



President's Message

September 2010

The role of ICF leaders in building a brand-based culture

Being a former strategic marketing specialist, I am excited to see how members will react to the proposed revision of ICF's vision, mission and brand positioning statements. A number of focus groups (the fourth round since 2009, when the branding project started) were held in August to test the latest revisions. I'm looking forward to sharing the results built on feedback and input from members.



**Giovanna D'Alessio,
MCC, ICF President**

In the meantime, the Board has already discussed that ICF must embody the brand attributes that have been proposed by the Brand Development Taskforce and approved last year. We recognized that in order to build a strong organization and to be true to our brand promise, we need to breathe and live those attributes in everything we do and create a brand-based culture.

Our list of brand attributes include both *rational* and *emotional* attributes:

- **Rational:** Global, Knowledgeable/informed, Solid, Responsible/accountable, Accessible, Connected/community, Professional, Diverse, Credible and Ethical; and
- **Emotional:** Personal/caring, Challenging, Connected/community, Inspiring, Passionate, Pioneering-Welcoming/friendly.

To have a better idea of what these brand attributes may

translate to in our culture, see [Page 3](#). A sample behavior has been given for each attribute in order to exemplify how we can concretely live the brand.

As I mentioned in the last issue of *Coaching World*, we inaugurated the first pilot test of a process aimed at co-creating a brand-based culture with all parts of the organization. At our ICF Annual International Conference in Fort Worth, we will again engage chapter leaders in this process, called the "Dialogue-based planning," and each chapter leader will be enabled to pass down this process to their chapters' Board members. Through this exercise, we will explore what each of us need to start, stop and keep doing to powerfully and authentically embody the ICF brand attributes in the way we work together and serve our members.

The crucial role of ICF leaders

In my experience, the role that leaders of any organization play during a culture-building process is one of the most powerful points of leverage for the success of the project and sustainability of the desired outcome.

All organizational cultural initiatives start with personal commitment and openness to learning and, when necessary, to transform. Volunteers and members take their cue from each ICF leadership team member they make a connection with. Leadership team members in turn take their cue from other leaders when it comes to the degree, level and commitment to personal transformation. They will especially pick up how you are "being" around the necessary

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Early Bird Registration Rate extended! Register for the ICF Conference in Fort Worth by 5 p.m. (New York) September 20 to save \$175 USD! See Page 8.



Taking the financial pulse of the ICF

Executive Director Notes

Gary E. Boyler
Executive Director



The ICF has firmly established a sound financial position and is diligent about maintaining it in order to achieve strategic objectives. Such a focus directly benefits ICF members, credential holders and all other stakeholder communities.

Members of the ICF Board of Directors employ a tool, the annual independent financial audit, which they are mandated to utilize in order to ensure that this position is sustained.

The yearly assessment involves a thorough third-party examination of the organization's financial statements. Subsequently the auditors render an opinion on whether the financial statements and accompanying processes are:

- **Relevant;**
- **Accurate;**
- **Complete;**
- **Presented fairly; and**
- **In conformity with generally accepted accounting principles.**

The audit is required by ICF's bylaws, *Article VIII. Finance*, which specifies: "The accounts of the ICF shall be audited not less than annually by a certified public accountant who shall be recommended by the executive director and approved by the Board. The report of the auditors shall be presented at the next meeting of the Board of Directors; within sixty days following completion of an audit, the treasurer shall furnish the membership with a financial report for the fiscal year just concluded."

An independently conducted audit is a beneficial financial assessment tool which enables the Board to satisfy fiduciary duties relating to the protection of the ICF's assets and ensure that members' resources are utilized in the most appropriate of manners.

Especially during these economically challenging times and the organization's continued global growth, it is beneficial to every member and stakeholder that the ICF remains in a strong, uncompromised financial position.

This necessary activity was completed for 2009 late in July when the independent auditors report was completed by Mountjoy, Chilton & Medley, LLP. This report states: "In our opinion, the consolidated financial statements referred to above present fairly, in all material respects, the financial position of the International Coach Federation, Inc. as of

March 31, 2010 and 2009 and the changes in its net assets and its cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America."

The ICF was able once again to make a substantial contribution to reserves and move even closer to the goal of having six months of operating funds on hand.

Members of the Finance Committee have reviewed the audit and it will be presented to the Board at its next regularly scheduled meeting later this month.

The audit is scheduled to be posted on the ICF website for individual stakeholder review by the end of September. Additionally, a limited number of printed copies will be available during the Annual Business Meeting of the ICF Annual International Conference on October 30 in Fort Worth, Texas.

Statements of Financial Position as provided by the auditors are augmented by the 2009 Annual Report which is already available for download at Coachfederation.org.

Both of these documents clearly demonstrate the expanding global activities and influence of the ICF which are firmly undergirded by a solid financial base and reliable operating practices.

The leadership of the organization is passionately committed to ensuring overall fiscal security which allows our collective community to continue efforts which advance the art, science and practice of coaching on a worldwide basis.

**Cordially,
Gary E. Boyler
Executive Director**



COACHING WORLD

Coaching World (CW) is the monthly newsletter of the International Coach Federation. It is distributed to members via e-mail and archived on Coachfederation.org for all to enjoy.

CW is written and produced by the ICF Marketing Department:
Ann Jarvis
Kristin Hogue
Amy W. Richardson, CW editor

EDITORIAL SUBMISSIONS

For inquiries or submissions, please contact *Coaching World* staff at icfpr@coachfederation.org. Submission guidelines can be found online [here](#).

ADVERTISING

Please contact Ann Jarvis at ann.jarvis@coachfederation.org.

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change, the degree to which you “walk your talk” and role model in an authentic way the desired culture. They will also look to see the extent to which you are willing to back up words with actions for demonstrated alignment with the desired brand attributes.

I'm excited to be one of the initiators of this cultural initiative and to contribute to the development of ICF leaders around the world. I am totally committed to do my best to live up to the expectation of my role, and I invite you to keep me accountable for representing ICF's brand attributes. Please give me feedback if I don't.

If you are an ICF leader and can't attend the ICF Global Leadership Forum in Fort Worth, do not worry—we still want you to be engaged in this initiative. Look for more information in the future about how we will be supporting you to play an active part of the co-creation of the ICF brand-based culture.

Sincerely,
Giovanna D'Alessio, MCC
2010 ICF President
giovanna@coachfederation.org

Sample behaviors for ICF brand attributes:

Global: deliberately keeping connected to the global networks that ICF offers (either through Committee work, attending the annual international conference, dialing in to Real Talk with the ICF Board calls, staying current with *Coaching World*, etc.) and sharing what you know.

Knowledgeable/informed: spending time to stay ahead with research results and trends and discussing their implications for coaching and our local community.

Solid: staying centered and keeping a sustainable professional practice, so that you are not tempted to get your financial needs met through ICF; stay alert to times when others in the team may be experiencing challenges.

Responsible/accountable: honor your responsibilities as an ICF leader and member, build transparency with your members and global.

Accessible: keep visible in the local community, make it easy for people to connect with the ICF Chapter. Keep website current, write articles for local publications, approach community groups and offer to speak about coaching at local events.

Professional: uphold high standards in all you do. Run solid, consistent business meetings, keep good attendance records, have protocols in place for reporting, have clear policies and manage the chapter's money well. Share best-practices from coaching research, offer high-quality professional development opportunities in your chapter.

Diverse: welcome, respect and seek to include in your Committee or chapter coaches who serve different clients for coaching—business, personal, spiritual, teen, conflict, etc. Seek volunteers who bring a wide array of different skills and interests.

Credible: make sure our promises, values, communication and actions are all in alignment. Be consistently and predictably professional and coach-like in all we do.

Ethical: hold ourselves accountable to act ethically in all our endeavors. Discuss ethics regularly within the chapter so that they stay at the front of our thinking.

Personal/caring: take a personal interest in new members. Instigate a “buddy” system for people who are new to the community. Reach out to those who are not attending chapter events regularly.

