



The Institute For Adult Development Manifesto

The NEW Standard in Coaching Excellence
Our Brand Manifesto

What excites you right now about this industry?

The potential for human development, whether it's an individual, a team or an organisational. One step at a time...

However, the industry has got such a bad reputation because it does not have an agreed upon standard of coaching excellence.

There are a myriad type of coaches, from Agile Coach to Product Coach. Yet there is no one ensuring those people are capable of coaching another human being.

That is the issue. There is no overriding system that is joining those dots from a governing body perspective, offering an explanation of how we must approach coaching from a developmental angle.

Coaching is not just about the GROW model! Or generational ideas of helping people to cope. It is about complexity, vertical development and recognising where our thinking has to evolve to accommodate the new world paradigm.

What desperately needs fixing in this sector?

What needs to be fixed is the fact that anyone can do a weekend course and call themselves a coach.

There is no requirement for prior qualifications, no psychological training necessary and there's no governing body that states someone has passed a specific exam or number of competencies that says they can coach. The only thing they have at the moment is a number of bodies and federations that base their ideas of coaching expertise on how many hours the coach has successfully completed in the role.

This is not a measure of the person's capacity and capability in the moment.

What we think desperately needs fixing is the introduction of a measurable scale of coaching competence that determines if or how someone is capable of being a coach.



Why is it important that we do this?

Because clients at all levels need to know if a coach is capable of seeing their patterns, of understanding their Thinking Style to such an extent that they can offer tweaks in the moment.

You cannot get this from a logo on a web site that illustrates the coach has 100 hours of experience!

Is the coach capable of seeing the client's patterns, Thinking Style, how they deconstruct their own ideas, and from the coach's website, it has to be absolutely apparent that the coach is capable of coaching the client.

If the client is a CEO of a large organisation, they need to know that the Coach they are hiring is going to be complex enough in how they think to see the cognitive patterns of a CEO that has to deal with a large span of discretion, time frame, complex working and and long term ramifications of their decision-making.

What's the opportunity for the world at large?

From a Global perspective, it will not matter whether you are in London, Glasgow, New York, Sydney, or Lima, The IAD has a set of measurable competences that demonstrate the Coach is capable of coaching the client, whether that is in the client's context, in their country, or in their culture, because all of these things are taken into account in the Awareness Quotient measure.

The opportunity for the world is to have it's very first system of efficacy and competence!

And this system is recognised across the world, based on psychology, science and research, not on how many hours a coach has completed to date!



