



COACH A Co., Ltd.

## **COACH A Signs Seventh-Year Sponsorship with the Institute of Coaching**

March 2, 2023

COACH A announced today that it will continue its [sponsorship](#) (bronze) of the Institute of Coaching (IOC), a coaching research institute at McLean Hospital, affiliate of Harvard Medical School, effective March 1, 2023. This year marks the seventh year of renewal since COACH A's first sponsorship agreement with the IOC in 2017.



### **Institute of Coaching**

McLean, Affiliate of  
Harvard Medical School

#### **What is the IOC?**

- A non-profit coaching research institute at McLean Hospital, affiliate of Harvard Medical School that is dedicated to enhancing the integrity and credibility of the field of coaching
- Supports professional coaches and others who use coaching skills in their personal and professional lives by advancing coaching research, education, and practice
- Provides world-class professional development and community networking through webinars, learning events, annual conferences sponsored by Harvard Medical School, and an unparalleled coaching resource library  
(source: IOC website)

#### **Exhibition at the IOC's Annual Conference**

COACH A has been working to strengthen its relationship with the IOC, one of the world's top coaching research organizations. As a part of these initiatives, COACH A will give a presentation in Virtual Networking at the IOC's online conference, "Coaching in Leadership &

Healthcare Virtual Conference", to be held April 27-29, 2023. This will be the second time the company exhibits at the conference, which was held September 23-25, 2021.

### **About COACH A**

COACH A is an executive coaching firm founded in 1997 (formerly Coach 21). The company focuses not only on supporting the growth of individuals, but also on the relationships that surround them, and accelerates dialogic organizational development that supports the growth of the entire organization based on the unique concept of Systemic Coaching™. Since its founding, the firm has published numerous coaching-related books and contributed to the expansion of coaching in Japan.

With offices in Tokyo, New York, Shanghai, Hong Kong, and Bangkok, COACH A operates globally, offering services in five languages (Japanese, English, Mandarin, Cantonese, and Thai). Through its exclusive research department, the Coaching Research Institute (CRI), the company provides evidence-based coaching based on analysis of our extensive coaching experience.

### **Media contact:**

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