Challenging: constantly challenge current mindsets to see different perspectives. Challenge yourself and others to be the best you/others can be.

Connected/community: look for ways to collaborate—create a “sister” chapter. Run joint events with other professional groups to contribute to the community.

Inspiring: honor and include those coaches who are successful in their practice so that those on the journey are inspired to continue. Find (or create) inspiring stories of the positive change that coaching can enable—setting up a long-term pro-bono initiative in the community, involving the chapter, challenging the status-quo and measuring the outcomes.

Passionate: be creative in finding ways to allow people to contribute what they care most about—deliberately planning to ensure that time spent in service of the ICF is rewarding and enjoyable.

Pioneering: be bold, step into somewhere new—challenge each other to find as many ways as possible to “make coaching an integral part of society.”

Welcoming/friendly: have simple systems in place so that everyone who comes in contact with ICF at your Committee or chapter is welcomed and immediately feels part of the community.

Read the [President's Message](#) for more on ICF's brand attributes.

What's ahead in ICF

Act Now!

October 4: Deadline to submit global 2011 ICF Committee Interest forms.
[More info.](#)

ICF Election – [more info](#)

September 13: Call for Petitions closes

September 15: ICF Ballot announced

September 15–October 15: Election voting period if there are petitions to slate

Virtual Education – [more info](#)

ICF members earn free CCEUs by joining these calls.

September 16: Understanding the ICF Core Competencies:
"Powerful Questioning" (German)

September 20: Using Positive Psychology Tools in Coaching (English)

September 27: Using Positive Psychology Tools in Coaching (French)

September 28: From Brand to Benchmark to Breakthrough: Seven Figure Sales Conversations (English) – See video.

September 30: The Application of Constellations in Coaching (English)

Real Talk with the Board – [more info](#)

Join an open call with ICF Board members.

Bridge line: +1.877.242.3279; pin 7400

September 7: 9 a.m. (New York) In English

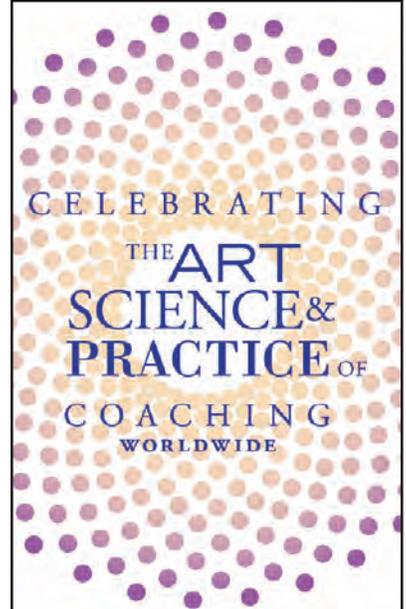
September 14: 1 p.m. (New York) In French

September 21: 5 p.m. (New York) In English

Upcoming ICF Conferences

ICF Annual International Conference, October 27–30, Fort Worth, Texas, USA,
www.coachfederation.org/conference.

Dates and times are subject to change. Please visit the [ICF Event Calendar](#) for bridgeline information and/or revisions.



Why Should YOU Make the Trip to Fort Worth?

- **Quality** education
- **New** education schedule allowing **YOU** to get more out of sessions
- **Connect** with others and engage through *Global Conversations*
- Celebrate ICF's 15th anniversary with your global peers

Early Bird rate extended to September 20!

Learn more about what the 2010 Fort Worth event has to offer **YOU!**

Coachfederation.org/conference

Welcome new ICF staffers!

The ICF would like to introduce our newest staff members Lori Mills, administrative assistant, and Kristy Coates, credentialing and training programs coordinator.

Lori assists the ICF staff and Board of Directors with day-to-day administrative duties. She assumes the role formerly held by Jessica Gentry. You can reach Lori at lori.mills@coachfederation.org.



Mills

Kristy is responsible for all individual credential applications and credential



Coates

renewals. She also coordinates training for assessors. She fills the position previously held by Brittany Clark. You can reach Kristy at kristy.coates@coachfederation.org.

www.coachfederation.org.

A full ICF staff list is available online [here](#).

Staff name change

Congratulations to ICF Marketing Coordinator Kristin Hogue who will be married to Jacob Kelly on September 18. Kristin will be changing her last name to Kelly after the wedding; her new e-mail address will be kristin.kelly@coachfederation.org.

Slate of candidates for 2011 Global ICF Board announced

The ICF Nominating Committee has completed their rigorous review of this year's applicants and finalized their recommendations for the position of president-elect and three director seats on the 2011 global ICF Board.

Their recommendations are:

- **President-elect:** Janet Harvey, MCC (USA); and
- **Directors At-Large (Terms Expiring 2013):** See Luan Foo, PCC (Singapore); Kaj Hellbom, ACC (Finland); and Bernie Siegel, PCC (USA).

A total of 14 candidates representing seven countries were considered for open seats on next year's Board. The Committee spent several weeks reviewing application materials, speaking with potential incoming Board members, analyzing Board demographics and engaging in intense discussion before making their final decision.

"The Committee is pleased with the diversity and experience of the candidates who expressed interest in serving on next year's Board," said Nominating Committee Chair and immediate ICF Past President Karen Tweedie, PCC. "It's wonderful to see our members continuing to commit their skills and experience to enable ICF to flourish."



ICF Election Next Steps:

- **August 16–September 13:** Call for Petitions. Any qualified member not on the slate may place his or her name in nomination by going through the petition process. [More info.](#)
- **September 15:** ICF ballot announced if petitions received.
- **September 15–October 15:** Voting (online voting utilizing an independent firm).
- **October 15–October 18:** Tabulating and reporting of election results to ICF by independent service.
- **October 18–20:** Notification to candidates with the status of their results.
- **October 28:** Public announcement of the new Board members and president-elect at the [ICF Annual International Conference in Fort Worth, Texas, USA](#) and by e-mail to the membership.

For more information on the ICF election process, please click [here](#). Look for additional updates to be shared in upcoming member communications.

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New ICF study benchmarks awareness of coaching profession globally

Results to be released starting this month

More than half of the general adult population is aware of professional coaching, according to a new groundbreaking survey by the ICF, which gauges global awareness of coaching for the first time since the profession's inception nearly two decades ago.

Overall, 51 percent of 15,000 participants in the *ICF Global Consumer Awareness Survey* reported they were "somewhat to very aware" of professional coaching.

Continuing its role in providing the coaching profession and public with reliable industry research on coaching, ICF set out to conduct the *ICF Global Consumer Awareness Survey* to show the worldwide reach of coaching in terms of how many people have been coached, how many people are interested in being coached, and how many people want to become coaches.

"The findings from this survey are significant because they show us the first glimpse of coaching on a global scale in awareness and use," said ICF President and Master Certified Coach Giovanna D'Alessio. "Until now, coaches were only able to speculate about how wide our industry's reach has become. Now we have information to show us where we are as a profession, which will help us build and sustain our industry's future."

This robust research was conducted independently by the International Survey Unit of PricewaterhouseCoopers (PwC). Respondents in 20 countries located throughout Africa, Asia, Europe, North America and South America were asked to provide feedback using online panels which were validated to be nationally

representative for those aged 25 and up.

In addition to benchmarking consumer awareness, the survey asked respondents key questions regarding reasons for why they participated in a coaching partnership, their perceived importance of certification and credentials for coaches, and overall satisfaction with and feelings about their coaching experience.

51 percent of 15,000 participants in the *ICF Global Consumer Awareness Survey* were aware of professional coaching.

which established a baseline overview of the profession from the perspective of practicing coaches, and the *ICF Global Coaching Client Study* (2009), which studied coaching clients throughout 64 countries. For more information on these research efforts, visit the ICF Research Portal at Coachfederation.org/research.

New marketing materials available soon!

Help us share the findings! Look for press release templates, presentations and more to be added to the [ICF Research Portal](http://Coachfederation.org/research) starting with overall global level findings this month. Materials with regional level detail will be added in October, followed by national level materials in January 2011 (just in time for International Coaching Week).

