

10th ENSSEE Forum

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**The Way Forward
– Global
Perspectives**

John Bales

**International
Council for Coach
Education**

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Council for
Coach
Education



ICCE...
connecting
the world of
coach education



How to best advance coaching development?

Premise:

- **By sharing and learning from each others' best thinking and best practice**
- **By inclusion: everyone can make an important contribution**
- **By action: addressing complex issues**
- **By aligning the work being done regionally (Europe) and globally**

International Council for Coach Education

- **Not-for-profit international organization**
- **“To promote coach education and the profession of coaching”**
- **www.icce.ws**
...connecting the world of coach education
- **EU Framework / Rio Maior: excellent process for sharing, inclusion, alignment**
 - ▶ **signed in 2007, external advisor, promote as global standard**

ICCE Strategic Directions, 2009-2014

1. Consolidation of core functions
2. Verification of programs (Rio Maior)
3. Enhancement in developing countries
4. Advocacy for the profession of coaching
5. Creation of a global community of coaches
6. Extension of services and infrastructure

1. Core functions

Global Coach Conferences

Every two years, with regional conferences in other years

- Vancouver 12-15 Nov 2009

Ethics

Sharing codes on www.icce.ws

Developing Life Skills (Gould) ** Social responsibility in elite sport (Carter) **

Examining coaching philosophy (Wehner)

Publication:



2. ICCE Focus on Rio Maior

- **Promote a common model for coach development**
- **Bring together the parallel and often unrelated streams of HE and sport system**
- **Research on key aspects of the coaching model; program effectiveness; competency systems**
- **Establishing standards, licensing and professionalization**
- **Improve quality assurance**

3. Enhance coaching programs in developing countries

- **Olympic Solidarity**
- **World Anti-Doping Agency**
(WADA Coaches Tool Kit)
- **Regional Conferences**
e.g. **ICCE Continental Conference Africa**
October 23-25, 2008, Pretoria, South Africa

4. The profession of coaching

- **Linkages with higher education**
- **Standards for coaching specialist degrees**
- **Licensing**
- **Coaches Charter**

5. Community of Coaches: Global Coach Social Network

Social Network Platform

Management Tools

Online Course Training

Online Publishing

Internet TV And Radio

Retail sales

Entertainment: Fantasy Coaching



6. Services and Infrastructure: ICCE – ECC Linkage

- Alignment with ECC; Cooperation on projects; further development of Rio Maior Convention
- Structural linkage: ICCE Vice-President Europe holds position of ECC Chair or Vice-Chair
- Recommendation: a call for proposals to establish a joint ICCE / ECC office to provide administrative support for both organizations

Progressing the European Framework for the Recognition of Coaching Competence and Qualifications



- 1. “Talking to each other”:** engaging in the vision
- 2. “Moving forward”:** enhancing programs
- 3. “Mutual recognition of qualifications”:** reducing redundancy

Summary



- **Sharing best thinking and best practice**
- **Inclusion**
- **Addressing complex issues**
- **Aligning the work of ECC and ICCE**

Thank you!

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