

***Why Fortune 500
Companies Hire
ACEC Coaches***

**“The Answer is
only the beginning
of the question”
... CB Bowman**

***Master
Corporate
Executive Coach
(MCEC)***

**Association of
Corporate Executive
Coaches
ACEC-Association.org**



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I) What Sets MCEC Certification Apart?

The Master Corporate Executive Coach (MCEC) certification, offered through the Association of Corporate Executive Coaches (ACEC) and the MEECO Leadership Institute, is recognized as the **gold standard** for executive coaching.

Unlike other certifications, MCEC does not focus on training hours but rigorously **evaluates a coach's professional achievements, enterprise-wide impact, and ability to deliver measurable business results.**

This ensures that MCEC-certified coaches are equipped to go "toe-to-toe" with C-suite leaders and prove tangible ROI for their clients.



II) Key Benefits of Hiring MCEC-Certified Coaches

1. Enterprise-Wide Business Partner© Status:

MCEC-certified coaches are uniquely qualified to act as strategic partners across the entire organization, addressing leadership challenges at all levels.

2. Proven ROI:

Studies show that executive coaching delivers an ROI of up to 788%, making it one of the most effective tools for leadership development and organizational growth.

3. Measurable Impact:

MCEC coaches are required to document their work and demonstrate improvements in leadership, productivity, and business outcomes.

4. Elite Standards:

Coaches undergo a rigorous vetting process that includes independent training, academic achievements, publications, public speaking engagements, and mastery of internationally accepted assessments.

5. Ethics and Continuous Improvement:

MCEC-certified coaches maintain high ethical standards and commit to ongoing professional development through CEUs and annual improvement webinars.

III) Why Choose ACEC Coaches Over Other Certifications?

1. Depth of Experience:

Unlike certifications like ICF's ACC, PCC, or MCC, which primarily focus on training hours and coaching techniques, MCEC certification emphasizes real-world accomplishments and enterprise-wide impact.

2. Holistic Expertise:

MCEC-certified coaches combine leadership expertise with deep business acumen, ensuring they can navigate complex corporate environments effectively.

3. Credibility Among Fortune 500 Leaders:

Many Fortune 500 companies already rely on executive coaching as a "best-kept secret" for driving leadership success. MCEC-certified coaches are trusted advisors who deliver results that align with organizational goals.



IV) Testimonials from Industry Leaders

“The MCEC designation ensures my clients that I have the training, knowledge, and background to support their most senior leaders in navigating a highly complex business world.”

– Holly M. Teska, MBA, MCEC.

“Being part of this community elevates my credibility and enriches my work.”

– Edgar Papke, Author, CEO, True Alignment.

“For Fortune 500 companies seeking transformative leadership development and measurable business impact, hiring ACEC coaches with MCEC certification is an unparalleled choice. These coaches bring a unique blend of expertise, ethics, and proven results that elevate organizations to new heights.”

– Dr. Elie Daher, Author, CEO Re-imagining.



V) What makes the MCEC certification stand out from other coaching certifications

The Master Corporate Executive Coach (MCEC) certification stands out from other coaching certifications due to its unique focus on mastery, enterprise-wide impact, and measurable results. Here are the key differentiators:

a. Rigorous Standards and Enterprise-Level Focus

- Unlike certifications such as ICF's ACC, PCC, or MCC, which emphasize training hours and individual coaching competencies, the MCEC certification evaluates a coach's ability to act as an *enterprise-wide business partner*. This includes their capacity to deliver measurable improvements in leadership, productivity, and organizational outcomes

MCEC-certified coaches are required to demonstrate their ability to work "toe-to-toe" with C-suite leaders and effectively navigate complex corporate environments.

b: Comprehensive Evaluation of Expertise

- MCEC certification does not provide training. Instead, it measures competencies through a rigorous vetting process. Candidates must showcase:

- Independent coach training and academic achievements.

- Publications and public speaking engagements that contribute to leadership thought leadership.

