

This document contains feedback from the following EQA holders:

France – Airbus/AirBusiness Academy
Germany – Vivento
Ireland – Executive Coaching Solutions Limited (ECSL)
Poland – Norma Bennett Group
USA (California) – The Coaches Training Institute

EQA HOLDER: FRANCE – AIRBUS/AIRBUSINESS ACADEMY

Why we have chosen to obtain EQA?

To provide credibility for the programme and to give us the benefit of an external eye/

The assessment process

Very thorough and a real learning process. I have enjoyed the assessment process.

Positive sides of having EQA

Motivating, attractive and reassuring.

Organization: Airbus/AirBusiness Academy

Course title: KLINK

EQA level: Foundation

Date of certification: July 2011

Contact person: Brian Chaloner

e-mail: brian.chaloner@airbusiness-academy.com

www.airbusiness-academy.com

EQA HOLDER: GERMANY – VIVENTO

Why we have chosen to obtain EQA?

The EMCC EQA has three USP`s for us regarding our sophisticated requirements:

- Quality
- Internationality
- Business-reference

The assessment process

We all have done a hard work in a transparent as well as cooperative way with an excellent stuff on both sides.

Positive sides of having EQA

Having EQA presents our HRD-department once again as state of the art, forward-looking and attractive for high qualified personnel as well as our challenging customers. Nowadays it`s not enough to meet our customer needs, you have to know what they`ll want and deliver it proactive in advance in a better quality than estimated. Many thanks to EMCC for pushing us beyond our borders.

Organization: Vivento

Course title: Coach Foundation Programme

EQA level: Foundation

Date of certification: 16.12.2010

Contact person: Peter van Eyk

e-mail: Peter.Van-Eyk@vivento-cs.de

www.vivento.de

EQA HOLDER: IRELAND – EXECUTIVE COACHING SOLUTIONS LIMITED (ECSL)

Why we have chosen to obtain EQA?

Executive Coaching Solutions Limited (ECSL) is based in Dublin, Ireland working both nationally and internationally. We are a Further Education and Training Awards Council (FETAC) learning centre. FETAC recognise a number of training awards which place our Learners on the National Qualification Framework. Accreditation is a very important issue in Ireland for training programmes and in 2006 when we approached the EMCC to gain accreditation for our coach training programme it was with the knowledge that the EMCC were a highly ethical professional body and therefore gaining accreditation from the EMCC would not only place us in a competitively advantageous position but it would also provide our Learners with the assurance that they were learning in a safe environment and gaining a qualification which would have European recognition.

The assessment process

We found the assessment process extremely rigorous. It took approximately 8 months to gain the award during which time we had constant support, feedback and constructive input from Thomas Bachman, our Assessor. Thomas adapted a mentoring approach which ensured that we remained engaged with the process and felt empowered at all stages in the process. His engagement with us was respectful at all times yet he retained a professionalism and expectation of the best which, on reflection, proved to be a most appropriate approach.

Positive sides of having EQA

It is quite difficult for us to judge the effectiveness of the EQA with regards to marketing our programme however we believe that it does give us the edge over our competitors. We feel that perhaps the Award itself needs to be marketed more 'aggressively' in order that prospective coaches understand the importance of this quality assurance. We are extremely proud of the award however and are delighted to have been successful in achieving it.

Organization: Executive Coaching Solutions Limited

Course title: Diploma In Personal and Executive Coaching

EQA level: Practitioner

Date of certification: 2006

Contact person: Paula King

Managing Partner – MSc Coaching and Organisation Dev.

e-mail: paula@ecsl.eu

www.ecsl.eu

EQA HOLDER: POLAND – NORMAN BENETT GROUP

Why we have chosen to obtain EQA?

Our company exists since 2001, for years we have been delivering training and developmental programs for managers, specialist and in-company trainers. We have also rich experience in individual and coaching field. For more than 3 years we have created a sophisticated course for coaches based on international knowledge and standards titled: Coach Business Practitioner. We have presented our coaching philosophy in the book by Maciej Bennewicz (leader of the Norman Benett Academy). The book became a bestseller on Polish market, it was sold in 6000 copies during 8 months. We wished to prove the quality of Coach Business Practitioner Course according to international standards and it was the main reason to apply for EQA.

The assessment process

The process of our certification was very long-lasting and precise; for almost 1,5 year we were: assembling documentation, filling the application forms, teleconferencing, and meeting our Assessor Thomas Backman. He has done very good and exact job. Our Coach Business Practitioner Course was the first East-Central European program accredited by EQA.

Positive sides of having EQA

EQA Certification is very helpful especially when you launch the program on the market and if you would like to evidence the quality. Whereas there is a sharply growing amount of coaching courses around, the EQA trade mark gives a guarantee of quality for potential participants of the course. Although EQA is not so popular in Poland yet, the interest of the course has been increased roughly by 30%.

Organization: Norman Benett Group

Course title: Coach Business Practitioner

EQA level: Practitioner

Date of certification: July 2009

Contact person: Kalina Grela

Managing Partner and Supervisor

e-mail: Kalina.grela@normanbenett.pl

www.nbacademy.pl

EQA HOLDER: USA (CALIFORNIA) – THE COACHES TRAINING INSTITUTE

Why we have chosen to obtain EQA?

The EQA is the benchmark standard of quality as recognized by the EMCC. CTI pursued this designation because we are confident in the quality of our programs for developing coaches and coaching skills and we are prepared to meet the challenges of excellence established by the EQA. Obtaining the EQA designation provides our customers and prospects with confidence that CTI's programs are of the highest quality and that we as an organization, are committed to providing the highest possible quality training and development programs for coaches.

The assessment process

I think that the assessment process needs a formal introduction for the school representatives. The fact that we had only the EMCC guide wasn't enough. I suggest having an introductory session for the appointed assessor, EMCC manager and a school representative. By starting from this point it will bring everyone in on the same page and will help to check any mistaken assumptions before the accreditation process starts.

Positive sides of having EQA

With the EQA designation, CTI is able to confidently assure potential customers of the quality of our programs, our commitment to our customers as well as our commitment to the coaching profession. With the EQA's stringent requirements met, CTI is able to establish our credentials to the market, and to have the market recognize the integrity of our programs, as verified by the EQA.

Organization: The Coaches Training Institute (US and UK) and the licensee partners of The Coaches Training Institute are as follows:

- **CTI China**
- **CTI Denmark**
- **CTI France**
- **CTI Germany**
- **CTI Israel**
- **CTI Japan**
- **CTI The Netherlands**
- **CTI Norway**
- **CTI South Korea**
- **CTI Spain**
- **CTI Sweden**
- **CTI United Arab Emirates**

Course title: Co-Active Coach Training

EQA level: Foundation and Practitioner

Date of certification: December 2010

Contact person: Svetlana Whitener

e-mail: svetlana@thecoaches.com www.thecoaches.com