Learn the science behind the

Strengths-Based Approach

from the source:

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The non-profit VIA Institute on Character was founded by Dr. Neal H. Mayerson to develop the VIA Classification and the VIA Survey (VIA-IS) and to promote science-based practice. The work, by Drs. Martin E. P. Seligman and Chris Peterson, was published in *Character Strengths and Virtues, a Classification and Handbook* by Oxford University Press and APA, 2004.
www.viacharacter.org 513-621-7501

Coach-to-Coach: A Pledge of Professional Courtesy *Request for Feedback*

by Greg Gillis, PCC, ICF Ethics and Standards Committee Member

The global ICF Ethics and Standards Committee members set out last year to establish guidelines for conduct between coaches. We'd noticed that complaints between coaches were on the rise and we wanted to bring awareness to this important aspect of how we work together.

Our members have taken advantage of two opportunities to provide insightful recommendations. The first, in the special October 2009 *Coaching World* Ethics Issue, the Committee proposed a "Coach-to-Coach Code of Conduct." The key take-away from members was that we not create another "code," but develop something less formal that would still communicate the importance of this topic.

The second opportunity to provide input was at last December's ICF Annual International Conference. During the ethics presentation, member input was solicited on what qualities create the richest and most rewarding relationships with fellow coaches. With the great feedback we received, we feel that we are close to completing these guidelines.

ETHICS TIP OF THE MONTH:
"If in doubt about the impact of your actions on another coach, discuss it with them before you take action."

Prior to "going to the presses," we want to extend another opportunity for you to provide feedback. These last few tweaks will help us fine tune a document that, with your previous help, has gotten more refined and soulful.

Now is your chance! Read the following draft, and let us know what you think. Is there anything that you'd like added or changed? **Please send your ideas to the Committee at icfethics@coachfederation.org.** Thanks for your help!

INTERACTING WITH FELLOW COACHES: A PLEDGE OF PROFESSIONAL COURTESY – DRAFT

1. I will treat fellow coaches in a way that demonstrates integrity, exemplifies excellence, fosters collaboration and builds respect.
2. Through creating relationships with fellow coaches, I will model my ability to build relationships to my clients and to the coaching community.
3. When working with fellow coaches, I will have clear written agreements covering the working relationship between us, the contract terms we've agreed to and how confidentiality will be handled.
4. I will communicate with fellow coaches openly and honestly, sometimes with ease, sometimes with difficulty, but always with truth, transparency and directness.



Greg Gillis, PCC, founder of G2i Leadership Development, is an Executive Coach working with business leaders in global companies in the San Francisco Bay Area. He is a New Ventures West Certified Integral Coach and is the Chair of the Ethics and Standards Sub-Committee on Coach to Coach Ethics. Learn more about Greg at www.g2i.net.

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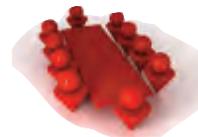
Strategy360.com

ICF 'Hot' Links

Click on an icon below to be directed to the corresponding webpage.



Conference Registration



Committee Interest Form



ICF Research Portal

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"Like" us on Facebook.



Connect on the ICF Blog.



Follow us on Twitter.



Watch us on YouTube.

Headed to Fort Worth? **Early Bird rate extended!**

Take a look at these pre-conference opportunities and reminders **BEFORE** you two-step to the heart of Texas!

Register by 5 p.m. (New York) September 20 to save \$175 USD!

[Click here to register!](#)



Reserve a Hotel Room

Reserve your hotel room at the discounted ICF attendee rate at host hotels by **September 24**. See more details [here](#).

Find a roommate for conference

If interested in sharing the cost of a hotel room in Fort Worth, the ICF Facebook fan page is an excellent resource! It's easy; start here: www.facebook.com/icfhq. Simply click on the Discussion tab and create a post.

Attend the Table Topic Luncheon

Plan to connect with coaches with similar interests at the Table Topic Luncheon, October 28, from 12:30 to 2 p.m. (12:30–14:00). *Discussions will be based on topics submitted by registered attendees before conference.* **Click [here](#) to download a Table Topic request form.** General seating will also be available for those not interested in participating in topic discussions.

Volunteer!

If you are looking for a way to meet new people while getting involved with the ICF at the same time, consider being a conference volunteer! For conference to run smoothly, volunteers are a necessity on-site. Conference volunteers experience conference from behind the scenes without missing a beat. Open volunteer positions include: breakout room host; super session host; and ambassador greeters.

To volunteer, you must be registered for conference and an ICF member in good standing. Please **sign up [here](#)**. (There is not a registration discount or compensation for serving as a volunteer.)

Special Volunteer Opportunity

The ICF is currently seeking volunteers to serve as Table Captains during the *Global Conversation* session on Friday, October 29.

Table Captains will be responsible for: facilitating and energizing the small group conversations; capturing the key learning and insights of the conversation; and reporting the key conversation points back to the full group of participants as part of the *Conversation*.

For more information or to sign up for this special Table Captain volunteer opportunity, please click [here](#).

Shop the Virtual Bookstore before, during and after you go!

Did you know that you can already peruse the conference bookstore? One of the perks of a virtual bookstore! The bookstore can be accessed online anywhere you have an Internet connection! There are currently more than 100 books to choose from. And books are not the only thing for sale, CDs and other items are offered as well! Visit the Virtual Bookstore, powered by Amazon, [here](#).

Attention Member Authors: *If your book is being sold in the ICF Virtual Bookstore, you are invited to send one copy to the ICF to be used as a display copy on-site in Fort Worth. Please note that this book will not be returned and may be used as a giveaway at this and future ICF Conferences. Questions may be directed to Jackie Burton at jackie.burton@coachfederation.org.*



Boots aren't all you'll find in Fort Worth...

Four lasting benefits of the 2010 ICF Conference:

1. Education with a purpose

Many efforts have gone into enhancing education this year. Over **35 sessions across six areas of focus** provide exceptional ways to earn Continuing Coach Education Units (CCEUs) to go toward your ICF Credential application or renewal (there are over **17 possible CCEU hours** of conference education!). Read more [here](#).

2. Tools to grow your business

Learn from exhibitors who will introduce you to new tools and services to grow your coaching practice. The exhibit space is open during convenient hours and very close in proximity to educational sessions. View all confirmed ICF exhibitors [here](#).

3. New friends and contacts

ICF networking events happen daily during the conference and allow you to reconnect with old acquaintances and meet new people. Being an international conference, there are always numerous countries represented and new people to meet. For a list of scheduled networking events, click [here](#).

4. A mini-vacation

A new environment filled with new perspectives can easily bring back that creativity you may be missing at home. Attendees are encouraged to get out and explore the host city and beyond. Learn more about how you can experience Fort Worth [here](#).



Final Global Conversation speakers confirmed

Five *Global Conversations* will be held concurrently over a two-and-a-half-hour period, taking the place of a traditional keynote address during the Friday, October 29 Super Session. The topics will be: *Complexity Science, People, and Organizations*; *Internationalism Becomes the Norm*; *Transforming the Fragmented Community Through Deep Dialogue*; *Aging: Increased Life Span and How Long We will Work*; and *Listening Organizations and Chief Listening Officers - an Innovative and Growing Trend*. Attendees will have the choice of which *Conversation* they would like to participate in.

Discoveries will be shared by each *Conversation's* facilitator/subject matter expert during Saturday's super session after Anne Lise Kjaer's keynote address. At this time participants will break into groups for more conversation. All sessions will be graphically recorded*.

Listening Organizations and Chief Listening Officers - an Innovative and Growing Trend with Jeff Hayzlett

Traditionally, companies have spent thousands of dollars on sophisticated, and in many cases ineffective, marketing campaigns and strategies in an attempt to influence consumer's buying activities. Yet the consumer's buying decisions are really influenced by family and friends, those with whom they have close relationships and explicitly trust. Similarly, organizations have had a top down model, where all ideas and decision-making were driven by management.

