from our President	2
EMCC Annual General Assembly	2
EMCC Annual Coaching & Mentoring Conference	3
Web Update	3
Development of a New Quality Award	3
EQA/EIA News	4
External Relations	5
Regulatory Affairs	5
Standards Update	6
News from the Treasurer	6

Our Contributors:



**EMCC 18<sup>th</sup> Annual  
Coaching and Mentoring  
Conference  
Paris**

**17-19 November 2011**

**Mark the date in your diary!**

[www.emccconference.org](http://www.emccconference.org)

**EMCC 1<sup>st</sup>  
Coaching and Mentoring  
Research Conference  
University of Twente,  
Netherlands**

**7-8 July 2011**

**Mark the date in your diary!**

[www.emccconference.org](http://www.emccconference.org)



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Visit [www.emccouncil.org](http://www.emccouncil.org) and click on 'member Login'



**Message from our President**  
Petr Necas

*EMCC.President(at)emccouncil.org*



**EMCC Annual General Assembly**  
Irena Sobolewska

*EMCC.GeneralSecretary(at)emccouncil.org*

## Promoting good practice, and the expectation of good practice, in coaching and mentoring across Europe

Dear coaching and mentoring colleagues

As the year draws to an end I am pleased to have this opportunity to be able to wish you and your families a peaceful, restorative and joyous break between Christmas and New Year. May you return to work in 2011 refreshed and ready to start the new year with energy, renewed enthusiasm and a clear focus on what you want to achieve.



If as you consider what you will be working on during 2011 you find that you have time and energy to get involved in EMCC work then I would be delighted to hear from me. We are always looking for people to help at country and European level. We are a professional organisation proudly run by volunteers – and we always need more of them!

Happy Christmas and  
A Prosperous New Year

Petr Necas  
EMCC President



The EMCC General Assembly was held on 18<sup>th</sup> November 2010 during the 17<sup>th</sup> Annual Coaching and Mentoring Conference in Dublin.

The first part of the agenda was to review progress against the strategic priorities set by Council for the Executive Board for 2010:

1. Strengthen leadership within EMCC
2. Continue rollout of EQA
3. Full EIA launch
4. New products – supervision EQA/EIA?
5. Define what EMCC means by coach and mentor – European wide agreement
6. Launch new website and improve communication/contact with members
7. Local presence, global reach
8. Continue growth – new countries join EMCC
9. One code of ethics globally.

Then the Executive Board presented the strategic priorities set out for them by the Council for 2011:

1. Growth through new countries
2. Growth through more membership in each country
3. On-going delivery and development of EIA and EQA
4. A consultation process for involving all affiliated countries in Council issues
5. Improved marketing and communications
6. Formal application to EU for self-regulatory status

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## EMCC Annual Coaching and Mentoring Conference

Irena Sobolewska

[EMCC.GeneralSecretary\(at\)emccouncil.org](mailto:EMCC.GeneralSecretary(at)emccouncil.org)

The 17<sup>th</sup> Annual Coaching and Mentoring Conference In Dublin this November was a great success.



But there is no time to rest, we're already planning the 18<sup>th</sup> Annual Conference which will be held in Paris from 17-19 November 2011. Anyone who wants to present at the conference will be asked to submit an application shortly, so look out for an email calling for presenters in early January.

## EMCC 1<sup>st</sup> European wide Coaching and Mentoring Research Conference

In the meantime preparations for the first ever Europe wide Coaching and Mentoring Research Conference are well underway. Our venue has been confirmed as the University of Twente in the Netherlands and the conference will be held on **7<sup>th</sup> and 8<sup>th</sup> July 2011**.

We're currently accepting applications from anyone who wants to present their research. Applications forms can be downloaded from our website. The closing date is 30 December 2010. Please do let me know if you have any contacts with universities or other networks who would be interested in hearing about our conference. I am keen to get the information out to as wide a range of people as possible.

## Web update

Irena Sobolewska

[EMCC.GeneralSecretary\(at\)emccouncil.org](mailto:EMCC.GeneralSecretary(at)emccouncil.org)

You may have noticed that the new EMCC website did not go live as expected during the EMCC conference in November. Alas, as is unfailingly common with IT projects we have encountered a series of technical hitches and the launch has had to be delayed.

We have also taken the time to re-organise how the project is working. Irena Sobolewska has taken on the role of Programme Sponsor reporting directly to the EMCC Executive Board. Jane Watherston from our member services administrative team is project managing the actual delivery. Our web designed continues to work on the site.

Each country now has access to their web pages and is completing the local information needed before we can go live.

Further updates will be sent in due course.



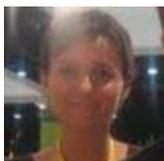
## Development of a new Quality Award

Lise Lewis

VP External Relations

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The working group responsible for creating EMCC quality awards for supervision has now met and agreed a first action of focusing on training programmes. We are currently identifying a project plan which will outline the elements for consideration. Membership of the group has representatives from France, Sweden and the UK with others willing to support the work of the group.



