

# Meyler Campbell

## PRESS RELEASE

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### **Meyler Campbell Programme Achieves ‘Course Recognition’ Status from Association for Coaching**

Meyler Campbell, the UK’s leading business coaching training company, today announced that its *Business Coach Programme* has achieved ‘Course Recognition’ status from the Association for Coaching.

The Association for Coaching (AC) is an independent nonprofit organisation with the goal of promoting best practices, and raising awareness and standards across the Coaching industry, as well as providing value added benefits to its members. The news follows the recent awarding of ‘Accredited’ status to Meyler Campbell by the Worldwide Association of Business Coaches (WABC), the first coach training organisation in Europe to be granted such status.

Meyler Campbell’s *Business Coach Programme* is the premier business coach training programme in the UK today, bringing together tutors and participants from business, government, professional services and academia.

Commenting on the announcement, **Meyler Campbell Managing Director Anne Scoular** said:

*“While we have always focused on developing Business Coach as a hallmark of excellence in its own right, our research has shown that many local accreditation bodies have been raising their game lately and we felt we should be part of it.”*

*“The Association for Coaching is an example of this, actively advancing best practices in coaching and supporting credibility and accountability across the industry. We are subsequently delighted that our Business Coach Programme has achieved course recognition status. It is an opportunity to further bolster the Meyler Campbell brand and an endorsement of our faculty of world-class tutors and unique, bespoke tutorial-focused approach.”*

Anne concludes:

*“While for us, the WABC accreditation remains the gold stand for global business coaching, we plan on pursuing other accreditation routes to meet the needs of our extensive Business Coach community.”*

As part of the ‘Course Recognition’ status, Meyler Campbell’s Business Coach graduates are eligible to join any of the Association for Coaching’s three membership levels. Benefits of becoming an Associate (£65 fee + £15 one-off registration fee) or full member (£75 fee + £20 one-off registration fee) include receiving the journal - *Coaching: An International Journal of Theory Research and Practice*, published in collaboration with Routledge, and becoming part of the online directory for business leads and referrals.

A minimum of 40 hours of coaching delivery and 35 hours of training (or 75 hours of coaching delivery for those with no coaching qualifications) is required to be an Associate Member and 215 hours of coaching delivery and 35 hours of training (or 250 hours of coaching delivery) to be a full member.

The Association for Coaching is one of the leading independent and non-profit making professional bodies aimed at promoting best practice and raising the awareness and standards of coaching, while providing support for its members. It is a membership organisation for Professional Coaches, Training/ Service providers and Organisations involved in Coaching; the areas covered include Executive, Business, Personal, Speciality and Team Coaching. For further information, visit the membership section of the website or email [members@associationforcoaching.com](mailto:members@associationforcoaching.com).

For further information on Meyler Campbell or any of its programmes, please contact Debbie Sherrell on +44 (020) 8460 4790 and [debbiesherrell@meylercambell.com](mailto:debbiesherrell@meylercambell.com) or visit: <http://www.meylercambell.com>

## **NOTES FOR EDITORS**

**Meyler Campbell** trains and develops senior business people to coach in demanding contexts, and hosts Europe’s most dynamic learning community for business coaches and leaders.

Our fully accredited ***Business Coach Programme*** has a strong reputation in the market for its business focus, bespoke approach, and results. Businesspeople and professionals from a vast range of backgrounds, together with many of Europe’s most successful freelance coaches, have trained with us. For many organisations, Meyler Campbell is the first port of call when they want to develop internal coaching capabilities, and is a trusted name in accredited training when hiring externals.

The *Business Coach Programme* has a real practical bent, plus depth in its theoretical grounding. To keep our clients at the leading edge, we commission and publish research, link with leading centres of excellence around the world, and run a hugely active Alumni/CPD Programme, with additional learning options including the thought-provoking *Psychology for Coaches* course, Masterclasses with global experts, and short practice-focused events such as Coaching Fishbowls.