

EIA launches across Europe

First research based coaching certification

Brussels, Belgium—March 11, 2010—Responding to the increasing demand for transparency of coach and mentor credibility EMCC today announced that its evolutionary and thoroughly tested coaching accreditation program EIA is now also available in Switzerland. Before an audience consisting of representatives from companies, educational bodies and EMCC members both EIA and EQA were introduced.

After its successful introduction in the UK in October 2009 the European Individual Accreditation is imminent for launch in Netherlands, France, Germany, Sweden, Denmark, Serbia, Czech Republic, Portugal and Luxembourg.

EIA is completely new in that it is based upon a competence framework that has been thoroughly evaluated before the levels of competence were identified and recognized. The four level accreditation program is evidence based and the applicant is screened and monitored by specially trained assessors. The assessor training program is currently in progress in the Netherlands and Sweden ahead of the EIA / EQA launches in these countries.

“EIA is the obvious supplement to EQA , our quality award for educational bodies,” says Petr Necas, President of EMCC. “We’re excited to contribute with a qualification process of this level and credibility for the coaching and mentoring profession. By doing so we raise and secure the quality standards for the clients and users of coaching and mentoring services as well as for the practitioners.”

The successful applicant for EIA enjoys a free listing on the EIA / EQA and EMCC official websites, is entitled to use the EIA logo with the specific qualification level and is enrolled in a global EMCC network on LinkedIn where millions of professionals do business and share recommendations, knowledge and experiences. The accreditation includes a transitional process for those currently holding professional certifications from other organizations and institutes.

Pricing & Availability

Due to market variations pricing is different in the affiliated EMCC countries. EIA becomes available following a launch schedule throughout 2010. EQA for educational bodies is available throughout Europe.

About EMCC

EMCC has been around since the early 90's and was amongst the first to unite the coaching and mentoring profession in an effort to identify, define and develop standards through research and development. This year it will arrange its 17th Annual Coaching and Mentoring Conference in Dublin, Ireland, an event filled with high profile key notes, demonstrations, workshops and seminars. The first dedicated Research Conference is planned to take place in 2011.

With over 5000 affiliate and direct members EMCC is the main independent and not for profit coaching and mentoring organization based in Europe. EMCC exists to create, develop, research and promote good practice and the expectation of good practice in mentoring and coaching. It exists through its 18 affiliates across Europe

For additional information visit : www.emccaccreditation.org ; www.emccouncil.org

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