## EQA/EIA News

by Sladja Milosevic

[EMCC.Accreditation\(at\)emccouncil.org](mailto:EMCC.Accreditation(at)emccouncil.org)

### **Setting the standards for coaching and mentoring - European quality, global recognition**

Our great team of country product managers is supporting the management of EIA and EQA applications and the promotion of our products on their markets:

UK – Gaby Horsley (EIA/EQA manager) and Ned Skelton (as Accreditation Services Manager)

Germany - Stefan Hessler (EIA/EQA manager)

Netherlands – Hans Fibbe (EIA/EQA manager)

Sweden - Tommy Braathen and Po Lindvall (from January 2010) (EIA/EQA manager)

Switzerland – Bruno Rais (EQA manager) and Stefan Adam (EIA manager)

Luxembourg – Susanne Habran Jensen (EIA/EQA manager)

Belgium – Marie-Paule Dehou (EIA manager)

There is a growing interest and applications for both EIA and EQA at the EMCC application centre - in the last few months we have received requests and applications from Australia, Poland, Croatia, France, New Zealand, U.A.E, Ireland,...

Recently we had the first ever EIA applications going through our centre and the first central panel will be held mid December 2010 with both EIA and EQA applications on it. A few of our trainee assessors will also be awarded their EIAs after this panel which will enlarge our pool of qualified EIA assessors!

Coaches/mentors working on their applications have reported that they are pleased with the 1-2-1 support that was provided to them as applicants.



At the 17<sup>th</sup> EMCC Annual Conference in Dublin we organised an EIA/EQA Promotional Corner – giving information to interested coaches/mentors. It was a very good opportunity to promote our EIA and EQA. The product managers from Germany (Stefan) and the EMCC Product manager (Sladja) were there presenting EIA and EQA and answering the questions from numerous potential applicants. EIA and EQA introduction presentations prepared by Claire Hack and Lise Lewis were used to support our answers to potential applicants.

We have now started working on the development of working procedures related to EIA and EQA e.g. EIA and EQA trial assessment procedures, panel organization and working procedure etc...

**EQA** - there are already more EQA applicants who have started the process and will apply by the deadline of January 2011, either through the EMCC centre or via countries that have been licensed to run the EMCC – UK, Netherlands and Germany.

We are currently preparing documents from “EQA holders feedback” for promotional purposes. It will be available through the EMCC web site.

More and more companies are interested in having the EQA and to certify their managers or coaches too.

#### **Submission deadlines and contact**

Submission deadlines for both EIA and EQA for 2011 and 2012 are given on our web site:

[http://www.emccouncil.org/eu/public/european\\_quality\\_award\\_individual\\_accreditation/index.html](http://www.emccouncil.org/eu/public/european_quality_award_individual_accreditation/index.html)

For more information about EIA and EQA you can contact us at:

[EMCC.Accreditation\(at\)emccouncil.org](mailto:EMCC.Accreditation(at)emccouncil.org)





## External Relations

Lise Lewis  
VP External Relations

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## EMCC Regulatory Affairs

Grégoire Barrowcliff  
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## New Countries - Growing EMCC

EMCC continues with its strategy for growth and is delighted to welcome Ukraine as our latest affiliated member country. We now have a total of 21 EMCC affiliates. Discussions continue with:

- ◆ Austria
- ◆ Croatia – who are planning to affiliate in the near future
- ◆ Italy
- ◆ Portugal
- ◆ Romania
- ◆ Russia

We also have expressions of interest for discussion from San Diego (USA) and United Arab Emirates.

Feedback tells us that people's interest in wanting to affiliate with EMCC is based on a belief that we have a genuine desire to be inclusive and to continue our work on raising standards in the coaching and mentoring industry.

I am also encouraging new countries to share their experiences to include in a 'guide' to help others who are thinking about becoming affiliated and who want some tips on attracting membership.

### 2011 Activities for Growing EMCC include:

- ◆ creating plans for country/membership growth
- ◆ complete a manual for running an EMCC affiliate
- ◆ develop an induction for new country boards which includes a mentor/buddy system

### For existing member countries 2011 growth related activities include

- ◆ defining membership numbers
- ◆ assess the maturity of the coaching/mentoring industry in your region
- ◆ identify any support needed to encourage growth

### As always, if you would like help with growing membership or have contacts in countries where EMCC can be represented -be in touch!

Building relationships with other professional bodies continue through ongoing discussions with Comensa, ICF and WABC. We are all keen to encourage the promotion of quality services in coaching and mentoring and are exchanging views on how we can cooperate specifically in the area of standards.

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In the Spring (March) newsletter, we reported the EMCC Council's decision to "seek to formally self-regulate and then gain recognition from the EU Commission of this". This is a proactive move to counter the risk that regulatory authorities could unilaterally dictate not only what coaching and mentoring is, but also who could or could not practice.

