

# Strategy

2024-27

## Introduction: our context

EMCC UK was established in 1989 and we already have a tremendous legacy. Created by practitioners for practitioners, we are a membership community for coaches, mentors, and supervisors, from a multitude of disciplines and sectors – and also for training providers and organisations with internal coaching and mentoring.

Our community now numbers almost 4,000 members. Our purpose is to serve our profession, our members and wider society, which includes those who benefit from our practice. We demonstrate our values in all that we do: inclusive, progressive, supportive, and professional.



***Our vision is to sustain, inspire and challenge our professional community, so that together we can be at our best, and make a positive contribution to individuals, organisations, society, and the wider systems in which we work.***

## Our board



*Ivan Beaumont*  
**President, EMCC UK**



*Hannah Butler*  
**Director for Coaching Practice**



*Sarah Bailey*  
**Professional Development Director**



*Michael Christoforou*  
**Vice President**



*Paul Heardman*  
**Director for Supervision Practice**



*Hande Yaşargil*  
**Director of Diversity and Inclusion**



*Christopher McLaverty*  
**Director for Mentoring Practice**



*Jason Rabinowitz*  
**Non-Executive Director**



*Linbert Spencer OBE*  
**Non-Executive Director**



*Philippa Eddie*  
**Non-Executive Director**

## Our guiding principles

This is our board's commitment to you:

being a welcoming, inclusive and supportive community



### Inclusive

making coaching, mentoring and supervision accessible

bringing new voices and alternative perspectives

enabling debate of societal and systemic issues

learning and growing from cross-cultural experiences



### Progressive

sharing knowledge across the globe

'horizon scanning' for emerging technologies and practices

partnering with EMCC Global to share learning and research



### Supportive

practical support so our members' businesses can thrive



### Professional

promoting research-based and ethical practice

highlighting the importance of accreditation, CPD and supervision

celebrating the difference we make as professionals

## Our guiding principles

This is our board's commitment to you:

### Inclusive

- Co-creating with you a welcoming, inclusive and supportive community of practice for coaches, mentors, supervisors and volunteers – this includes inviting cross-professional body co-operation
- Making coaching, mentoring and supervision accessible for practitioners, and encouraging those engaged in our work to join our vibrant community
- Removing systemic barriers to accreditation, and opening up research opportunities so that we bring new voices and alternative perspectives to the fore

### Progressive

- Enabling coaches, mentors, and supervisors to explore and actively debate societal and wider systemic issues that impact our profession and our clients – and therefore make changes in their practice and act in the service of future generations
- Leveraging the benefits of our global organisation by offering opportunities to learn and grow from cross-cultural experiences, and by sharing knowledge across the globe with our peers

### Supportive

- 'Horizon scanning' and providing guidance and opportunity to debate emerging technologies and practices
- Partnering with EMCC Global Centres for Excellence to share learning and research
- Offering practical support to those with coaching, mentoring or supervision businesses to allow them and their clients to thrive

### Professional

- Raising our profile across organisations and society
- Highlighting the importance of accreditation, continuous professional and personal development, supervision, research-based and ethical practice
- Celebrating and naming the difference we make as professionals
- Ensuring long-term organisational sustainability through succession planning, financial stability, investment in technology, and operational effectiveness – our community matters

## What we do on your behalf

We are run by members for the benefit of members. EMCC UK has a board and a governing body, and since 2023 a team of deputy directors. We are affiliated to EMCC Global which gives us access to global resources and opportunities to learn from other cultures. Our President sits on the Global Council with 27 other country presidents.

We benefit greatly from the commitment of our volunteer community. They number over 150 volunteers working on our behalf, and include network and special interest group coordinators, as well as those working on projects. Despite being organised on a volunteer model, we take our responsibilities seriously and are always striving to improve your membership experience. Please get involved!

## Sustaining our membership community

We are a limited company by guarantee, operating on a not-for-profit basis. Most of our income comes from membership subscriptions. We also make a small income from running CPD events for our organisational members, and in 2024 are running an inaugural Festival which has the potential to bring in additional revenue through sponsorship. We hold reserves for six months of operating costs.

Any additional funds beyond this are invested to improve your membership experience. For example, our recent investment in our technology infrastructure, website, and our fantastic operations team.

## Contact

This strategy is revised annually, but is a 'live document'. Please get in touch if you have any comments or suggestions. We would love to hear from you. Please contact us:

**[info@emccuk.org](mailto:info@emccuk.org)**