A current trend turns this old model upside down. It begins with listening. [Read more.](#)

About Jeff Hayzlett (USA): Jeff was the very high profile CMO/CLO for Eastman-Kodak who resigned in May to promote his recently released new book *The Mirror Test*. He was the major player in Kodak's rebranding efforts. Under his tenure, the company created the roles of Chief Listener and Chief Blogger and launched a social media team. Jeff appeared on NBC's *Celebrity Apprentice* and Kodak landed a central spot with the show as viewers voted for their favorite Kodak Moment of each episode. He's a dynamic, funny and engaging speaker. [Read more.](#)



Hayzlett

Weaving Complexity and Business: Engaging the Soul at Work with Roger Lewin and Birute Regine

Intel's former chief, Andy Grove, once said, "With all the rhetoric about change, the fact is that we managers hate change, especially when it involves us." But as we well know, in our fast-moving, interconnected, global economy, change is inevitable, and with it comes uncertainty. The

challenge for managers is to guide change in positive directions, so that their organizations can adapt and transform uncertainties into new strengths. The challenge for coaches is to work with their clients to create conditions that nurture such change in positive ways, at the individual and corporate level. [Read more.](#)

About Roger Lewin, Ph.D. (USA):

Roger is an award-winning science writer, and author of more than 20 trade books, including the first popular treatment of Complexity science, *Complexity: life at the edge of chaos*. Roger is a member of the Complexity Research group at the London School of Economics, and a fellow of the Institute for the Study of Coherence and Emergence. He is founder and partner of Harvest Associates, a consulting company that uses principles of complexity science to help organizations navigate change. With Birute Regine, he is co-author of the acclaimed *Weaving Complexity and Business: engaging the soul at work*.



Lewin

About Birute Regine, Ed.D. (USA):

Birute is a Harvard educated, award-winning author, developmental psychologist, speaker, and life/executive coach. She was a visiting scholar at the Center for Research on Women at Wellesley College and a member of the Complexity Research group in London School of Economics. Birute is a member of Plexus Institute and Madrona Institute, which apply complexity science to healthcare issues and peace and policy making, respectively. Birute's newest book is *Iron Butterflies: Women Transforming Themselves and The World* (Prometheus Books, April 2010). [Read more.](#)



Regine

Global Conversations to be captured graphically!

*A graphic recording refers to the act of an artist capturing people's ideas and expressions live on paper through the strategic use of words, images and color.

During *Global Conversation* sessions, you will have the opportunity to watch as murals are created live. Visual facilitator and professional listener Martha McGinnis, President of Visual Logic, and her team of graphic



McGinnis

recording artists will capture the BIG PICTURE for session participants by recording essential messages, meaning and commentary in a colorful mix of pattern, word and image. These murals provide a lasting and accurate record for attendees to return to again and again—a permanent resource for memory, fun and inspiration.

Read more about Martha McGinnis and her team of graphic recording artists on the conference website [here](#).



Coaching Constellations

Seeing patterns, illuminating dynamics, facilitating solutions

By John Whittington (UK), 2010 ICF Conference speaker

When I first came across constellations, I was resistant, skeptical. My natural British reserve kicked in. The experience didn't seem to make sense on a number of levels.

Constellations, a facilitated process which creates a kind of "living map" of relationship systems, rely in their original workshop format, on the use of "representatives"—people from amongst the workshop participants who know nothing of the actual person or concept they are representing.

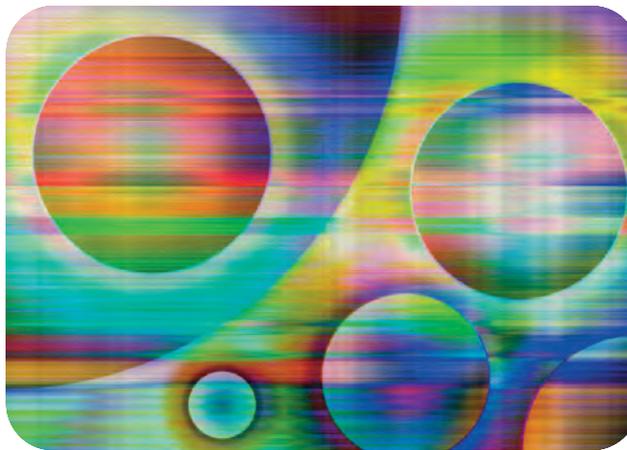
They stand in relationship to each other within a defined space. In a few moments, they begin to experience precise feelings and make responses that belong to the person they are representing. Forgotten information, hidden loyalties and patterns surface that lead to deep insights for the person bringing the issue or question.

The idea of being able to stand in place of someone you'll never meet and experience feelings which are not your own, then discover that your feelings, behaviors and even words mirror those of the real person, seemed both unlikely and, well, just too much for my rational mind. I left my first workshop experience eight years ago, not imagining I'd return, let alone train in the work and facilitate it as a daily part of my personal and professional coaching. Today, the principles that underpin the work and the practices that illuminate issues with such startling clarity form the firm foundations for my work with private clients, leaders of international businesses and teams alike.

"Systemic constellations," to give them their full name, were originated by the German philosopher, therapist and coach Bert Hellinger. Developed in the context of family systems, practitioners quickly saw their potential in other human systems including coaching around personal or work related issues. If you translate the words "systemic constellation" literally, you get "a group of objects which stand together to form a pattern." This rather dry description doesn't capture the impact of the dynamic maps created by constellations whether in workshop or in

one-to-one coaching settings. The maps—external expressions of internal and often unconscious patterns—reveal hidden dynamics and resources, working effortlessly alongside other interventions.

Placing individuals in context of the larger truths of the system they occupy, constellations disentangle people from hidden dynamics and then support them to find a better place in relationship to the whole. This creates an inner shift that leads to fresh clarity and enduring resolution. Constellation workshops, particularly when exploring personal and family issues, are often profoundly moving because the dynamics they reveal are universal to the human experience.



John Whittington will present on Coaching Constellations at the 2010 ICF Annual International Conference in Forth Worth. Don't miss a preview of John's presentation during this month's Virtual Education session on Thursday, September 30 at 12 p.m. (New York). See [Page 16](#) for more information.

Over time, I learnt that the constellation workshop experience transfers with impact into a coaching relationship and process in a way that allows for depth within a practical and solutions-oriented framework. As I found my stance, developed my understanding of the underlying principles and the application of

the processes, I was able to apply the work across my coaching. Impact and results were greatly enhanced as a result.

I was very surprised to discover how easily constellations translated from workshop to tabletop.

Using objects (I started with whatever was available—coffee cups, Post-its, etc.) clients are able to create a three dimensional expression of their issue and then work with the coach to illuminate and clarify many kinds of challenges.

Like others, I now use the approach in a wide range of contexts. The initial stage of a constellation—mapping what is—is often useful in coach selection meetings, or "chemistry checks" where a new perspective on the individuals' place in their system opens up something that allows a deeper connection with their developmental issues

Continued on page next page

Constellations continued from page 10

and the coach.

I often find myself using constellations when a client is struggling to find the words to describe the challenge they face or when an interpersonal or developmental issue feels stuck or there is difficulty in reaching a goal. If a fresh diagnosis is called for or there is little energy, missing information or resources, I know I can trust this methodology to reveal something new.

This first stage of a constellation—mapping—can be used early on by coaches while a fuller understanding and practice develops. The hidden depths emerge as your own journey with this profound methodology evolves.

So I hope that you may find yourself in a workshop one day and that your experience leads you to reflect on the potential benefits to you, your coaching work and your clients. If you find yourself feeling resistant or skeptical, be careful, you may be coming back for more!



John Whittington is a Personal Coach who works with some of the worlds' most successful individuals on personal and leadership development. The constellations approach and methodology is a core part of his work and he shares the principles and practices in experiential workshops, learning and supervision circles around the world. His website provides further information, links and resources as well as access to his e-book of the same name: Coachingconstellations.com.

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Health Coaching

This month *Coaching World* takes a look at the growing niche of health and wellness coaching, what it is, and why it's gaining interest in today's society.