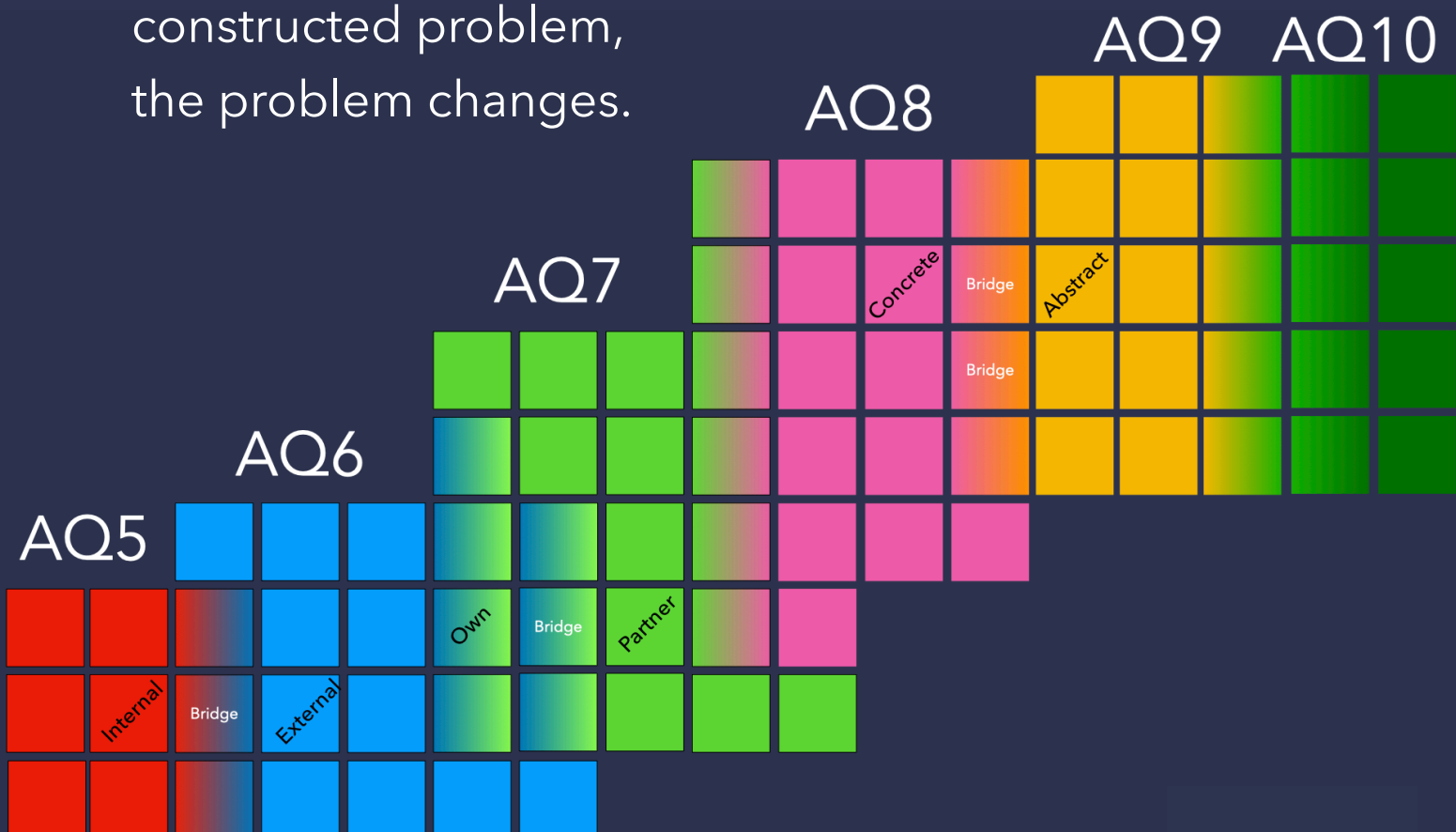
What's our deepest held philosophy?

Our philosophy is: the more self-aware the client, the more complex, capable and flexible the coach has to be!

This complexity and flexibility in our construction of self is measurable using the Awareness Quotient, and this is the standard on which all coaching relationships are based.

Philosophically, we all construct our thinking using the same Cognitive Intentions, and we understand that this is also how we construct our problems.

When we work on our construction rather than the constructed problem, the problem changes.



What is it people just don't realise about the IAD?

What people do not realise is that the IAD is going to be a governing body that actually puts in place controls and mechanisms to prevent people from simply setting up as a Coach using outdated frameworks.

They can become part of the IAD once their requisite vertical development workshops have been completed, thus guaranteeing a level of competence not seen before in the industry.

We will be disrupting the entire industry by ensuring measurable, IADentific and repeatable standards are adhered to.

Other Associations, Federations and Institutes are welcome to adopt our standards once they realise procedures and models are relics of yesteryear.

It's time for a change of construction in the industry!



Mission

To inspire and nurture human potential - one person, one team, one organisation at a time



Vision

Develop an every-day better life for everyone we meet by Dynamic Intelligence growth



Values

Awareness
Construction
Collaboration
Vertical
Development



Objective

Destination 7 -
to elevate everyone to AQ7 for a more sustainable global future

Thank you for downloading this brochure and your interest in the IAD.

We think our Mission speaks for itself. However, we are open to your thinking too. What would YOU like to see in a new governing body for the Coaching industry?

info@AdultDevelopment.Institute

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