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HISTORY was created for the Coaching Industry in Malaysia with the launch of Coaching Standards in Malaysia recently. No country in the world has done this except for Malaysia. In a Q&A style, here is an excerpt of what this is.

1 What are Coaching Standards?

Like other standards, they are strict benchmarks that govern the professional practices of Coaching. It is about the professional responsibility to ensure the interests of the coaching profession and its clients are always protected.

2 Why Coaching Standards now?

Coaching is a "serious" profession. It is about helping people to overcome their issues and achieving their goals. Do it wrong, and it can bring great misery to people. It is similar to an untrained doctor prescribing medicine to patients.

Although Coaching has been around for awhile, it has always operated in an unregulated way. As coaching becomes more recognised, many people are jumping into this profession.

Some do not have the right make up, and neither do they have the right values or training.

At the same time, the public is ill-informed about coaching too. So it is time to create greater coaching awareness everywhere for the coaches, as well as for the community at large.

3 What will happen if Coaching is left to operate in an unregulated way?

This profession will get a bad name and it will be difficult to progress. Coaching cannot live long with such comments from disappointed clients like these: "There is nothing new about coaching; they are just like training"; "They instruct us and

tell my people off"; "is that what coaches do to people?"; "They tell us they can do anything for us as long as we are willing to pay what they ask for"; "We ask them where they got their training from, but they say they do not need any training because they are experienced enough."

4 How does Coaching Standards help?

They serve three key purposes: Firstly, it is a "coaching educational tool" for the community to know what coaching really is. It is important for those who are considering coaching for themselves or for their organisations. They will now be able to discern who are coaches and those who are not.

Secondly, it guides coaches and those who aspire to be one with the best coaching practices to become excellent coaches. Thirdly, it is telling "self-claimed" coaches the time is up for them to take up proper

formal coach training because the community out there is well-informed now on what coaching is and who are the real coaches.

5 What is inside the Coaching Standards Handbook?

A glossary of key coaching terminologies, the powers of Coaching and Coaches, Coaching Pillars, Coaching Competencies, Ethical & Professional Code of Conduct, Coaching Model, Coaching Milestones, Coaching Operating Standards and a Coaching Case.

6 Who are instrumental in making the Coaching Standards a reality?

The contributors are the Malaysian Association of Certified Coaches (www.malaysiancoaches.com), Corporate Coach Academy (www.corporate-coachacademy.com) and the sponsor, OMD & PHD (www.umd.com and www.phdnetwork.com

respectively).

7 How can anyone get a copy of the Coaching Standards Handbook?

It is free and is available at Corporate Coach Academy's Office. Just call 03-62054488 and ask for a copy. If you should want more, a small donation of RM5 per copy is requested so we can continue to print these copies for more people in our continuous effort to have a well-informed community in Coaching.

** The ICF-ACTP Professional Coach Certification and a two-day Empowerment Coaching workshop will be held on May 13-14. In-house programmes, online coach learning, and coaching services are also available. For more information call 03-62054488, or login to www.corporate-coachacademy.com. For coach membership and services, login to www.malaysiancoaches.com.*

COACHING STANDARDS