

# Coaching at Work

***Bath Consultancy Group - 3 December 2007***

## Peter Hawkins appointed as APECS first president

**Notes the appointment of Peter Hawkins as the Association of Professional Executive Coaching and Supervision's first president, and outlines his views of the association's future role**

*Liz Hall*

The Association of Professional Executive Coaching and Supervision (APECS) has appointed Peter Hawkins as its first president. Hawkins, who is chairman of Bath Consultancy Group told Coaching at Work that he sees his role as keeping APECS, a professional body for top-level executive coaches and corporate clients, "at the leading edge in the field". Although Hawkins is an honorary president and not an APECS board member, he will attend a board strategy away-day each year "to help focus the organisation in terms of where it is going and where it can most add value in the world and the profession." He will also chair APECS' annual conference, the next one on 22 May at Henley Management College will look at how organisations can maximise return on investment (ROI) in coaching.

"And I will act as an ambassador in certain areas, ensuring APECS is at the leading edge of pushing forward the major debates and challenges in the field," said Hawkins. "My job as president is to make sure what APECS does in its mission is reflected on the ground, holding up a mirror to the organisation which is why it is important to be outside the board but closely linked to it."

Hawkins has been involved with other large bodies as a consultant and as a board member including the National Council of Psychotherapists. He highlights the dangers inherent in becoming a new profession. "You can see when the marketplace becomes overcrowded, you get people wanting to build barriers to entry. If these are built on how to ensure quality, then that is healthy but if its on commercial self-protectiveness, then it's a bit like "the last one on board, pull up the ladder and you get artificial barriers to entry serving the professionals but not the profession." "The other danger is that you can end up with the profession competing with itself rather than providing a greater service to those it is there to serve, which is important as president of APECS."

Hawkins is involved in other bodies in the field such as the CIPD, the Association for Coaching and the EMCC. "It is important not to become sectarian. Each organisation needs to look at where it can best contribute and we need to be collaborative." APECS is currently developing its own supervision accreditation. Hawkins, who is also the joint founder and partner in the Centre for Supervision and Team Development, is a driving force in the coaching field, particularly in the area of supervision. He was involved in the CIPD's research on supervision, change agenda Coaching Supervision. Patti Stevens, joint founder of APECS, said: "During the past three years APECS has grown considerably. Just as the coaching profession is developing so are we, and Peter's appointment will take us to the next level."

APECS, a not-for-profit organisation based in London, provides accreditation and professional standards for executive coaches and supervisors of executive coaches. It has five membership categories: accredited executive coaches (including founder members); accredited supervisors of executive coaches; associate members; corporate members, and invited members. APECS has a growing number of corporate members including Aon, AXA IM, Barclays, BBC, BT, Channel 4 Television, Diageo, Ernst & Young, Hess Corporation, HSBC, Merrill Lynch, Nestlé, O2, Pearson, Pfizer, Price Waterhouse Coopers, Reuters, Schroders, Scottish Power, Shell UK Ltd and the Unipart Group of Companies.

Hawkins teaches leadership and coaching supervision through Bath Consultancy Group and is the co-author of Supervision in the Helping Profession 1 (Open University Press, latest edition 2006 ) and the author of Coaching, Mentoring and Organizational Consultancy: Supervision and Development (McGraw-Hill/Open University Press 2006), The Wise Fool's Guide to Leadership (O Books 2005) and the CIPD Change Agenda Coaching Supervision.

APECS - [www.apecs.org](http://www.apecs.org)

Bath Consultancy Group - [www.bathconsultancygroup.com](http://www.bathconsultancygroup.com)