Q & A with Coach Meg



Founder and CEO of Wellcoaches Corporation, ICF member Margaret Moore, "Coach Meg," is co-director of the Institute of Coaching at McLean Hospital, an affiliate of Harvard Medical School, and co-director of the annual Harvard Medical School Coaching in Healthcare & Leadership Conference. She co-authored the first coaching textbook in healthcare.



Don't miss Margaret's presentation in the Science of Coaching focus area at the 2010 ICF Annual International Conference in Fort Worth on October 28. Register for Conference [here](#).

CW: We hear more and more about health and wellness coaching these days. Is it growing and, if so, why?

Coach Meg: As life expectancy grows, so does the desire to continue to live well in later years. Health and wellness coaching, which barely existed 10 years ago, is keenly focused on helping clients develop and sustain robust mental and physical health by engaging in healthy lifestyles. The next financial crisis will be around healthcare costs and will be even more devastating in scale than the recent financial crisis. People are spending their health rather than investing in it. Baby boomers are of an age where their bodies and minds are showing signs of wear and tear, which can lead to debilitating disease or even premature death. And most of their illnesses can be prevented by lifestyles that promote health and well-being.

People are awakening to their responsibility to do their part to take good care of personal health, not just finances. If we don't collectively do this, the consequence will be extremely expensive—both personally and society-wide. People are realizing that pharmaceutical companies aren't going to cure obesity and diabetes, or stop strokes and heart disease any time soon. There are no quick fixes. The answer is to live a health-promoting lifestyle day in and day out. People are starting to say to themselves: "It's up to me to make the necessary changes to live a more healthful, balanced life."

CW: What role does a professional health coach play in today's healthcare arena?

Coach Meg: Most physicians, nurses, and other health-

care providers do not have the skills or resources to support lifestyle change and have not received training and education in lifestyle interventions, including the use of exercise, diet, mind/body, or positive psychology interventions for disease prevention, or the use of behavior change techniques, strategies, and skills drawn from domains such as Self-Determination Theory, Motivational Interviewing, Positive Psychology, Social Cognitive Theory, the Transtheoretical Model of Change, and Constructive Development. While we've never had more experts available

"Health and wellness coaches help people fulfill the lifestyle 'prescription' and improve their health and wellbeing, in an extremely personalized way."

to deliver a diverse range of training and educational interventions for losing weight, getting fit, eating well, fostering the mind-body connection, and increasing positive emotions and resilience, the formats are typically extensions of the medical model, designed to provide top-down authoritative prescriptions which hope to deliver compliance, rather than focused on "teaching people how to fish," how to become responsible, autonomous, motivated, engaged, confident, competent, and resilient in directing personal health and well-being.

Health and wellness coaches help people fulfill the lifestyle "prescription" and improve their health and wellbeing, in an extremely personalized way. Usually people come to a coach because they are struggling with something that is hurting their well-being—the need to manage stress, weight loss, life balance, energy, or at worst, a health crisis. Coaches have the skills and expertise to help people overcome their struggles, build self-motivation, self-awareness, mindfulness, confidence, self-regulation, and resilience, and make changes that are sustainable. Often people have tried quick fixes and find they don't stick. Health and wellness coaches help people create lifestyles

Continued on next page

Integrative Health Coaches: A response to the healthcare crisis

Coaches are making an impact on patient health at Duke Integrative Medicine

by Linda Smith, ACC, PA-C, MS; ICF member and director of programs for Duke Integrative Medicine

Healthcare reform has been on everyone's mind this past year in the United States—and for good reason. Consider what the statistics tell us about healthcare in America:

- The United States spends more than any other country on healthcare; \$2.3 trillion annually—more than 17 percent of our GDP.
- 95 cents of every dollar is spent to treat disease after it has already occurred (think about all the treatment for heart disease, diabetes, obesity, many forms of cancer, stress, etc.)
- 75 percent of U.S. healthcare costs (\$1.87 trillion) are spent on chronic, largely preventable diseases that are frequently a result of lifestyle choices.

While the finances of the current health system aren't working, neither is the model itself:

- Our current model is problem-based and disease-oriented.
- It doesn't include a core competency in optimizing health.

- Decades of research have shown us that in order to help people change their lifestyle choices and health behaviors, we must know what matters to them; behavior changes are sustainable when they have deeply personal significance.
- This requires time, planning, partnership, and personalization, elements that are sorely lacking from our current model of care.

“In research Duke has conducted, we have learned that adding a trained Integrative Health Coach to a patient's team results in remarkable outcomes: blood sugar levels decrease significantly, exercise becomes more of a regular routine, stress decreases, and patients report feeling more in control of their health and well-being.”

At Duke Integrative Medicine, we believe what is called for is a complete change in the mindset and practice of healthcare in the United States. Getting from where we are to where we need to be is radical, revolutionary—and realistic.

A significant component of what is required is a new mem-

Continued on page 14

Health Coaching: Q & A continued from page 12

that become embedded into who they are.

CW: What is different about health and wellness coach training as opposed to general coach training?

Coach Meg: The best practices of well-trained professional health coaches and wellness coaches are based upon the translation and integration of evidence-based psychological processes of change combined with evidence-based lifestyle interventions into coaching models designed to enable people to outgrow their old ways of thinking, feeling, and behaving, and change lifestyles for good. So coaches need training and education in science-based coaching competencies as well as basics in lifestyle medicine.

CW: What future trends do you see in health and wellness coaching?

Coach Meg: I am co-chairing two teams in my role as co-director of the Institute of Coaching—one is to develop national standards and a certification for health and wellness coaches, and the second to implement a coaching research strategy to support reimbursement for health and wellness coaching for various lifestyle-related diseases including obesity, heart disease, diabetes, and others. Over the next few years these activities will be critical in support-

ing the professionalization of coaches in healthcare, and acceptance by consumers and in mainstream medicine. Health and wellness coaches will be an important force in transforming healthcare, expanding it from treatment of acute disease to supporting optimal health and well-being and preventing disease.

There is a second important avenue for the application of coaching skills in healthcare. On a small but growing scale, health professionals, including physicians, nurses, case managers, physical therapists, occupational therapists, psychotherapists, and exercise physiologists, are also being taught to integrate basic skills in coaching and motivational interviewing in current practices, a highly promising development. The goal is to improve health outcomes by helping patients get engaged in changing lifestyles to improve health, moving away from sole reliance on medicines and quick fix programs, and ultimately support the referral to health and wellness coaches.

CW: Is there anything else people should know about health and wellness coaching?

Coach Meg: Let's start a trend and propose that all coaches become wellness role models (our coaches can coach life/executive coaches) and transform health in this country!

Duke continued from page 13

ber of the health care team; someone who is a professionally trained expert in behavior change and who partners with patients to help them identify why their health matters and to take the steps necessary to reach their health and well-being goals.

We have introduced the Integrative Health Coach to our treatment team to fill this role. The coach joins the physician, nurse, and other therapeutic service providers (including acupuncturists, health psychologists, nutritionists, massage therapists, exercise physiologists, and others). With the knowledge of the patient's most important personal goals—the driving force behind why the patient's health really matters—the coach works with the team to develop a personalized health plan, tailored to the needs and desires of the patient. The coach works with the patient over time to help implement the plan—to make it real in the context of the patient's life so that it becomes a “new” way of living.

In research Duke has conducted, we have learned that adding a trained Integrative Health Coach to a patient's team results in remarkable outcomes: blood sugar levels decrease significantly, exercise becomes more of a regular routine, stress decreases, and patients report feeling more in control of their health and well-being. And, as patients learn to make sustainable changes in their health behaviors, they need less medical care, resulting in significant financial savings.

We are training professional Integrative Health Coaches at Duke Integrative Medicine—and we have just announced

What is an integrative health coach?

Integrative Health Coaching creates dynamic partnerships that move clients toward satisfying and healthy lifestyles. Integrative Health Coaches use both innovative and practical strategies to help clients clarify a personal health vision, explore strategies and health behavior changes for realizing that vision, enhance personal accountability and take action to achieve and sustain their goals.

our first certification program—because we want to ensure that patients everywhere—in community centers, churches, synagogues, schools as well as health centers—have access to the support they need to make changes in their lives that will benefit their health.