- Certification from at least three internationally recognized assessment instruments related to their client needs.

- Client ROE/ROI

VI) What makes the MCEC certification stand out from other coaching certifications

continued

c. Emphasis on Measurable ROI

- MCEC-certified coaches must document and verify the tangible business impact of their coaching engagements. This focus on return on engagement (ROE) sets them apart from other certifications, which often prioritize coaching techniques over business outcomes

d. Ethical Standards and Continuous Development

- Coaches must adhere to strict ethical guidelines and participate in annual business improvement webinars to maintain their certification. They must also give back to the coaching community by mentoring the next generation of executive coaches. or participate in other community/social-based affiliations

f. High-Level Peer Network

- The MCEC designation connects coaches with a community of elite professionals who are leaders in executive coaching. This network fosters collaboration, thought partnership, and continuous professional growth.



Comparison with ICF Credentials

Feature	MCEC Certification	ICF MCC Certification
Training Requirement approved training	Independent training required	200+ hours of ICF-
Experience Requirement coaching experience	Proven record of enterprise-level results including: <ul style="list-style-type: none"> - Coaching competencies - Business skills/knowledge - Publications/journals/articles - Client feedback/ return on Investment - Community service/ mentoring 	2,500+ hours of coaching experience
Assessment	Business outcomes and leadership impact	Coaching session recordings evaluation
Ethical Standards	<ul style="list-style-type: none"> - Annual improvement webinars; strict audits - Adherence to ACEC's code of ethics/conduct/ - Abide by federal, international and local rules and regulations 	Adherence to ICF Code of Ethics

In summary, the MCEC certification is uniquely designed for coaches who aim to deliver transformative results at the organizational level. It is particularly suited for high-stakes engagements with senior leaders in Fortune 500 companies. The emphasis on measurable outcomes, rigorous standards, and enterprise-wide impact distinguishes it from other coaching credentials.



VII) What specific skills or competencies are emphasized in the MCEC certification

The Master Corporate Executive Coach (MCEC) certification emphasizes a unique set of advanced skills and competencies that distinguish it from other coaching credentials. These competencies ensure that MCEC-certified coaches can deliver measurable, enterprise-wide impact and effectively partner with senior leaders in complex corporate environments.

Below are the key skills and competencies emphasized in the MCEC certification:

1. Enterprise-Wide Business Partnering

- Demonstrating the ability to act as a strategic partner across an organization, addressing leadership challenges and driving business outcomes.
- Proving measurable results through client evaluations of return on engagement (ROE), focusing on leadership, productivity, and organizational impact.

2. Advanced Business Acumen

- The ability to "walk the talk" of the C-suite, engaging confidently with senior executives and understanding the complexities of corporate leadership.
- Documenting and verifying work that aligns with enterprise-wide goals and strategies.

3. Thought Leadership

- Publishing articles or books that inform and enhance leadership practices.
- Delivering public, fee-based speaking engagements related to leadership development.
- Delivering public, fee-based speaking engagements related to executive coaching.

VII) What specific skills or competencies are emphasized in the MCEC certification

continued

4. Mastery of Coaching Tools and Assessments

- Certification in administering and interpreting at least three internationally recognized assessments (e.g., MBTI, Disc, Hogan Assessments).
- Applying these tools to drive data-informed coaching strategies.

5. Ethical Standards and Continuous Improvement

- Adhering to a strict code of ethics and maintaining records for audit purposes.
- Participating in annual business improvement webinars to stay updated on best practices in executive coaching and submitting evidence of meeting the required number of approved CEU-based programs.

6. Mentorship and Community Contribution

- Demonstrating a commitment to "paying it forward" by mentoring the next generation of corporate executive coaches.
- Demonstrating a commitment to feedforward in society
- Actively contributing to the professional coaching community.

