



INTERNATIONAL STANDARDS BODY · EST. 2012

# IAPCCT Standards Framework

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The principles, standards, accreditation criteria, credential rubric, methodology standards and continuing-development framework of the International Association of Professional Coaches, Counselors, and Therapists.

Version 1.0 · 2026 · [iapcct.com](http://iapcct.com)

This document is the authoritative reference used across the IAPCCT website and by accredited providers, certifying institutes and assessors. Indicative figures are confirmed per methodology.

## 01 Purpose & scope

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This Framework is the single, versioned reference for the standards of the International Association of Professional Coaches, Counselors, and Therapists (IAPCCT). It consolidates our principles, standards, accreditation criteria, credential requirements, methodology standards and continuing-development framework into one document, so that members, accredited providers, certifying institutes and the public can rely on a common reference.

It applies to all IAPCCT members, all accredited programs and providers, and all IAPCCT credentials.

## 02 The IAPCCT Principles (code of ethics)

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Every member commits to the following principles. Breach may lead to action under the complaints and disciplinary procedure.

- Act with integrity, honesty and congruence at all times.
- Practise only within the limits of your training, competence and experience.
- Represent your qualifications, credentials and level accurately and never mislead.
- Hold client information in strict confidence, within the limits of the law.
- Obtain informed consent and make clear the nature, terms and boundaries of your work.
- Maintain clear professional boundaries and never exploit the client relationship.
- Do not discriminate; respect diversity, dignity and the autonomy of every client.
- Recognise the limits of your role and refer on when it is in the client's interest.
- Commit to continuing professional development and regular supervision.
- Avoid conflicts of interest and declare them where they arise.
- Keep accurate, secure and appropriate records.
- Uphold the reputation of the profession and of IAPCCT.
- Respond openly and fairly to any concern or complaint.
- Take care of your own wellbeing so you can practise safely.
- Use the IAPCCT name and seal only as permitted, for the level you hold.
- Comply with the IAPCCT Principles, International Standards and applicable law.

### 03 International Standards for providers

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Accredited providers uphold standards that protect learners and the profession.

- Trainers demonstrate current competence and effectiveness in what they teach.
- Programs are delivered under written, confidential learning contracts.
- Learners are treated fairly, without exploitation or discrimination.
- Feedback and assessment are constructive, evidence-based and documented.
- Providers commit to continuing professional development of their faculty.
- Accessibility and reasonable adjustment are designed into delivery.
- Post-program support is offered to learners.

### 04 Accreditation criteria

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Programs are accredited against clear, published criteria.

- 60 to 124 contact hours per program, appropriate to the credential level.
- At least 50% of contact hours delivered synchronously (live).
- At least 80% of content mapped to the IAPCCT Principles and Standards.
- Faculty led by a Master Trainer or equivalently qualified trainer.
- Adult-learning design with practice, feedback and assessment.
- Accessibility and reasonable adjustment built in.
- Documented post-program support and a route toward IAPCCT credentials.

## 05 Credential levels & competency rubric

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IAPCCT credentials sit at four levels: Practitioner (PPL), Competent (CPL), Accomplished (APL) and Expert (EPL) Professional Level. The rubric below sets indicative minimum requirements; exact requirements are confirmed per methodology.

| Dimension                           | PPL          | CPL               | APL                | EPL                 |
|-------------------------------------|--------------|-------------------|--------------------|---------------------|
| Accredited training (contact hours) | 60+          | 120+              | 180+               | 250+                |
| Supervised / logged practice hours  | 50+          | 150+              | 500+               | 1,000+              |
| Mentor coaching                     | Introductory | Ongoing           | Advanced           | Provides mentoring  |
| Assessment                          | Skills demo  | Assessed practice | Portfolio & review | Peer & board review |
| Annual CPD (hours)                  | 16           | 24                | 30                 | 40                  |

## 06 Methodology standards

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Accrediting many methodologies is only credible if competence is defined in each. IAPCCT publishes a competency standard for every recognised methodology, across five progressive levels: Associate Practitioner, Practitioner, Master Practitioner, Trainer and Master Trainer.

Recognised methodologies:

- Coaching
- Neuro-Linguistic Programming (NLP)
- Emotional Intelligence
- Transactional Analysis
- Hypnotherapy
- Gestalt Therapy
- Cognitive Behavioural Therapy (CBT)
- Applied Neuroscience
- Acceptance & Commitment Therapy (ACT)
- Dialectical Behaviour Therapy (DBT) Skills
- Solution-Focused Brief Therapy
- Motivational Interviewing
- Positive Psychology
- Internal Family Systems (IFS)
- Mindfulness & MBSR
- Humanistic & Person-Centred Practice
- Psychodynamic Foundations
- Attachment-Based Practice
- Somatic Experiencing
- Trauma-Informed Care
- Existential Psychology
- Grief & Loss Support
- Expressive & Creative Therapies

The NLP standard follows the widely recognised NLP certification structure, in which Practitioner and Master Practitioner training is delivered by a certified Trainer, and Trainer training by a Master Trainer.

## 07 Continuing professional development

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Members maintain competence through annual CPD: 16 hours at PPL, 24 at CPL, 30 at APL and 40 at EPL. CPD is drawn from four categories:

- Formal learning: courses, workshops, conferences and accredited programs (up to 100%).
- Supervision and mentoring: received or given (recommended annually).
- Reflective practice: reading, self-study, peer groups and structured reflection (up to 50%).
- Contribution: writing, presenting, mentoring and volunteering that advances the profession.

## 08 Complaints & disciplinary procedure

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Anyone may raise a concern about a member or accredited program. Concerns are handled fairly and confidentially through five stages:

- Raise it: submit the concern with the name and supporting information.
- Acknowledge and assess: confirm receipt and whether it is within remit.
- Investigate: gather information from both sides, fairly and confidentially.
- Decide: outcomes from no action, to guidance, to conditions, to suspension or removal.
- Review: either party may request a review on procedural grounds.

IAPCCT publishes an annual anonymised summary of concerns handled.

## 09 Verification & the public register

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IAPCCT maintains a public members directory and a verification service. Certificates carry a unique reference that can be confirmed with IAPCCT, so that clients and employers can independently verify a professional's standing and level.

## 10 Governance & version control

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IAPCCT is directed by its regulatory board, which owns these standards and approves changes. This Framework is version-controlled and dated. Material changes are recorded in the version history.

**Version 1.0** · 2026. Approved by the IAPCCT Regulatory Board.