Linda Smith, ACC, P.A.-C, M.S., is director of programs for Duke Integrative Medicine; a physician assistant; a certified Life and Health Coach, and director of Duke's Integrative Health Coach Professional Training. As one of the founding executive team members of Duke Integrative Medicine, she is a core collaborator in bringing the vision of this new field of medicine into fruition at Duke from conception through operational planning and program development. Linda's depth of understanding of the interconnectedness of body, mind and spirit in healthcare influences her comprehensive development of “whole person,” customized health and wellness plans for medical patients and program participants. **For more information, visit, Dukeintegrativehealthcoach.com.**



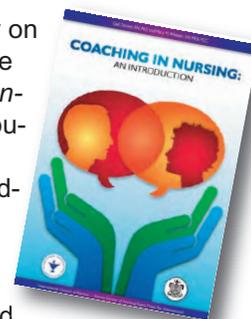
Catching up with Mary Wheeler about *Coaching in Nursing*

The November 2009 issue of *Coaching World* featured a story on ICF member Mary Wheeler RN, MEd, PCC, about a free online publication she co-authored entitled *Coaching in Nursing: An Introduction*. With more than 12,000 downloads to date, this popular workbook “is a hands-on guide that can be used to teach nurses coaching principles and skills in order to develop individual professional competencies and to improve nurse staffing

retention.”

Mary worked with her donnerwheeler.com co-founder Gail Donner, RN, Ph.D., and collaborated with the International Council of Nurses (icn.ch) and The Honor Society of Nursing Sigma Theta Tau International (nursingsociety.org), to develop *Coaching in Nursing*.

In November, Mary mentioned that she and her colleagues at donnerwheeler.com hoped to launch a coaching program for health care professionals in 2010. Less than a year later, Mary has successfully met her goal. She describes the new program as a blend of live instruction and collaborative group learning in a virtual classroom. In it, students will acquire practical coaching skills applied to leadership, career development or patient centered care. More information on the training program is available at donnerwheeler.com.



Past President gives more than Top 10 lists

Reynolds' blog is changing views on women in the workplace



by Amy W. Richardson, ICF staff

Past ICF President and Master Certified Coach Marcia Reynolds is gaining quite a following with her column on *Huffington Post*, the popular social news and opinion site.

For six months Marcia has joined the ranks of a wide array of high profile bloggers such as Barak Obama, Dan Rather, and Bill Gates, to lend her expertise and opinions on current issues for the site's more than 24 million monthly visitors.

Since she began, she's been called the "voice for women in the workplace" and "a guru of guidance for women" by her peers and fans for her posts that "focus on smart, strong women who like to achieve."

It all started when her publicist had the idea for her to approach *Huffington Post* for a blog spot. With the release date of her new book approaching in June, the timing was just right. "The goal was to gain visibility," said Marcia, who had been blogging on her own site www.wanderwomanbook.com for a full year already.

The first step was reaching out to the editor of the section of *Huffington Post* she wanted to blog for. While the business section may have seemed the likely choice for Marcia, a Leadership Coach, she went for the Living section instead. "I had to think what would be the best for me and would help me stand out the most," she said.

Standing out means Marcia had to start off with what she describes as a "killer" first post. She read the blogs of others on the site and noticed what types of articles saw the most activity from readers. She hit the ground running with her first article titled "[Defining the Shift in the Psyche of Women at Work.](#)"

"Right off the bat, I got a lot of attention," she said. She knew at that point she set a high standard she would have to maintain. "I spend more time now on my *Huffington Post* blog than my own blog," she confessed. She designates Saturday mornings and plane trips as quiet writing time. Throughout the week she follows other blogs and LinkedIn groups where she gleans topics to reflect on and offer her perspective.

By the time her second book *Wander Woman: How High Achieving Women Find Contentment and Direction* hit Amazon this summer, she had already built a large following and her posts were showing up on several other major news sites like the *LA Times*.

"It has a reach that I would not have had on my own," she said.

In addition to gaining that reach, and the credibility that has come with it, Marcia said she has learned to think of things more profoundly because she wants to write profoundly and give others something to really think about. "It has really taken me a step up...and I have more to say when I step up."

Marcia, who has a passion for writing to begin with, says she's learned that blogging is about having guts to "put it out there" and know that not everyone will agree with what is said. The "edgier" the better, she says.

"You have to get beyond the Top Ten lists and How-Tos and step back and look at life in a different way because that's what you want people to do—even if they don't agree with you."



ICF Past President Marcia Reynolds, MCC, is a regular blogger on *Huffington Post*.

Marcia blogs for *Huffington Post* nearly every week and she has noticed a spike in her Amazon book rating after each post. She is sure to mention her affiliation with the news outlet every chance she gets, on her website, in her e-mail signatures, etc. and she has noticed that others are starting to use "*Huffington Post* blogger" as a moniker for her as well, which she doesn't seem to mind at all.

Now that Marcia has successfully launched her book through a vigorous social media campaign (see more in the October issue of *Coaching World*), and hit it off with *Huffington Post* readers, she plans on shifting her focus from selling her new book to leveraging her business. Marcia hopes to look at group coaching and creating new products based on her recent work to offer her readers.

"I have people waiting for me to offer something other than my opinion," she said.

And for those who want to keep hearing her opinion, she has no plans to end her blogging on *Huffington Post* any time soon.

ICF Virtual Education

ICF Virtual Education (VE) sessions are free learning opportunities for ICF members in addition to what local ICF Chapters offer. Continuing Coaching Education Units (CCEUs) are offered for each session. Visit the [VE FAQs page for more information](#). Telephone bridge lines and speaker bios can be found on the [Event Calendar](#).

Using Positive Psychology Tools in Coaching

Note: *This presentation will be presented in English on September 20 and in French on September 27.*

Speaker: Véronique Belz, ACC

Program: 7 (September 20) and 5 (September 27)

Dates: Monday, September 27 (French) and Monday, September 20 (English)

Time: 14:00 (UTC); 10 a.m. (New York); 4 p.m. (Paris); 10 p.m. (Hong Kong)

Duration: 90 minutes

CCEU: 0.50 Core Competency, 1.0 Other Tools & Skills

Discover how positive psychology in coaching can help individuals and organizations identify their strengths and use them to increase and guarantee their respective level of wellness. This session will provide an overview of all of the major constructs from the field of positive psychology which include finding meaning and purpose, developing optimism, building positive relationships, having fun and identifying and utilizing character strengths. By practicing these principles as coaches we'll not only be healthier and happier ourselves, but we'll also have a more successful, thriving practice.



Understanding the ICF Core Competencies: "Powerful Questioning"

Note: *This presentation will be presented in German.*

Speaker: Heidi Roethlisberger, MCC

Program: 6

Date: Thursday, September 16

Time: 13:00 (UTC); 9 a.m. (New York); 3 p.m. (Paris); 9 p.m. (Hong Kong)

Duration: 60 minutes

CCEU: 1.0 Core Competency

What is our own attitude as a questioner? What happens when we ask questions? Where is the connection between listening and asking questions? What is a good question and how do we know that? How can we stay focused as a coach while asking questions? How can we train ourselves to listen to our intuition in this whole process? We will use this interactive call to explore deeper the sixth core competency "Powerful Questioning." Ask yourself those questions in advance and come prepared and open-minded to share your knowledge and insights with all of us.