It also serves to progress our mission "to promote good practice and the expectation of good practice in coaching and mentoring throughout Europe".

I am pleased to report that we have now reached an important stage in this road to Self-Regulation.

EMCC members from eight countries have been working in taskforces and have now produced a common Code of Conduct. This Code, or Charter, constitutes the 'backbone' of our future submission to the EU. We included a representative from the ICF (International Coach Federation) in our work so that the Code could potentially represent the benchmark of good professional practice for the whole industry worldwide.

The Code includes general descriptors of coaching and mentoring (agreed by another EMCC multinational working group), together with standards of professional conduct addressing competence, training and continuous professional development, together with provisions for monitoring and sanctions in case of breach.

The existing Code of Ethics is not affected in any way, indeed it is incorporated "as is" into the new document.

The Code applies only to members practising coaching and mentoring, and not therefore to members who are not practising, nor of course to corporate members.

The Executive Board of the EMCC has unanimously approved the document, and in accordance with our Statutes the full Council, comprising representatives from every country, will be asked to vote on it in the New Year. The vote, if favourable, opens the way for a formal submission to the European Union.

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## Standards Update

By Christoph Epprecht

VP Standards

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[emccouncil.org](http://emccouncil.org)

The first priority of the EMCC standards group is to develop EQA/EIA version 2.0 that will come into effect in 2013.

'Development' means: To improve the existing Version 1.0 of EQA and EIA. 'Improvement' means: Supplementing Version 1.0; making documentation/accreditation processes more simple and understandable.

As a result of this priority, the standards working concept is as follows:

### Remits

- ◆ Consult with EQA/EIA stakeholder groups:
- ◆ EQA holders, actual and potential EQA applicants
- ◆ EIA holders and actual EIA applicants
- ◆ EMCC Assessors, EQA/EIA managers

2, Analyse and interpret responses, suggest improvements

### Goals

- ◆ Find out what must be improved
- ◆ Propose improvement list to the Executive board
- ◆ Agree on improvements by Council
- ◆ Communicate changes to stakeholders early

### Process in 2011

- ◆ Define 'standard quality' as benchmark
- ◆ Formulate questions, design questionnaires
- ◆ Implement surveys
- ◆ Analyse, interpret responses
- ◆ Locate areas of potential improvements
- ◆ Propose improvements to Exec Board
- ◆ Consultation with affiliates

### Process in 2012

- ◆ Consultation with affiliates
- ◆ Evaluate feedback
- ◆ Formulate improvement list
- ◆ Agree improvements by Council
- ◆ Inform stakeholders
- ◆ Train assessors V2.0

To locate potential improvements, a special task-force led by Thierry Gaches (France) will work with Irena Sobolewska on a short term horizon (version 1.1) to see if it is possible to make adjustments to the current EIA assessment process.



## News from the

### Treasurer

Alexander Vreede

EMCC Treasurer

[EMCC.Treasurer\(at\)emccouncil.org](mailto:EMCC.Treasurer(at)emccouncil.org)

When I am writing this your EMCC treasurer is a split person. One part of him is very happy: in Dublin the EMCC 2009 accounts have been approved by the General Assembly (as required in art. 11.3 section 1 of the EMCC statutes!). And in Dublin also Council agreed upon the 2011 budget. These are two major accomplishments for a treasurer, although both mostly due to the skilled way Irena Sobolewska handles the EMCC accounts.

The 2009 results show a slight deficit of € 1.612 which has already been more than compensated by some 2009 income received in 2010. This result put the EMCC reserves at the end of 2009 at almost € 135.000. And as it looks now we will end this year with an even better result of around € 20.000 profit.

All this makes a treasurer of course quite happy. And if you add to all this the fact that we have managed to keep the 2011 member and country fees unchanged and still have a balanced budget in these financially uncertain times, you will understand that one half of your treasurer is quite satisfied, as I said: happy.

But how about the other half? Well, that is the part that considers everything we have to manage around the full launch of EIA and EQA: think of the costs EMCC has to make to get and keep EIA-EQA up and running, think of the fees applicants need to be paying for handling their application and think of the license fees EMCC needs to receive from countries running EIA-EQA. And that is not all.

These problems are sometimes quite troublesome: what is the most cost efficient way of handling applications without loss of quality and credibility in the market(s). How to deal with the sometimes totally divergent market situations in the various EMCC countries? What fee will be acceptable in which market? And how can we arrange smooth and simple way of invoicing license fees? I am afraid these matters are not yet completely settled and that is where the other treasurerly half is still a bit troubled.

So now you know why this split person is looking for an Experienced Coach or Mentor: to make these two halves fit into one balanced whole. The balanced whole of a treasurer receiving all the help he needs to build EMCC into a financially sound and thorough organisation!