

The EMCC exists to develop, promote and set the expectation of best practice in mentoring & coaching across Europe and beyond, for the benefit of society.

Our vision is to be the "go to" body in mentoring & coaching.

In support of our purpose and vision, these are the key areas, on which EMCC International will focus, over the next three years.

SETTING THE BENCHMARK IN PROFESSIONAL COACHING & MENTORING ACCREDITATIONS

- Develop increasingly efficient and effective Accreditation processes and global presence
- Reinforce 'professionalism', and secure an effective Accreditation equivalence process
- Review and maintain the relevance of our suite of Accreditation products
- Enhance Continuous Professional Development for Accreditation Assessors
- Build win-win relationships with EQA and ESQA providers, industry and sector groups
- Introduce and embed ISPME, an accreditation for coaching and mentoring schemes
- Ensure Accreditation strategy and process consistency across all geographical areas

PLAYING A SIGNIFICANT ROLE IN DEVELOPING AND SHARING EVIDENCE-BASED COACHING & MENTORING RESEARCH

- Create on-going value for Research stakeholders
- Boost the EMCC International Research community
- Augment relationships with Research institutions and providers
- Create an EMCC knowledge sharing database
- Develop more EMCC Research events and communication
- Attract new research funding and proposals

OPTIMISING STATUTES AND STRUCTURE TO ENSURE THAT EMCC IS FIT FOR PURPOSE IN THE COMING YEARS

- Review EMCC statutes and structure
- Review corporate governance and audit procedures
- Clarify IEB and Council roles and responsibilities
- Review how we develop and manage annual budget plans
- Improve timely communication and decision making processes
- Review affiliation and accreditation agreements

RECRUITING AND MOTIVATING A GROWING NUMBER OF MULTI-NATIONAL VOLUNTEERS

- Increase the recruitment of Volunteers for key projects
- Enhance the provision of relevant reward and recognition for all Volunteers
- Develop Volunteer oriented updates and communication
- Increase the visibility of our Volunteers across all Affiliated Countries and on our website



SHAPING AN ENVIRONMENT THAT SUPPORTS PROFESSIONAL COACHING & MENTORING

- Introduce a Global Code of Ethics (jointly with AC)
- Contribute to and influence EU regulatory developments
- Provide local country support on Regulatory Affairs
- Review and upgrade Supervision competences
- Offer guidance on implementing organisational mentoring/coaching programmes

PROVIDING VALUE THAT ENCOURAGES A GROWING EMCC INTERNATIONAL MEMBERSHIP BASE

- Optimise benefits for membership both locally and internationally
- Increase opportunities for corporate membership
- Develop, communicate and deliver, additional relevant membership activities
- Improve how we promote EMCC to prospective, new and renewing members
- Establish activity themes and events through EMCC Affiliated Countries

ATTRACTING INTERNATIONAL PARTNERS AND SPONSORS WILLING TO SUPPORT EMCC

- Leverage the scale of EMCC internationally
- Develop mutually beneficial relationships with current and new partners
- Develop international sponsorship themes and agreements
- Provide partners and sponsors with meaningful support activity

IMPROVING BRAND AWARENESS VIA AN ACTIVE AND INVOLVING MEDIA PRESENCE

- Upgrade EMCC website
- Develop meaningful and consistent Social Media content
- Revise current EMCC and Accreditation logos
- Revise and issue Corporate Identity Manual and Logo Usage Guidelines
- Leverage new media opportunities to reach target groups