VII) What specific skills or competencies are emphasized in the MCEC certification

continued

7. Rigorous Evaluation Process

- Passing a comprehensive vetting process that includes interviews, documentation of client success stories, a professional exam, and evidence of professional accomplishments.
- Maintaining Continuing Education Units (CEUs) to ensure ongoing professional development.

8. Results-Oriented Approach

- Focusing on delivering tangible outcomes for clients by aligning coaching engagements with measurable business objectives.
- Ensuring that coaching interventions lead to improved leadership effectiveness and organizational performance.

These competencies reflect the MCEC certification's focus on equipping coaches with the skills necessary to operate at the highest levels of corporate leadership, making them uniquely qualified for high-stakes engagements with Fortune 500 companies.

VIII) How does the MCEC certification measure clients' return on engagement (ROE)?

The MCEC certification measures the return on engagement for clients by focusing on tangible and intangible outcomes that demonstrate leadership improvement, productivity gains, and business impact. Here are the specific ways MCEC-certified coaches assess ROE:

1. Client Evaluation of Leadership and Business Impact

- Clients are directly involved in evaluating the effectiveness of coaching engagements, focusing on how coaching has improved their leadership capabilities, productivity, and overall business performance
- This evaluation process ensures that the results align with organizational goals and reflect measurable improvements.

2. Documentation of Coaching Outcomes

- MCEC-certified coaches must document and verify their work as enterprise-wide business partners. The process includes tracking behavioral changes, leadership growth, and organizational strategic contributions.
- Coaches provide evidence of their ability to deliver results, such as improved decision-making, team cohesion, or operational efficiency.

3. Use of Internationally Recognized Assessments

- Coaches certified under MCEC must demonstrate certification in administering at least three internationally accepted assessments (e.g., Hogan Assessments, MBTI, Disc, LEA). These tools help quantify behavioral changes and leadership effectiveness.

VIII) How does the MCEC certification measure clients' return on engagement (ROE)?

continued

- Assessment data is used to correlate coaching interventions with measurable business outcomes.

4. Rigorous Review Process

The certification process includes a rigorous vetting system in which coaches must showcase specific accomplishments related to client success. The process involves proving tangible improvements in areas such as employee engagement, retention, or financial performance.

5. Focus on Enterprise-Wide Results

- Unlike other certifications that focus primarily on individual coaching competencies, MCEC emphasizes enterprise-wide impact. Coaches are evaluated on their ability to influence organizational strategy and drive results across multiple levels of leadership.

By combining client evaluations, documented evidence, assessment data, and enterprise-wide focus, MCEC-certified coaches ensure that their engagements deliver measurable ROE for their clients. This approach sets MCEC apart as a certification focused on real-world business impact rather than theoretical coaching skills.



IX) How do clients evaluate the return on engagement from MCEC-certified coaches

Clients evaluate the return on engagement (ROE) from MCEC-certified coaches through a structured process focusing on measurable leadership, productivity, and organizational impact. Here are the key methods used:

1. Leadership and Productivity Improvements

Clients assess how coaching has enhanced their leadership capabilities, decision-making skills, and ability to drive business results. This evaluation includes tracking behavioral changes and leadership effectiveness within the organization.

2. Measurable Business Outcomes

MCEC-certified coaches document and verify their work as enterprise-wide business partners, providing evidence of tangible improvements such as improved decision-making, team cohesion, or operational efficiency.



IX) How do clients evaluate the return on engagement from MCEC-certified coaches

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2. Measurable Business Outcomes

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X) How do clients evaluate the return on engagement from MCEC-certified coaches

continued

3. Rigorous Vetting Process

Coaches undergo a thorough vetting process, including interviews and reviews of their professional accomplishments. Testimonials are cross-referenced with documented success stories and evidence of coaching outcomes to confirm their validity.

4. Ethical Standards

MCEC-certified coaches must adhere to a strict code of conduct and ethics. This requirement includes maintaining transparency in client relationships and ensuring that testimonials are not exaggerated or fabricated.

