

ASSEMBLEIA DA REPÚBLICA  
Divisão de Apoio as Comissões  
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Maria Helena Anjos  
Presidente do Chapter Português da ICF (International Coaches Federation)  
Presidente da ICF Portugal Associação de Coaching

Excelentíssimo Senhor Presidente  
da Comissão de Saúde da Assembleia da  
República  
Dr. José de Matos Rosa

Assunto: Pronuncia sobre a Proposta de lei nº 34/XIII - Regulamentação dos atos profissionais (atos em saúde)

Exmo Senhor Presidente,  
Exmos Senhores Membros da Comissão,

1. A International Coach Federation (abreviadamente designada por ICF), com sede nos Estados Unidos, é a federação que representa mundialmente mais de 33.000 (trinta e três mil) Coaches altamente preparados.
2. Em Portugal foi constituída a ICF PORTUGAL – ASSOCIAÇÃO DE COACHING a qual tem por finalidade, entre outras, a dinamização do coaching em Portugal, sendo todos os seus membros por inerência afiliados na ICF.
3. Assim, não restam dúvidas sobre a legitimidade e interesse das signatárias em se pronunciarem sobre a proposta de Lei nº 34/XIII.
4. Em causa está o facto de se apurar se o exercício da atividade de coaching estará, após a aprovação da proposta de Lei supra referida, vedada a outros profissionais que não os mencionados no artigo 15º.
5. Nos termos da redação prevista no artigo 8º da proposta de Lei, é entendimento das signatárias de que o *coaching* não constitui um ato do psicólogo.
6. Efetivamente, de acordo com as boas práticas internacionais, a atividade de coaching consiste numa parceria estabelecida entre coach e cliente, a qual é

assente num processo estimulante e criativo, não estando, pois, dependente de uma avaliação psicológica nem conduzindo à elaboração de relatórios, à sua inerente comunicação, e muito menos à prescrição e intervenção psicológica ou psicoterapêutica.

7. Sucede porém que nos últimos tempos, têm vindo a ser manifestadas opiniões pela atual Direção da OPP (Ordem Portuguesa dos Psicólogos) e desenvolvidas ações no sentido de limitar a atividade de coaching a pessoas com formação superior em psicologia, alegando que coaching é um ato psicológico.

8. Neste contexto deverá a proposta de Lei supra referida esclarecer de forma clara que o coaching não constitui ato próprio do psicólogo, senão vejamos:

- um "Coach" é um profissional altamente especializado e qualificado cujo objetivo é melhorar o desempenho daquele que o procura ou aprimorar o seu desenvolvimento pessoal ou ambos, escolhendo aquele os seus próprios objetivos e maneiras de fazê-lo.

- enquanto profissionais, os Coaches estão sujeitos a regulamentação específica e exigente, a qual tem subjacente, entre outras:

- Um conjunto de competências essenciais – que define as competências profissionais exigidas aos mesmos e estabelece as bases para a credenciação;
- Um código de conduta próprio;
- Um processo rigoroso de atribuição de credenciais, através do qual o coach tem de demonstrar as suas capacidades, proficiência e experiência.

requisitos estes que não são exigidos para os psicólogos, o que só por si demonstra a especificidade da profissão, que naturalmente não se confunde com a daqueles.

9. Por outro lado gostaríamos ainda de acrescentar que a atividade de *coaching* é já reconhecida como profissão em alguns países europeus como Itália e França, não estando em qualquer um dos casos dependente do reconhecimento como psicólogos do coaches.

10. Acresce o entendimento da Comunidade relativo à livre concorrência, que se por um lado tem tendencialmente reconhecido as especificidades da profissão e pelo outro partilha de um entendimento claro de que a mesma não se confunde com os atos dos psicólogos.

11. Os factos supra referidos estão demonstrados nos documentos que se anexam à presente carta e que se encontram subdivididos da seguinte forma:

- I. Carta dos Órgãos de Gestão da International Coach Federation (ICF);
- II. Estatutos da Associação;
- III. Competências de coaching;
- IV. Código de ética;
- V. Requisitos de acreditação de Escolas que ministram a formação específica para exercício da atividade de coaching;
- VI. Requisitos para credenciação dos coaches profissionais;
- VII. Regime estabelecido para a actividade de coaching em França e na Italia;
- VIII. Testemunhos de Clientes.