From Brand to Benchmark to Breakthrough: Seven-Figure Sales Conversations

Speakers: Kay Cannon, MCC, with Vickie Sullivan

Program: 8

Date: Tuesday, September 28

Time: 16:00 (UTC); 12 p.m. (New York); 6 p.m. (Paris); Wednesday, September 29: 12 a.m. (Hong Kong)

Duration: 60 minutes

CCEU: 1.0 Business Development

You are not new to the coaching game. You know who you are and what you provide. You get noticed. You get kudos (and referrals). What's next? Making yourself the buyer's only option in game-changing projects. This call is for established coaches who are tired of talking to buyers who see many choices in the marketplace. Fasten your seat belt and learn the strategic side to high-end sales conversations. You will learn how to get the upper hand and get these breakthrough opportunities. This session will cover:

[View video promo here.](#)



- Why being "coach like" can kill seven-figure opportunities;
- Who you are really competing against (Hint: it's not other coaches.);
- How to become the benchmark in five minutes or less; and
- How to turn around a buyer who wants someone else.

The Application of Constellations in Coaching

Speaker: John Whittington

Program: 9

Date: Thursday, September 30

Time: 16:00 (UTC); 12 p.m. (New York); 6 p.m. (Paris); Friday, October 1: 12 a.m. (Hong Kong)

Duration: 60 minutes

CCEU: 0.50 Core Competencies, 0.50 Other Tools & Skills

Constellations liberate clients from their familiar stories, current perspectives and "stuckness." This session will be an interactive exploration of systemic constellations and their application in coaching. Forming a "taster" prior to John's workshop at the ICF Annual International Conference in October, it will include a review of the principles, practices and benefits that this work facilitates.

Through a mix of moderated interview and live demonstration of the approach and methodology, John will bring this innovative way of working to life. We will open for questions at the end of the session and provide participants an opportunity to experience a live telephone constellation. [See John's related article on Page 10!](#)



Spreading the value of coaching while building community

First Coast Coaches Association (Jacksonville, Florida, USA)

by Amy W. Richardson, ICF staff

Coaching is still a new concept for many residents and businesses of Northeast Florida, but the small, yet growing ICF Chapter in Jacksonville is changing that.

"In this part of the country, the question is still more often 'What is coaching' instead of 'Who is your coach?'" points out Dale Beaman, PCC, 2009 president of the First Coast Coaches Association (FCCA).

During the height of the economic crisis in 2009, the 30-member FCCA partnered with the Project Management Institute (PMI) to offer a special event called Career Search Inspiration, which served people in the community who had recently lost jobs or were in career transition.

As a result, many members in the community received their first taste of coaching through workshops, an expert career panel discussion and one-on-one laser coaching sessions.

Current FCCA President Lucy Buckner said the six people she coached at the event had no experience with coaching at all. "So many people left the event saying, 'Oh my goodness, I had no idea!'" she exclaimed.

Dale noted that participants left with hope in a time of great difficulty. "People were very excited that they were leaving with something that was going to be useful to them."

Not only did the event showcase the benefits of coaching firsthand, but it rewarded the coaches involved with a new sense of community.

"We gained an unexpected sense of reward from doing this and there was such camaraderie amongst the coaches who were delighted to get to know each other in a different environment," Lucy said.

"What was exciting was the power of people coming together around a common cause," Dale added.

The FCCA was honored for their efforts with a 2009 ICF Chapter Award in the ***Finding our Voice—Marketing/PR*** category during the ICF Annual International Conference in Orlando last December.

The FCCA learned a lot from Career Search Inspiration, which was the first time the chapter took things to the next level by partnering with another organization on a full event. FCCA coaches were involved in developing the event, bringing in talent, and facilitating workshops.

"These kinds of events can really help a chapter rev up," Dale said. In the process, the chapter made official nametags for their members, created a banner, and revamped their brochure, all things they continue to use. "Not only did it build relationships, but it helped our ability to do those things and step up our chapter," she said.

Currently, the chapter is eager and looking to develop partnerships with other community organizations in hopes to



Current FCCA President Lucy Buckner (left) and 2009 President Dale Beaman, PCC, with their 2009 ICF Chapter Award in the ***Finding our Voice—Marketing/PR*** category.

hold another impactful event for Northeast Florida residents.

A desire to give back to the community is a common thread for FCCA coaches. "There's an energy and real sincere desire to be proactive in that regard," Lucy said.

Finding the common values and goals of chapter members is the key to a chapter's ability to build a community where coaches can know and support each other, both personally and professionally.

For Dale, community is about connecting with the heart and soul. "It's about finding a way to bring coaches together to create something they can do together," she said. "It's about knowing each other so they can trust each other and so they can begin referring each other." Coach referrals are a huge part of helping support and build each other's businesses, Dale noted.

The chapter meets in-person once a month beginning with

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FCCA continued from page 17

a networking time followed by an educational hour. Members also have the opportunity to meet informally at a café monthly, and attend webinars/teleseminars for learning.

FCCA is looking to grow their community with a current membership drive and hosted its first “virtual meeting” in August to gauge interest in expanding their chapter’s reach regionally.

With all that FCCA has in the works, from new partnerships to a new and improved website that allows the public to find area coaches, it won’t be long before the “What is coaching” question will give way to “Who is your coach?” in Florida.

Since winning a 2009 ICF Chapter Award, the First Coast Coaches Association (FCCA) has amped up its online presence with the newly redesigned Fccajax.com. The attractive website is a source of information for coaches, as well as for members of the community who are looking for a local coach to partner with. New functions include social media tools, which make it easy to stay connected to what’s going on in the Northeast Florida coaching community. Visit Fccajax.com today!



Chapter News and Events

Peru hosts first ICF Latin-American Conference



Submitted by ICF Peru

On July 17–18, the First ICF Latin-American Conference was held in Lima, Peru at which more than 175 people attended from all over the world, including ICF members from Latin America and the Caribbean and Belgium, Italy, Spain and the United States.

During this event, ICF was promoted as the leading coaching association and awareness was created with regards to enhancing the coaching profession. The event promoted the collaboration of other Latin American coaching associations and a meeting was conducted amongst the ICF Latin American Chapter Leaders to promote collaboration and to foster the coaching profession. Commitments amongst participants were reached and there was a spirit of working together as part of the ICF among those involved in continuing the conversation for the improvement of the coaching profession in Latin America.

The event was promoted by ICF Peru, whose leader is Cecilia Cosamalón, ACC. “The event was a great success

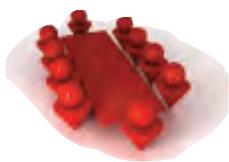
and the outcome excellent,” Cecilia said.

The First Latin American ICF Conference had the same format as other ICF Conferences: it delivered CCEUs and had breakout sessions and keynote speakers, among other important details to re-create ICF culture.

For this first event, a Latin American Selection Theme Committee was established, with the collaboration of seven coaches from several Latin American countries. Also there was a great volunteering experience: at least 24 coaches helped to offer this great event.

ICF Peru joined efforts with Latin American leaders, creating the space for the first Latin American Chapter Leader meeting facilitated by global ICF President Giovanna D’Alessio, MCC, and ICF Board member Damián Goldvarg, PCC. The presence of chapter leaders from Argentina, Brazil, Chile, Colombia, Costa Rica, México, Puerto Rico, Uruguay, Venezuela and Spain demonstrated how important ICF is for Latin American coaches.

Committee Interest Forms due October 4



Less than month remains before all interested parties must submit an application to serve on a 2011 global ICF Committee. ICF Committees provide members an opportunity to directly participate in the growth and future successes of the International Coach Federation. In addition, professional and leadership skills of participants are developed.

To learn more about the selection process, the Committees, participant criteria, and what is expected from Committee members, [click here](#). The application to apply is also available on this page. To access the application, you will need to be logged into the website. **Applications are due by 5 p.m. (New York) on Monday, October 4.** Note: All current Committee members must submit an interest form as well.

Apply here!

ICF Member Benefit of the Month: Research Portal

Unveiled in March 2008, the ICF Research Portal at Coachfederation.org houses topical coaching industry research and materials. Items are posted in numerous formats for download, including: articles, case studies, journals and reports.

While open to the general public, special member-only content is accessible through the portal, including executive summaries and data sheets from ICF-branded research studies like the *2009 ICF Global Coaching Client Study*. Access the ICF Research Portal [here](#).

New to the Portal!

