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December 2008

The Global State of Coaching

Building an International Coaching Community

By: Sunny Stout Rostron

The escalating demand for coaching has motivated a wide range of providers and consumers to advocate the professionalisation of the industry in order to safeguard the quality, effectiveness and ethical integrity of coaching services. In turn, growing awareness of the potential benefits to the industry of professional status has led to an interest in international dialogues, such as the Global Convention on Coaching (GCC), which was established with the explicit aim of exploring the professionalisation of coaching.

The original role of the GCC was to research the rising profession of coaching worldwide, and to begin to build an international com-



Coaching Expo JHB Nov08

munity who could share issues, concerns and ideas. What emerged was a prototype of a global coaching community, who have stated the need to develop the knowledge base for coaching through research and the critical reflective practice of

dedicated coach practitioners through global collaborative effort. In September 2008, the International Coaching Research Forum (ICRF) consisting of internationally recognised researchers, coaching professionals and other stakeholders met at Harvard to produce research proposal outlines to advance coaching as an evidence-based discipline. These papers are available online: www.coachingresearchforu

The new GCC sees its role as an organic one, continuing to facilitate a global dialogue, not one of forming an organisation. The GCC Transitional Steering Group (TSG), with representatives from the USA, UK, Australia Continued on Page 2

m.org.

COMENSA Research Update

By: Emma Tyrell, Chair of Research Committee

If you were interested in conducting research into coaching, where would you start? Have a look at the research pages of the COMENSA website! There are a few fascinating areas to explore, such as the fo-

rums, links to sources of research and knowledge, and quick access to quotable quotes. A new addition to the research pages includes guidelines for scientific writing – how to reference, ethics of research, and helpful tips including how to structure your writing. As a practitioner coach, there are

many opportunities to conduct research, as part of your practice. Also, check

www.coachingresearchforu m.org where you can download the latest 100 coaching research topics and find out what the ICRF has been up to.

The Global State of Coaching Continued

Argentina, Singapore and South Africa, has designed a web-based networking platform for the 17 000 GCC members who have signed up to the Dublin Declaration where you can take part in the dialogue and obtain the recommendations from each of the ten working groups (http://gccweb.ning.com/forum/DublinDeclarationonCoaching).

However, coaching is a fair distance from becoming a profession, and there is a question mark as to whether it will become a full-blown profes-

sion. The challenge for stakeholders in the global coaching community is to let go of power, control and territoriality in order to collaborate and share their ideas, expertise and research to advance a more disciplined and rigorous field. Dialogue often raises more questions than answers. If coaching is to emerge as a discipline with impact and a future, the difficult conversations need to take place in forums such as the GCC, ICRF and professional body events, where stakeholders share their expertise and their requirements with practitioners who are willing to work together.

References

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Coaching
Survey—take a
look at last
year's survey
results:

www.sherpaco aching.com/ survey.html

Executive & Leadership Coaching Study

As a recognized professional in your field, you're invited to be part of an online study about executive coaching and leadership. As a participant, you will receive complete results when the program concludes.

The study is sponsored by Sherpa Coaching and the executive education programs at the University of Georgia and Texas Christian. With fewer than 20 questions, your participation will only take a few minutes. Please click this link to get started www.qsurvey.net/coach (You may also copy and paste the link into your browser.)

To learn more about the survey, you can take a look at last year's survey results: www.sherpacoaching.com/survey.html

If you have questions, or trouble accessing the survey, please email:

ask@igsresearch.com

We look forward to your participation.

Shawn Herbig, President I Q S Research.

Enough About Me, More About Me...

Setting yourself and others up for success - what does it take to really get into someone else's world and can we do it?

By: Susi Astengo

One of the main issues resulting from a recent survey of coaches needs was 'to educate the market place'. Having travelled the world over a period of 12 years as a senior international HR Consultant I have engaged in many conversations with HR practitioners, CEO's and talent managers. The one thing I learned from all of these experiences was the importance of asking relevant questions and then listening to the response. I have had many opportunities to educate or alienate individuals and organisations and would like to think that I have consis-

tently and positively educated them. You and I might think that as coaches we are good at questioning and listening - after all it's what we do - but how good are we really at listening with our sales hat on?

Read more in the attached article, Enough About Me, More About Me.



Michelle's Top Tip: Serve, Earn, Succeed



'The work that coaches are doing is excellent: ethical, appropriate and helpful', quotes Dr Fillery-Travis, participant the GCC Work-

ing Group on Research. If we recognise this about our work, why then do many of us shortchange ourselves by offering hours and hours of coaching for little or no financial reward? Don't get me wrong, I am highly supportive of Pro-

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Bono coaching in the right context (PDI Clients, NGO's, family & friends, mentoring of a newbie coach or even trade-swops), but let's be clear, a

full practice of pro-bono clients does not a business make. And if you and I are to succeed in this industry, if we are to enhance the perceptions of coaching as a professional service, then we must learn to raise the bar, to balance our need to serve and to earn and ultimately to succeed. If you succeed, I succeed. We Succeed. Ubuntuto determine!

Try this exercise your appropriate coaching fee and value to market:

- 1. Think about the product or service you are selling [ie. Executive Coaching]
- 2. Determine what you think is a fair price based on how much effort you put in, how much it costs you to develop the product or service, and

"The work that coaches are doing is excellent: ethical: appropriate and helpful"

'reasonable market value' [ie. Setting my fees at R500 an hour based on my previous decade's experience, my market knowledge, my network of contacts, and considering fees charged by competitors of a similar background]

- 3. Next, work out as best you can the value of what you're offering to the other party, and the ability to market that premium value. Set your price based on 'value to them' as apposed to 'value to you'.
- 4. You may start lower but very soon, you will increase in skills

and ability. As you improve even further you will start to build a reputation which again increases your premium value. Ideally you should be looking to increase your value premium constantly and consistently.