5. Annual Improvement Requirements

Coaches are required to participate in annual business improvement webinars and maintain Continuing Education Units (CEUs). This ongoing professional development ensures that testimonials reflect current, high-quality coaching practices rather than outdated methods.

The MCEC certification process ensures that client testimonials are credible reflections of impactful coaching engagements by combining client evaluations, documented evidence, ethical standards, and continuous improvement protocols.

X) How does the MCEC certification process ensure the credibility of client testimonials

The MCEC certification process ensures the credibility of client testimonials through several rigorous measures designed to validate the authenticity and impact of coaching engagements. These steps include:

1. Documentation and Verification of Results

MCEC-certified coaches are required to document and verify their work as enterprise-wide business partners. This requirement includes providing tangible evidence of measurable improvements in leadership, productivity, and business outcomes and supporting client testimonials' credibility.

2. Client Evaluation of ROE

Clients directly evaluate their return on engagement (ROE) based on leadership growth, organizational impact, and productivity enhancements. This evaluation is integrated into the certification process, ensuring that testimonials reflect genuine results rather than subjective opinions.

3. Rigorous Vetting Process

Coaches undergo a thorough vetting process, including interviews and reviews of their professional accomplishments. Testimonials are cross-referenced with documented success stories and evidence of coaching outcomes to confirm their validity.

X) How does the MCEC certification process ensure the credibility of client testimonials

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XI) What mechanisms are in place to prevent fraudulent testimonials

To avoid fraudulent testimonials, organizations or certification bodies like MCEC can implement the following mechanisms to ensure credibility and integrity:

1. Documentation and Verification

It requires detailed documentation of coaching engagements, including measurable outcomes and client feedback. Testimonials must be supported by evidence such as performance metrics, leadership assessments, or organizational impact reports.

2. Direct Client Validation

Conduct direct follow-ups with clients to verify the authenticity of testimonials. This includes confirming the client's identity, their relationship with the coach, and the accuracy of the statements provided.

3. Ethical Standards and Audits

Enforce strict ethical guidelines that prohibit exaggeration or fabrication of testimonials. Periodic audits of submitted testimonials can ensure compliance with these standards.

4. Third-Party Reviews

Utilize independent third-party reviews to validate claims made in testimonials. This level of caution adds a layer of credibility by involving unbiased evaluators.

XI) What mechanisms are in place to prevent fraudulent testimonials

continued

5. Whistleblower Mechanisms

Establish secure and anonymous channels for reporting suspected fraudulent testimonials. This procedure encourages transparency and deters unethical practices.

6. Advanced Fraud Detection Tools

Leverage data analytics and AI technology to identify patterns or inconsistencies in submitted testimonials that may indicate fraud.

7. Rigorous Vetting Process

Incorporate a thorough vetting process for coaches, requiring them to provide evidence of outcomes that align with client testimonials. Cross-referencing this evidence ensures consistency and authenticity.

8. Regular Training and Awareness

Provide coaches with training on ethical practices related to collecting and presenting testimonials. This will ensure they understand the importance of maintaining integrity in their professional reputation.

By combining these mechanisms, organizations can safeguard against fraudulent testimonials while maintaining trust and credibility in their certification processes.

MCEC-Certified Coaches: Trusted Partners in Executive Excellence

MCEC coaches are more than Corporate Executive Coaches—they are published thought leaders shaping the future of leadership.

- Published through ACEC's exclusive book division
- Expertise in courageous leadership, burnout, sustainability, and alignment, reimagining et. al.
- Contribute cutting-edge insights to elevate executive performance

ACEC PUBLISHING GROUP

**TRANSFORMING BUSINESS
CHALLENGES INTO TRIUMPHS
-2024-**





**Courage is in the eye of the beholder...
Do you have the leadership courage to hire the
correctly credentialed corporate executive coach?**



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ASSOCIATION OF CORPORATE EXECUTIVE COACHES

June 2023

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