Na expectativa de que a presente missiva recolha o assentimento da Comissão superiormente presidida por V.Exa., aproveitamos ainda para solicitar uma audição com vista ao esclarecimento de todas as questões que se entendam por convenientes.

Com os melhores cumprimentos,

Lisboa, 16 de Outubro 2017

Helena Silva



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October 9<sup>th</sup>, 2017

President of the  
Parliamentary Health Committee of the  
Assembly of the Republic

Dear President of the Parliamentary Health Committee of the Assembly of the Republic

My name is Magdalena N. Mook, and I am CEO and Executive Director of the International Coach Federation (ICF). I am writing to you on behalf of our 33,000 highly trained member coaches, 124 of whom practice in Portugal. This letter is intended to provide a comprehensive overview of the differences of Coaching and Psychology; clarify ICF's role in the industry; and an elaboration on the robust protection mechanisms ICF has in place that allow the global coaching industry to flourish.

ICF defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. We believe that coaching supports personal and professional growth based on a self-initiated change in pursuit of specific, actionable outcomes.

Coaching is distinct from psychology and, as such, both require highly specific education. ICF coaches have completed at least 60 hours of education; many have exceeded 200 hours of coach-specific education. In most cases, psychologists do not have this coach-specific training. Requiring coaching professionals to invest time and money in more years of training and education outside of their chosen field would be detrimental to coaches and those whom they serve. While coaching is a relatively new field, it is now nationally recognized and taught separately from psychology in universities across the United States, including Georgetown University, Columbia University, University of Texas, George Mason and New York University, among others.

ICF offers three types of program accreditation (ACTP, ACSTH, & CCE) which can be explored in more detail, along with all current ICF Accredited Training Programs located in Portugal (*Addendum 1.0*). ICF program accreditation is grounded in the ICF Core Competencies which is a set of 11 core principles that are necessary for a successful coaching engagement. The Core Competencies are based upon empirically sound processes established when the ICF was created in 1999 and while the through line in all ICF Accredited training is the 11 Core Competencies, each respective training program is permitted to utilize its own model to further articulate and frame protocols for effective coaching. A few of these well-known models that are used in unison with the 11 Core Competencies are the *GROW Model*, *The Co-Active Model*, and *Gestalt Theory*. For an ICF accreditation to be valid, 80% of its content must be rooted in the ICF Core Competencies.

In addition to the robust accreditation processes, ICF has taken measures to ensure that the public can rely on professional coaches. All ICF coaches pledge to uphold a rigorous Code of Ethics, and our Ethical Conduct Review Process and Independent Review Board (IRB) protect consumers and ensures adherence to this code. ICF has also defined curriculum standards to ensure consistency in coach training, and our ICF Credentialing system includes a three-year renewal requirement to ensure Credential-holders' pursuit of continuous education.

This complex system of oversight mechanisms is supported by years of empirically based research, legal defensibility, and over 50 trained global staff members. While ICF is international, we have worked with various bodies within the EU on specific initiatives to ensure greater cohesion amongst various interest groups in the region. More specifically, in 2011, the International Coach Federation (ICF) and the European Mentoring and Coaching Council (EMCC) jointly filed with the European Union (EU) a Professional Charter for Coaching and Mentoring as the benchmark standard for the coaching and mentoring profession. The Charter establishes ethical standards and forms the basis for the development of self-regulation. Since this initial filing, the Charter has also added the Association for Coaching and the Société Française de Coaching as signatories.

We present this overview of our work to make aware the President of the Parliamentary Health Committee of the Assembly of the Republic, so that he has a greater understanding on the uniqueness and value of the coaching profession. Given that ICF Global headquarters are located in the United States, the ICF Portugal Chapter is the legitimate representative of ICF in Portugal and *Maria Helena Lopes dos Anjos*, the ICF Portuguese Chapter President is the duly elected representative of that body.

Sincerely,

*Magdalena N. Mook*

Magdalena N. Mook  
CEO & Executive Director  
International Coach Federation  
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## Addendum 1.0

ICF offers three different types of program accreditation:

Accredited Coach Training Program (ACTP) - These types of training programs are considered all-inclusive programs and will include a minimum of 125 coach-specific training hours. These programs are required to provide coaches with a basic to advanced level of coach training in all 11 ICF Core Competencies, the opportunity to practice coaching, mentoring by an ICF professional coach (PCC at minimum) and will also be required to evaluate students' coaching skills at a PCC credential level by a qualified reviewer. Once a student/coach completes a full ACTP program, they will have enough training and skills to apply for the Professional Certified Coach (PCC) credential that ICF offers. Please note that training is only a portion of the requirements to submit an application for the PCC. Student/Coaches will also have enough training hours to apply for ICF Global Membership. To see the full list of application requirements for this program type, please [CLICK HERE](#).

