



Centre for coaching receives further accreditation

The Centre for Coaching at the UCT Graduate School of Business recently received further accreditation through the Health Professions Council of South Africa. This compliments their existing accreditation through the International Coach Federation, making it one of the few coaching bodies in South Africa to have both local and international accreditation.

Academic Director at the centre, Janine Everson, believes that it is important not only to be officially accredited in order to stand apart from fly-by-night service providers, but that it is also important to look at whether the accreditation itself is credible.

“Accreditation like this shows that our services are credible and internationally approved, and that any coaches that have gone through one of our courses are therefore also credible,” she says. “There are a lot of service providers and courses out there that have some accreditation but accreditation from bodies that aren’t credible and whose criteria are not rigorous.”

She says that the ICF accreditation processes are particularly rigorous and that courses have to meet specific criteria.

Everson adds that some accreditations offer other advantages too, not only credibility.

“The HPCSA accreditation is particularly important for health professionals who want to improve their Continuous Professional Development Points or Continuing Education Units,” she says. “In previous years, professionals registered with the HPSCA had to go through onerous processes to improve their CEUs. Now, through attending a coaching course that is recognised by the HPSCA, they circumvent all that.”

Those who have experienced successful coaching believe it can be hugely beneficial to one’s career. Industrial psychologist Charl Weideman says that a course at the Centre for Coaching, “assisted greatly towards my continuous professional development portfolio.

“Having completed the one-year professional coaching course at the Centre for coaching, the HPCSA acknowledged my submission for recognition as having continued my professional development in the field of industrial/ organisational psychology,” says Weideman. “Professional coaching is increasingly being seen as an ethical practice in developing professionals.”

“Following a sharp slowdown in growth in 2008, the profession is growing again with roughly 48 000 registered coaches around the world and a total revenue of almost 2000 million dollars,” says Craig O’Flaherty, Director of the Centre for Coaching. “And with the opportunity to make sizeable incomes from coaching, questionable and unaccredited service providers have emerged offering fly-by-night programmes. That’s why accreditation is so important.”

According to the International Coaching Federation 2012 Global Coaching Study, undertaken by PriceWaterhouseCoopers and surveying 12 133 respondents in 117 countries, 40% of respondents felt that unaccredited individuals providing coaching could damage the profession as a whole.

Statistics cited by the Resolve Group show that coaching is the fastest-growing field in human development, estimated to be expanding at over 40% per year. Furthermore, the ICF study reveals that it is growing even faster in emerging regions.

For more information please visit <http://www.centreforcoaching.co.za>.
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