



## **COACH A Renews Ayce (beta version\*), a Web-Based Platform for Coaching Evaluation**

TOKYO, June 14, 2021 - COACH A, a company specializing in organizational development based on executive coaching, announced that it has renewed the questions and feedback items of [Ayce](#) (Accelerate your Coaching Effectiveness), a web-based platform for coaching evaluation, in accordance with the renewal of the Core Competencies for coaches defined by the International Coaching Federation (ICF).

### **What is Ayce?**

Ayce is a platform for coaches around the world to improve their coaching competencies, provided free of charge by COACH A. It is a web-based platform that enables both coaches and clients to assess the coach's interactions and coaching competencies in the coaching process, as well as the effectiveness of coaching. Coaches can check the gap between their own answers and those of their clients, and compare the results with the average of coaches around the world who use Ayce.

The platform is available in a total of four languages: English, Chinese, Thai, and Japanese.

### **Background of the Renewal**

The questions and feedback items in Ayce have been significantly renewed in accordance with the ICF's updated Core Competencies, which was released in November 2019. Compared to the previous version, the new Core Competencies are more focused on coaching presence and attitude rather than coaching skills. It also provides a broader and more detailed view of client change and outcomes, including changes in client vision, communication, and values.

These updates are reflected in all four language versions of the new Ayce: English, Chinese, Thai and Japanese.

By using Ayce, coaches can reflect on their own coaching on a regular basis to redirect their coaching and improve their own competencies. As the use of coaching in various business situations expands rapidly, COACH A aims to provide opportunities for coaches across the globe to improve their competencies and the quality of their coaching through the use of Ayce.

\*The renewed Ayce is a beta version, and we are planning to release the official version around the end of 2022.

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