



## **COACH A Accredited by International Coaching Federation As Level 2 Program Provider**

February 15, 2023

TOKYO, February 15, 2023 - COACH A Co., Ltd. announced that it was accredited as a Level 2 program provider under the new accreditation system of the International Coaching Federation (ICF) on January 31, 2023.

### **About ICF-accredited Programs**

ICF-accredited programs are recognized worldwide as high quality, specialized coach training programs that meet the numerous requirements established by ICF.

Launched in 1997 by COACH A (then known as the Coach Training Program [CTP]), coachAcademia (pronounced COACH A Academia), became the first ICF-accredited program in the Japanese language in October 1999.

### **New Accreditation System Launched in January 2022**

As the demand for coaching grows around the world, ICF has undergone several organizational and systemic reforms in recent years. Launched in January 2022, its new accreditation system is one such example.

One characteristic of the new system is that while previously individual training programs were accredited, the new system accredits the entire organization providing the training program. The application for accreditation under the new system needs to meet various standards and requirements such as the mission of the organization as a whole and the objectives for providing coach training programs. The new system demands greater accountability from the entire organization.

In addition, as the numbers of individuals and organizations providing coaching services increases worldwide, the need to ensure coaching quality has arisen. Against this backdrop, the new system includes stricter accreditation requirements than in the past.

A transition period of one year is allowed for previously accredited training programs to migrate to the new system. COACH A was accredited on January 31 of this year as an organization that satisfies the requirements of the new accreditation system.



## About ICF Level 2 Accreditation

The Level 2 accreditation is granted to organizations that provide programs with 125-175 hours of training that meet the requirements for the ICF Professional Certified Coach (PCC) credential. In the case of coachAcademia, there has been no change between before and after ICF Level 2 accreditation in terms of conditions, such as the credentials that trainees can earn.

For more information on Level 2, visit

<https://coachingfederation.org/coaching-education/level-2-accreditation>

## About coachAcademia

coachAcademia is a coach specialized training program launched in 1997 by COACH A (then Coach 21). Over a period of one year to 18 months, participants receive practical, hands-on training not only on coaching skills, but also in coaching theory and effective application, while gaining experience in receiving, learning, and practicing coaching.

For more information, visit <https://coachacademia.com/>

## About COACH A

COACH A is a global coaching firm that began operating coaching training in 1997. Focusing not only on supporting individual growth but on the relationships in which individuals are involved, it supports organization-wide growth through dialogic organizational development programs offered worldwide in five languages (Japanese, English, Mandarin, Cantonese, and Thai). In addition, based on analytical data from its research arm, the Coaching Research Institute (CRI), COACH A pursues evidence-based coaching and analyzes the

vast body of data on coaching results, publishing reports on topics including the mechanisms of leadership and organizational vitality and the effectiveness of coaching.

For more information, visit <https://global.coacha.com/>

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