



Vision, mission, core values

NOBCO is the premier platform for professional coaching in the Netherlands

Our vision

It is NOBCO's vision that professional coaching makes an essential contribution to the well-being and development of people and organisations.

Our mission

With its community, NOBCO is leading the development of the coaching profession and contributes to the awareness and availability of professional coaching for the benefit society.

Our core values

NOBCO is professional, learning and inviting. Collaborative learning and development are central to our community, since they are the essence of the coaching profession.

Professional

As a professional organisation, NOBCO is an independent foundation dedicated to the professionalisation of the coaching profession. People who join NOBCO can do so as a coach or community member. When joining, an assessment framework applies, in which knowledge and experience with coaching are guaranteed.

NOBCO encourages and challenges all member coaches to act according to the latest professional standards in the profession. As a professional organisation, NOBCO strives to further develop and scientifically underpin the profession of coaching and disseminate knowledge by and for the community and anyone who cares about coaching.

Everyone who assumes a role at NOBCO is subject to the International Code of Ethics or the NOBCO code of conduct. The codes relate not only to the coaching profession and its practice, but also to work as a director or volunteer. There is thus no distinction between a person as a professional, administrator or volunteer. Ethical behaviour and exemplary conduct are the norm when dealing with each other (integrity).

For NOBCO, professional means testing its own actions against rules of good governance, so that administrative experience, professionalism, integrity and follow-up are guaranteed. Knowledge is widely shared within NOBCO, and we organise our work processes as effectively and efficiently as possible.

Adopted in the board meeting of January 10, 2023.

We ensure that good people from the community are given the opportunity to contribute to the development of NOBCO. We work together with partners who help us achieve our mission. And we use support systems that are appropriate and effective. When establishing the organisation, we draw on the professionalism and expertise of people from our community. We work with people who take their responsibilities seriously and perform their duties conscientiously.

As an organisation, NOBCO wants to be socially responsible. We are conscious of the effects of what we do on people, the environment and society. We ensure that people who might have a complaint about a coach can turn to the independent Complaints Committee. This body handles all complaints according to the Complaints Regulations. For anyone within NOBCO who observes behaviour that does not reflect our professional standards, we encourage mutual dialogue.

Learning

Learning is at the heart of the coaching profession, both for a coachee and the coach. The coach is a role model in continuous learning. Learning through reflection is also at the core of EMCC's Competence Framework. In our professional view, coaches never arrive; they only continue to develop. As NOBCO, we encourage and facilitate peer learning through supervision and intervision. Such a development process leads to certification for professional coaches, with the coach being transparent and accountable.

Learning also fits the role of science within NOBCO. Coaching is a relatively young profession and NOBCO is working to further research intervention and assertions about the profession. The emphasis here is on evidence-informed and evidence-based practice. That means there is room for innovation, practical experience and testing, where a transparent attitude is the norm.

NOBCO encourages reflection and knowledge sharing through mutual interaction, in its contact with coaches, community members and between the various stakeholders on the platform.

Inviting

Inviting stands for the notion that NOBCO, together with other stakeholders wants to develop the coaching profession and actively seeks encounters. Inviting also means that we want to be a diverse community where everyone affiliated with NOBCO feel welcome and seen. NOBCO does not discriminate between individuals on the basis of race, skin colour, ancestry, nationality, religion, belief, political opinion, gender, sexual preference, age, disability or on any ground whatsoever.

Inclusion is an important fundamental principle for us when making decisions and carrying out our work. Any dilemmas arising from the inclusive approach, are discussed, considered and then resolved through dialogue. In practice, inclusion means there is room within NOBCO for both novice and experienced coaches, for people who contribute to the coaching profession through science and publications or through holding a position where coaching is an aspect of their work.

Inviting stands for an open attitude, which we shape relationally in the way we govern and organise. Open means that NOBCO sees what is happening in society and wants to contribute as an organisation by professionally advancing the coaching profession with people's well-being in mind. Open relates to the inquisitive attitude inherent in coaches, inviting and open to feedback and open to innovations.

We also value openness in our dealings. NOBCO, therefore, publishes an annual social report, openly accounting for its policies