

Benefits of Membership of Asia Pacific Alliance of Coaches (APAC)

APAC is a newly established Alliance of Coaches in the Asia Pacific Region. The Alliance was formed firstly to create a forum in the Asia Pacific region for coaches to reach new coaching professionalism and collaborate with one another. Secondly the Alliance was formed to bring the power of coaching to every workplace and home in the Asia Pacific region in the next several years.

Benefits to Members

Current members who work in the coaching profession or aspire to become coaches:

- APAC will provide information on development opportunities on coaching for current and prospective coaches
- APAC will provide guidance to those who wish to enroll for coaching studies or wish to pursue ICF professional designations/accreditations.
- APAC will provide information on current coaching trends in the region and in the near future on results of research studies conducted in Asia Pacific.
- APAC can help members develop their own circles of coaching acquaintances in the region via networking.
- APAC can help each member to reach out to the public in the region
- The APAC web site will contain names and bios of APAC members who are coaches and who wish to have their names advertised

Members who are not in the coaching profession but who may have an interest in coaching: we wish to encourage people outside of the coaching profession to become members of APAC (Members of corporate HR departments might be interested in becoming APAC members)

- APAC will post articles on coaching and self-development that can be of interest to members (online magazine including an archive)
- APAC web site will have a Q&A section where members can send in their queries and the web site will have professional coaches providing responses

General Benefits to members:

- The APAC website will explain what the coaching profession is all about
- The APAC website will provide information on the proper guidelines of the profession