



LICENSEE HANDBOOK

RELATIONSHIP BETWEEN IAC AND LICENSEES

This handbook describes the relationship between the IAC and its licensees. Its aim is to document processes to ensure that the coach training provided is in line with IAC's principles and Masteries™ and advances the reputation of coaching as a profession. This handbook covers:

- I. Roles and responsibilities of a licensee
- II. Qualification and requirements to become an IAC licensee
- III. Licensee listing on IAC website
- IV. Support to be given to licensees
- V. Licensee benefits
- VI. Distinction between licensed schools and IAC chapters
- VII. Pricing

I Roles and Responsibilities of Licensees

- A. Uniquely support the vision of the IAC to promote diverse paths to coaching mastery.
- B. Provide quality services that incorporate IAC Coaching Masteries™, by:
 - Using the IAC Coaching Masteries™ in their general services and products; and/or
 - Providing quality coach training that incorporates the Masteries
- C. Commit to and comply with the IAC Code of Ethics.
- D. Support students in the development of Learning Agreements.
- E. Encourage and support students to take the IAC Level 1 Certification examination in a timely manner.
- F. Providing learning experiences that support students' growth and development for certification

II Qualification and Requirements to become an IAC Licensee

A. Types of licenses

The IAC Coaching Masteries™ may be used by IAC members for non-commercial use in the context of self-study and research without any additional fee. They may not be used for educational purposes without a specific license, as outlined below.

There are three types of Commercial Licenses:



Authorized Licensee – Masteries Practitioner Level

The Licensee may advertise and provide training, mentoring or other products or services, which incorporate the IAC Coaching Masteries™ and lead toward the Masteries Practitioner designation only.

Authorized Licensee – Certified Masteries Coach Level

The Licensee may provide training, mentoring or other products or services, specifically designed to lead toward the Masteries Practitioner and Certified Masteries Coach designations only.

Authorized Licensee – Master Masteries Coach Level

The Licensee may provide training, mentoring or other products or services, which specifically designed to lead toward the Masteries Practitioner, Certified Masteries Coach and Master Masteries Coach designations.

B) Qualifications/Requirements

1. For all types of Licenses, licensees are required to:
 - a. Be a current **IAC member** for the duration of the license.
 - b. Commit to the **Code of Ethics** and IAC operating **principles**.
 - c. Complete a questionnaire about their coaching and professional experience.
 - d. Participate in an **interview** to ensure that they are committed to:
 1. supporting the spirit of coaching as described in the IAC vision and mission statements,
 2. advancing the reputation of the IAC and of coaching as a profession,
 3. showing general coaching and professional experience,
 4. explaining how they intend to incorporate the IAC Coaching Masteries™ in their services and products.
 - e. Create a "Statement of Intent" describing how they plan to implement the IAC Coaching Masteries™ into their training offerings.

f. Authorized Licensee – Masteries Practitioner Level

One person in the school must pass the Part 1 IAC exam, have a learning agreement in place that is signed by an IAC Certifier and acquire Masteries Practitioner Designation within 15 months of the date of licensing.

g. Authorized Licensee – Certified Masteries Coach



One person in the school acting as a mentor coach must have and maintain a Certified Masteries Coach certification.

h. Authorized Licensee – Master Masteries Coach

One person in the school acting as a mentor coach must have and maintain a Master Masteries Coach certification.

- i. A new licensee will be approved by majority vote of the Licensing Committee.

C) Renewal requirements

The requirements for license renewals are the same as for the initial approval.

III Licensee Listing

1. **Categories** - The listing of licensees on the IAC website will distinguish clearly between the three types of licenses with explanations of the difference
2. **Expertise** – specific areas of expertise may be listed.
3. **Internal Links** – The listings will link to the Licensees’ corporate web pages.
4. Licensees may submit articles for publication in the IAC VOICE.

IV Support for Licensees

1. A welcome package

- welcome letter
 - provide a link to become a licensee
 - provide a link for the IAC logos
 - provide information about the certifier calls

- link to licensees’ forum on the IAC website

2. Annual review

Around the time of license renewal an interview between a member of the Licensing Committee and the Licensee will be scheduled to discuss their certification progress and license renewal.



V Licensee benefits

1. Licensee forum on the IAC website
2. Exclusive calls with the IAC Certification Board
3. Listings on the IAC website for educational (non-promotional) events open to all IAC members and VOICE subscribers
4. Access to a Licensee-only page with quick links to frequently requested documents
5. Licensees will be listed on the IAC website.
6. Licensees may buy bulk full memberships for their students at a discounted rate.
7. Licensees may contribute to the monthly column in the VOICE designated for licensees.
8. Free resources: Licensees will be credited for free material relevant to coaching and the IAC Masteries[®] contributed to the IAC website.

VI. Licensees and Chapters

Licensees are welcome and encouraged to organize and participate in IAC Chartered Chapters. It is also important for Licensees to understand and honor the difference between Chapters and Licensees. The following paragraphs, taken from the IAC Chapter Handbook, serve as guidance:

Chapters are viewed as noncommercial, nonaligned, nonprofit affiliates of the IAC. "Noncommercial" means that IAC Chapters do not exist to make money; they exist to serve the IAC and their members. "Nonaligned" means that IAC Chapters are not sponsored or run by any faction, party, cause, or organization with a commercial purpose. "Nonprofit" means that IAC Chapters do not exist to bring financial benefits to their directors, members, or any other organization.

Chapters exist solely to serve the IAC and their members.

After agreeing to comply with this handbook and after existing for at least one year, Chapters are granted the title of IAC Chartered Chapter and receive a logo as well as a webpage on the IAC website. Chapters may also develop their own websites, with approval of the IAC Board of Governors.

For IAC members wanting to start an IAC Chapter, either virtual or local, in a location where there is not yet sufficient interest to create an actual Chapter, a volunteer may offer to become the "IAC Contact Person" for that region until a certain threshold of people in the area is met where a Chapter can be sustained.

Licensees are commercial, aligned, for-profit business operations. "Commercial" means pertaining to commerce and having either monetary or non-monetary gain as motive. "Aligned" implies brought into agreement or cooperation on the side of a faction, party, cause, or organization. "For-profit" means that the operation seeks to benefit financially the owners and directors of the operation.



Commercial licensees exist to train coaches using (at least in part) the IAC Coaching Masteries™.

Under the commercial license agreement, the Licensee may include the IAC Coaching Masteries™, unaltered and with copyright notice, as part of a product and/or service (e.g., coach training program, training audio or video product, virtual study group, etc.)

Chapter Business and Licensee Training are entirely separate entities not intended to be represented together.

It is inappropriate for Licensees to sponsor IAC Chapters. It is appropriate for licensees, and even encouraged for Licensees to host programs and even to organize special interest groups for their trainees who may be seeking IAC certification. The IAC wants Licensees to do everything they can to support the Masteries™. Fees charged vary according to the number of students that the Licensee has (or projects to have) and the length of time for the License. Fees for licensees are the same, regardless of level.

VII. Pricing

Licensees will be charged a fee specified by the IAC Board of Governors for their licensed use of the IAC Coaching.

Category A – US \$ 300 (providing products or programs to Master Masteries Coaches that are mentor coaches and do not have a Coaching training school. In addition, to members that have served on the BOG of Governors at least during two complete BOG terms and that do not have a Coaching training School)

Category B – US \$ 850 (providing products or programs to members that are approved Licensees, and that have a coaching training business. - May also include a logo and a longer description in their listing on the IAC's website)

Category C = US \$ 1500 (universities and institutes of post-secondary learning)