Approved Coach Specific Training Hours (ACSTH) - These types of programs are considered a la carte in relation to the all-inclusive ACTP programs, while still providing a basic to intermediate level of coach training. These programs are required to provide at least 30 hours of coach-specific training and the opportunity to practice coaching. Once students/coaches complete an ACSTH program, they can use those hours toward ICF Global Membership and one of the three ICF Credentials. To see the full list of application requirements for this program type, please [CLICK HERE](#).

Continuing Coach Education (CCE) - These programs are meant to provide training for coaches who already have ICF credentials or who have already received basic coach training. These programs are intended to help coaches to renew their credentials. To see the full list of application requirements for this program type, please [CLICK HERE](#).

Organization Name	Program Name	Program Type	Delivery Method	Total Hours
Activision	ACTIVISION CIEO	ACSTH	In-Person & Virtual	60
Activision	Activision CIEO	ACTP	In-Person & Virtual	197
Ad Talentum by Projetonet®	C+T – Talentum Coaching – International Center Program	ACSTH	In-Person & Virtual	162
CEGOS EXECUTIVE COACHING SCHOOL	Programa de Formación de Coaches Profesionales	ACTP	In-Person	137
CEGOS EXECUTIVE COACHING SCHOOL	Systemic Team Coaching	CCE	In-Person	19
Creative Performance Mastery International Pte Ltd	Embody Self-Awareness in Your Coaching Practice	CCE	In-Person	9.75
The Coaches Training Institute	Co-Active Coaching Skills for Organizations	ACSTH	In-Person	60
EEC ESCUELA EUROPEA DE COACHING	Programa de Certificacio'n En Coaching Ejecutivo	ACTP	In-Person & Virtual	229
EEC ESCUELA EUROPEA DE COACHING	Certificacion Mentor Coach	CCE	In-Person & Virtual	36
EEC ESCUELA EUROPEA DE COACHING	Consciencia Emocional	CCE	In-Person & Virtual	48
Enas Coaching LLC	Enas Coach Development Program	ACSTH	In-Person	90
Erickson Coaching International	The Art & Science of Coaching	ACTP	In-Person	160
Escuela Argentina de	CERTIFICACIÓN EN	ACSTH	In-Person &	128



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Educación Ejecutiva (EADEE)	COACHING TRANSFORMACIONAL CON ESPECIALIZACIÓN EN TDAH EN ADULTOS		Virtual	
Goldvarg Consulting Group	Mentor Coaching Certification	CCE	In-Person & Virtual	36
Hogan Assessment Systems, Inc.	Level 1 Hogan Assessment Certification Program	CCE	In-Person & Virtual	20
ICL – Instituto de Coaching e Linguística	Certificação Internacional em Coaching	ACSTH	In-Person	71
Isora Solutions	Master Certified Professional & Corporate Coach	ACTP	In-Person	260
Kahler Communication Europe	Process Communication Model Coaching	CCE	In-Person & Virtual	22.25
Multi-Health Systems (MHS)	EQ-I 2.0/EQ 360 Certification Program	CCE	In-Person & Virtual	16
Nestlé SA	EveryDay Coaching Suite	CCE	In-Person	60
OPP France	Les Fondamentaux du MBTI®	CCE	In-Person & Virtual	24
PRO-FIT COACHING e TREINAMENTO	Magistere Coaching	ACTP	In-Person & Virtual	125
Sofia Calheiros & Associates	Refreshing my Coaching Way	CCE	In-Person	8
Success Unlimited Network®	Success Unlimited Network Coach Training and Certification Program	ACTP	In-Person & Virtual	125
Symbolon AG	Symbolon Training: Coaching with Artwork, Symbols and Archetypes	CCE	In-Person & Virtual	205
Symbolon AG	Excellent Coaching through Reflection – gain Intensity and Empowerment of your Skills	CCE	In-Person	35
useCoach Desenvolvimento Profissional Ltda	Group Coaching for Parents and Mentoring Program for Coaches	CCE	In-Person	22