

The APECS Seven Pillars and Standards Framework

1 PRACTICE in Executive Coaching

The First Pillar is to have established a Practice itself. A 'Practice' is a track record of evidence demonstrating what you deliver, and its link to output for the user. It may be described in terms that the user uses to understand the results, or even the 'agenda' for the Coaching work. The world of real Practice is different from the world of theory and research. It necessarily involves having to deal with circumstances which are not as neat and organised as a piece of research, or a nice simple comprehensive theoretical framework.

2 INQUIRY – Learning relevant to Professional Standards of Executive Coaching

The Second Pillar is about the Learning you have undertaken to do what you do. The Second Pillar is the record of how you learned to do what it is you do. It includes the need to have achieved important levels of learning required for Professional Standards of Practice. This is often referred to as the training you have received from those who already know what to do and how to do it. This is well possible in established professions. However, it is still emerging as an organised and straightforward process in Coaching.

3 LEARNING about Organisation and Business

The Third Pillar is Knowledge and Understanding about Organisation. The Coaching dialogue can be significantly enhanced if the Coach is able to tune in to the matters at hand. Although, as with our assumptions about people, there is always the risk of bringing false assumptions to the dialogue. There are a great many forms of organisation. Each such structure develops its own life and requirements for participation.

4 LEARNING about People

The Fourth Pillar is knowledge and Understanding about PEOPLE. In all our societies, we are still forming ideas about what people make of life, as well as being part of some organisation. There is a very wide diversity of available knowledge already for exploring and understanding this essential part of Coaching. It is also important to appreciate the Knowledge that is available – rather than just your own preferences, so as to recognise and appreciate your own boundaries.

5 ARTICULATION of your Personal Coaching Practice

The Fifth Pillar is the Practitioner's 'Practice Model.' A Practice Model is the very personal mix of how any Coach builds up their own particular style and emphasis of how they do what they do – knowing what they can do, as well as helping to identify where their own personal Practice boundaries may exist. Experienced practitioners typically refer to using an integrated approach – that may draw on a range and mix of different frameworks to describe how they build their overall practice.

6 REGULATION – CPPD, Supervision, Ethical and Competent Practice

The Sixth Pillar concerns Checks and Balances to ensure continued effectiveness. These Checks and Balances are a normal part of Professional standards. They typically involve Supervision; Continued Professional Development and commitment to ethical standards and awareness, and respect for professional boundaries in Practice.

7 SOCIETY – Contribution to the Professional Community

The Seventh Pillar is involvement with an established Professional Community. Membership, by itself, of a Professional Community can be an important and simple method for a user / Coachee to believe they can trust that the Coach does know what they are doing. Professionals can be trusted to get it right. The term, Professional, is often used by people in the Coaching Field to give this sort of promise. This term, Professional, can carry some very positive reputation in the wider community.