Nine new items were recently added to the ICF Research Portal, including two research articles, one case study, three industry articles, two dissertation/theses, and one report! Of these nine new additions, three are available in English, three in French, and three in Spanish. The portal is constantly growing, so check back often for new material.



ICF in the News

News Releases

One press release was issued by ICF Headquarters in August. *New ICF study benchmarks awareness of coaching profession globally* is available in the ICF [Press Room](#) at Coachfederation.org.

New! Stay in the know; receive an update each time a press release is added to the ICF Press Room. To sign up, simply click on the RSS link under the "Find a" tool in the ICF [Press Room](#).

Are you in the news?

The ICF monitors media coverage from around the world. If you or your ICF Chapter were mentioned recently in the media, please send a clip to icfpr@coachfederation.org.

August Media Report

ICF mentions: **339**
Potential circulation of ICF mentions: **191,963,659**
ICF Credential mentions: **189**
Potential circulation of ICF Credential mentions: **82,969,461**

Some top media outlets (by circulation) that mentioned the ICF in August: **Yahoo!, Market Watch and AOL Daily Finance.**

Get to Know Your ICF Resource Partners

Resource Partners Save You Money

Everyone wants a great value on the services they use for their business. ICF Resource Partners can help you get what you need to succeed at a special price. As an ICF member, be sure to take advantage of special discounts on goods and services provided by the ICF Resource Partners listed below. For more information, visit Coachfederation.org.

Current ICF Resources Partners:

Annuity Managers—voluntary life and health benefit plans

AudioAcrobat—Web-based audio recording and publishing services

CertifiedCareerCoaches.com—puts clients in contact with career coaches

choice, the magazine of professional coaching—discounted subscription fee

Coaching at Work—discounted subscription fee on printed magazine

CRG (Consulting Resource Group)—assessment system designed for the coaching process to get better results for your clients and business

Fitness and Wellness

Insurance—professional and general liability coverage for claims arising from the rendering of professional services to others

JournalEngine™—coaching software for Web-based journaling

Practice Pay Solutions—personalized and affordable credit card, electronic check and integrated shopping cart solutions

Staples—office supplies

The Coaches Console—an online management system

Westminster Indemnity Ltd.—personal indemnity insurance

Chapter Leader Presentations

Presentations specifically for ICF Chapter leaders are offered monthly. These unique supplemental learning opportunities are designed to unite chapter leaders and are led by various members of ICF leadership. Invite your chapter's leadership team to these calls. **Calls are 60 minutes long. Bridge line information for each session is available on the [ICF Event Calendar](#) at [Coachfederation.org](#).**

September 16

Exceptional Boards

Speaker: Karen Tweedie, PCC

Time: 01:00 (UTC) 9 p.m. (New York), *Friday, September 17:* 9 a.m. (Hong Kong), 11 a.m. (Sydney)

Join ICF Past President Karen Tweedie as she invites you to a global conversation about how to deal with challenges at your Board of Directors' meetings.



Tweedie

October 5

Changing Chapter Culture

Speaker: Ted Gorski, ACC

Time: 13:00 (UTC); 9 a.m. (New York); 3 p.m. (Paris); 9 p.m. (Hong Kong)

Join ICF New England President Ted Gorski, ACC, as he presents on the lessons learned in running the New England ICF Chapter



Gorski

more effectively and efficiently.

October 12

Managing Chapter Conflicts

Speaker: Ed Modell, PCC

Time: 16:00 (UTC); 12 p.m. (New York); 6 p.m. (Paris); *Wednesday, October 13:* 12 a.m. (Hong Kong)

Join ICF President-elect Ed Modell, PCC, in a conversation with chapter leaders on how to manage conflicts at your chapter. Ed has years of experience in mediation.



Modell

November 8 and 18

Ethical Guidelines for your Chapter

Speaker: Liora Rosen

Time: November 12: 02:00 (UTC); 9 p.m. (New York); *Tuesday, November 9:* 10 a.m. (Hong Kong), 1 p.m. (Sydney).

November 18: 16:00 (UTC); 12 p.m. (New York); 6 p.m. (Paris); *Friday, November 19:* 12 a.m. (Hong Kong)

Join Liora Rosen from the ICF Ethics Committee as she has a conversation with chapter leaders on ethics guidelines for your chapter to follow. This teleclass will offer CCEU: 1.0 Core Competency (CC).



Rosen

Listen to recordings of these calls in the [Chapter Toolkit](#).

Executive and Career Coaches: Brand Yourself *and* Your Clients

Personal Branding Certification from Reach, the global leader. This innovative program enables you to apply branding methodology to your coaching practice while learning how to enable your clients to build their brands.

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Reach Personal Branding Certification

Build your brand ... Help your clients build theirs



Progress on work plan continues

For the past several months the ICF Credentialing & Program Accreditation Committee has been working hard to implement the comprehensive work plan that was approved by the ICF Board of Directors. This work plan was intended to guide the work of the Committee as they develop recommendations to meet the objective determined by the Board of enhancing our credentialing program to best protect and serve consumers of coaching services, measure and certify competence of individuals, and inspire pursuit of continuous development.

Four work groups were formed and have started their meetings. Following comprehensive orientations for all participants the groups have begun meetings to discuss a variety of topics. So far discussions have been held regarding:

- A draft survey to verify the accuracy of client logs submitted with credential applications;
- A working /operational definition of mentor coaching and best practice guidelines to underpin this definition;
- A lapsed credential reinstatement policy; and
- An assessable definition of coaching mastery for an interim refinement of the MCC credentialing exam process.

Look for updates from ICF Credentialing in future issues of *Coaching World* and other ICF communication channels.

Real Talk with the ICF Board

Topic talks with 2010 Board members

Don't miss a unique opportunity to connect with the Board on key issues during Real Talk with the Board open calls.

Bridge line: +1.877.242.3279; **Pin:** 7400
(Additional dialing instructions, if needed are available here: [view PDF.](#))

All call times are listed in U.S. Eastern (New York) unless otherwise noted.

September 7: 9 a.m. (New York) In English
September 14: 1 p.m. (New York) In French
September 21: 5 p.m. (New York) In English

Check the next issue of *Coaching World* for more scheduled Real Talk calls.

ICF Credentials awarded in July 2010

Name	Credential	Country
Hakan Arabacioglu	ACC	Turkey
Blanca Bacete Fuente	ACC	Spain
Marie Barincou	ACC	France
Chuck Allen	PCC	United States
Christina Allison	ACC	United States
Michelle Bayley	PCC	United Kingdom
Carol Beaty	ACC	United States
Patricia Baron Schreiber	ACC	United States
Bettina Al-Sadik-Lowinski	ACC	Germany

Congratulations to all new ICF Credential holders!

SIG News

Join the ICF Career Coaching SIG for the following event:

How a Coach-Approach to Career Assessments Differs from a Consultant-Approach

Speaker: Nancy Branton, CEO of Workplace Coach Institute and President of People Potential Group, Inc.

Date: Wednesday, September 15

Time: 18:00 (UTC); 2 p.m. (New York); 8 p.m. (Paris); Thursday, September 16: 2 a.m. (Hong Kong)

Call number: +1. 212.457.9879; participant pin: 622186#
ICF CCEUs will be available for live call participants.

In this session, you will learn:

- 1) Knowledge of how the coach-approach to career assessments differs from the consultant approach;
- 2) Increased understanding of three ICF Core Competencies: active listening, powerful questions and creating awareness techniques; and
- 3) Identify the use of ICF Core Competencies while listening to a coaching demonstration on a specific career assessment.

For additional information contact:

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Susan Whitcomb, susan@careercoachacademy.com

The ICF Career Coaching SIG meets the third Wednesday of the month at 2 p.m. (New York) except in July.

Record ICF's History – Contribute to 15th Anniversary E-Time Capsule

What will people know of the ICF 15 years from now? What will they know about coaching? What has been your role in this time of beginning and growth? The ICF invites you to share—in words, photos, video—your contributions and memories through the e-time capsule to be opened in 15 years on ICF's 30th anniversary.

[Click here to submit!](#)