I have never met an accountant, doctor or therapists who has said, 'I'm new at this, let me trial this out on you and if you like it, then you can buy it'. Should coaches be any different? I encourage you to establish a clear strategy for probono work, and I urge you to stay focused on value-driven earning work. After all, what you are doing is excellent: ethical, appropriate and helpful! Serve, Earn and Succeed!

Michelle Clarke is a Cape Town based Master Coach who delivers successful coaching interventions both locally and internationally. She is a committed member of COMENSA and strives to help other Coaches and Independent Professionals to launch their successful businesses. She can be reached on +27 72 391 9912 or by visiting www.motivcoach.co.za

Coaches Helping Coaches

By: Brent Combrink

One of the basic tenets of any profession is that, as professionals, we enter the field of our profession through the profession's normative rules, ie. the technical competences we are tested against in order to qualify. Yet in coaching and mentoring, the general shortage of practice management ability is exacerbated by our work being largely intangible and

intrinsic to the professional himor herself. If you're in the business of selling possibilities and not results, you're probably familiar with this challenge.

Read more in the attached article, Coaches Helping Coaches.





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Comensa is Africa's premier professional association for individual and corporate providers, buyers and trainers of coaching and mentoring services. Committed to supporting this professional practice, Comensa is leading the way in research, standards and coaching development as well as connecting the growing network of coaches and people-developers across Southern Africa.

Our Newsletter will keep you up to date with what is going in the coaching community in South Africa and Internationally.



Upcoming Events

Western Cape:

End-of Year Event

"Perspectives on Coaching in Organisations"

Date: 4th December

Time: 18h00 to 21h00

Venue: The Coaching Centre, Dreyersdal Farm, Bergyliet, CT

Contact: Trixy Lochner

trixylochner@gmail.com



Recent Events

The Coach and Mentor Training organisations' Expo was held on 19th November in Sandton, JHB. It was an enormous success that far exceeded expectations! Over 125 people visited in addition to those who represented the 11 exhibiting organisations. The exhibitors were The Coaching Centre, i-Coach, Orion, Saville, The People Business, INSAfrica, ActionCoach, Coach Training Institute, The Centre for Right Relationship, Clutterbuck and Associates and Quantum-Leap. Exhibitors expressed their delight at the turnout. Jill Hamlyn 'wowed' the audience with her insightful presentation on 'why coaching is vital to leadership today' and John Paisley gave an inspiring and highly informative rendition on the future of the profession of coaching..

CETASA Formed

At the National Coach Trainers Convention, held at Stanford Valley 22-23 Nov, a number of coach training schools decided to create an independent body to self regulate the coach education and training field.

The intention of CETASA (Coach Education & Training Association of SA) is to collaborate with professional bodies (COMENSA and others) to establish the highest standards for coach development in SA.

CETASA will develop guidelines for development and training at a number of levels, agree the assessment process and undertake peer reviews to ensure that high standards are maintained.

Contact: Ivan Justus <u>academic@sacap.edu.za</u> for info.

COMENSA Expo in JHB

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Coaching at Work (<u>www.cipd.co.uk/coachingatwork</u>) is now accessible as an online only offering for those involved in coaching internationally.

Subscribers get access to the CAW website, with all the archived articles, news and discussions of the coaching world, and receive the monthly e-newsletter for half the price of the whole package – a reduction from £100 to £50.

Additionally CAW is developing the online resources section to the magazine. If you have a resource (eg a tip or tool, but not more than 300-400 words) you'd like to be included, then please submit them via the website. All submissions are credited and the aim is to build up a directory of diverse web-friendly materials that might be useful to visitors.

Francesca Broadbent, Journals Manager

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Aardvark Press is offering a 25% discount to COMENSA members, valid until end-February 2009.

Go to the secure e-commerce site at www.aardvarkpress.co.za, select the books you'd like to buy and then use the discount voucher code COMENSA25 at check out.

GCC IN SA IN 2010: Inspiring conversations which change the world.

Believing in the transformational power of dialogue, GCC provides a forum for all stakeholders in the Global Coaching Community to share, explore, research and collaborate in defining and shaping the profession of coaching.

South Africans will have an opportunity to create a forum for the next step in the evolution of the Global Coaching Community and the move towards a coaching profession. We are creating a "living, learning laboratory" which will bring coaches from across the globe to meet SA coaches and make a contribution both to coaching and South Africa. To achieve this we have been engaging with coaches in Cape Town, Johannesburg and Durban, and are scheduling engagement sessions in Port Elizabeth and East London to build commitment and to hear ideas.

The concept developed so far includes three interventions:

PODS: in which SA coaches creat "Pods" of local and overseas coaches to coach South Africans. We are inviting 50 coaches to explore their passions and to find opportunities to coach teachers, prosioners, CEO's NGO's;

IMBIZO: the next step for GCC, when working groups bring their research to SA in the next step to building the profession;

INDABA: a sharing of best practice in the coaching community.

This is an invitation to all coaches to be involved. GCC is for individuals – not bodies or groups. To find out whats happening, log onto www.gccweb.ning.com and join the conversations.

And contact John Paisley john@thecoachingcentre.co.za