



# You told us. We listened.

Member Platform and Website Survey Results

Dear Fred,

At the end of last year, The Association for Coaching (AC) asked you to complete a short survey telling us how you feel about our new website and Member Platform.

We listened to everything that you had to say and wanted to get back in touch to let you know exactly what feedback you gave us as a community and what we plan on doing next. As a result of the survey these are the top three things we are implementing:

- Make the Directory Search more visible
- Streamline information on the webpages
- Share with members how they can interact with the site

Our Business Support Services Team has put together a comprehensive report on all your views and thoughts, which includes a website Development Plan detailing how we plan to continue improving your experience. The report can be viewed by clicking through to the webpage below.

## SURVEY RESULTS

Please see below for the survey's key findings:

83% of Members find the website "somewhat - extremely" visually



appealing

85% of Members find that it is "somewhat - extremely" easy to find what



they are looking for on the AC website

61% of Members find it is "very - extremely" easy to understand information



on the AC website

60% of Members find it is "very - extremely" easy to understand information



on the AC website

88% of Members find it is "somewhat - extremely" easy to navigate around



the new Member Platform

## Thank You

The response we received from both Members and our wider community was highly encouraging reinforcing that we, as the AC, are moving in the right direction.

Thank you to all those who completed the survey. By doing so, you have helped us to gain a greater understanding as to what AC members think about the new website and Member Platform and given us the building blocks to improve our offerings further.

If you have any questions about the survey results or would like to give us further feedback please email [business.support@associationforcoaching.com](mailto:business.support@associationforcoaching.com)

Warm regards

Your One AC Team Association for Coaching [www.associationforcoaching.com](http://www.associationforcoaching.com)

“promoting excellence & ethics in coaching”



Association for Coaching

The AC is committed to promoting best practice and raising the awareness, standards and ethics of coaching, worldwide. Established in 2002, The Association for Coaching® (AC) is an independent, not-for-profit professional body, with the aim to advance the profession of coaching, both at a local level, and a global level. As an inclusive body, with members in over 60 countries, it is made up of professional coaches, academic institutions, trainers and providers of coaching, as well as sponsors of coaching from the third sector through to large corporates, building coaching cultures.

This email was sent to [info@coachingcounselling.be](mailto:info@coachingcounselling.be)

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Golden Cross House [8 Duncannon Street London WC2N 4JF, UK](#)  
[enquiries@associationforcoaching.com](mailto:enquiries@associationforcoaching.com), Tel: +44 (0) 845 653 1050

[www.associationforcoaching.com](http://www.associationforcoaching.com)