

## Christine Charles, APC (IIC)

1. You started as an IIC Volunteer before becoming an IIC Accredited Coach, how did that process help you?

I was able to experience first-hand what opportunities the IIC had to offer- the wealth of information and what the drivers were. It was a great experience because I got to see and work on the operational side of things as well as see the benefits of what being a member brings, the added advantage is that it's a great conversation starter when networking!



2. What made you decide to become an Accredited Coach?

I decided to become an accredited coach because it not only enhanced my profile but also opened opportunities for me in the form of community, learning, and working alongside leaders on an international level.

3. What moved you to become accredited with the IIC?

I have been aware of the IIC since qualifying with Noble Manhattan. Gerard, the CEO, encouraged all the students to join because it would do all of the above. The IIC is more about people and less about numbers, the values and ethics of the IIC drive the business.

4. What is your edge over the other coaches?

As coaches we all have something unique to offer which is what makes us different. My difference is that I have been coaching for almost a decade now and have survived the test of times which have included changes and challenges what's gotten me through is my determination, hard work and passion. I have been fortunate enough to have been trained by some of the biggest business leaders in the world and have learnt a lot from them and their experiences. I love being able to support, encourage and motivate and with my NLP, Coaching and DISC background. I have the skills to be able to identify what type of personality someone is and then work with that. This is what has been most valuable and it takes experience to get to this stage.

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Business is a ruthless industry and it takes a certain type of character to stick with it, if someone is just starting it out in business one of my first question will always be, are you ego driven or purpose driven? My purpose is to drive values back into business, so many businesses fail within the first 12 months because of the lack of connection between business and purpose. I am living proof that you can make it work, persistence is the key.

## 5. What are your struggles as a professional coach?

When I first started out it was lack of community which is why I created Coaches Network, a network for coaches run by coaches, a platform for coaches to meet like-minded people to inspire, motivate and network. I almost gave up when I first qualified because I didn't know what to do, where to go or how to start and instead went travelling! When I came back I found the same issues were surrounding me so set up a LinkedIn profile and started that way.

## 6. How do you stay on top of the competition?

Researching, networking, having mentors, writing, most of all being passionate about my message!

## 7. As you were the International Coordinator of International Development, what were your observations in the coaching industry?

The coaching industry is hungry to work together. It recognises that a lot of damage has been done by cowboys jumping on the bandwagon and discrediting the coaching industry. The IIC has worked hard over the years to change this perception by being an accredited body and working on an international level. The coaching industry is diluted because of the different messages out there, it can become overwhelming. Certainly when I started almost a decade ago there wasn't as much info out there. I would suggest that if you are just starting out be focused on what it is you want and find the info relating to that. If you aren't sure then have some coaching, an objective view brings fresh perspective.

Starting off as a coach stems from a place to help others for most of us, then homes the business aspect, which means competition, becoming sales orientated, finding a community, just some of the additional things you have to do to stay ahead of the game and at times you will question and doubt yourself - Because you have to do all these additional things for your business to survive which may not necessarily agree with your values or your personality. It's great if you want to be a coach, help others and make a difference. If you want to be a coach with your own business then that is a different ball game altogether. Speak to coaches who have a business already and are successful at it. Find mentors and really ask yourself what your focus is.

**Christine Charles** qualified through [Noble Manhattan Practitioner Coach Programme](#), one of IIC's accredited coach training programmes.