Dear fellow coach,

The ICF Board of Directors sincerely regrets any confusion and concern that has resulted from our communication regarding work on the credentialing program that many member volunteers have been doing since 2007.

First of all, let me apologize for not clearly communicating what is happening around our credentialing work and the purpose behind it. And secondly, let me assure you that no final decisions have been made or will be made in December. All we are learning in this input phase will be shared with you in further open conversations and provide additional opportunities for member input.

I sincerely appreciate how important and dear to many of our hearts this topic is. I want to reinforce to you now that what has been shared is a proposal—a concept idea that the Board needs to get your opinion on.

Our true intent is to engage in conversations with our members, credentialed coaches and other stakeholders, about what we’ve learned in the validation of the credentialing process so that we could truly enhance both the process and the credentials.

Over the past few weeks we have been engaged in conversations with various groups, including the ICF Past Presidents, and reviewed online feedback. We have already learned a great deal! In particular, your input has helped us see how our initial communications mixed two ideas together and created confusion.

One idea is to improve the process of credentialing to achieve more objectivity, consistency, fairness and capacity. The second idea was to look at the value of the three credentials and how they portray internationally recognized standards of excellence. Now that we see this, we commit to creating more clarity about these two different ideas in future communications.

Again, no final decision on how to enhance our credentialing program has been made. In December, the Board will meet and review the many comments, questions and ideas that coaches from around the world have shared with us. After this, we will share the collective learnings gathered and engage you in further dialogue.

Karen Tweedie, PCC
2009 ICF President

“I look forward to hearing from you on this important issue and working together to strengthen our credentialing program.”

Continued on page 3
The most recent example of the power and passion of our global community was clearly evident last month during the fifth ICF Australasia (ICFA) Conference in Adelaide, Australia.

A most timely theme of sustainability was chosen by the organizers which addressed it in terms of personal responsibility, professional viability as well as global support of environmental and social issues.

It was of paramount importance to engage coach attendees in the same change processes that are employed with their clients. As such the program was designed to involve participants in a transformative experience in terms of how to live one’s life, design a coaching practice, enhance leadership skills and enrich their respective communities.

This was accomplished by raising collective awareness and increasing individual responsibility around the economic, ecological and ethical issues confronting the coaching profession.

Preconference activities extended into the surrounding community to showcase examples of civic and corporate entrepreneurship including neighborhood reclamation, innovative water conservation and environmentally conscious product stewardship.

Josie McLean, PCC, serving as the conference chair for the third time, ably assisted by Kim Lisson and David Drake, Ph.D., divided each of the next two days into quadrants which focused on Sustainable Lives, Sustainable Practices, Sustainable Leadership and Sustainable Communities.

The range and quality of the speakers allowed for thought provoking and insightful presentations which engaged attendees in interactive dialogues while encouraging introspection and providing self-improvement tools.

A milestone was also appropriately marked during the event as the ICFA celebrated its tenth anniversary. The evening reception featured a majority of the past presidents who reminisced about their individual leadership journeys and chronicled the development of this regional ICF coaching community. It fittingly concluded with the presentation of a cake and a champagne toast.

Such an event showcases the ability of dedicated ICF volunteers to inform, inspire and invigorate peers and colleagues to advance the art, science and practice of professional coaching.

The unique approach to programming in Adelaide and the clear linkage to sustainability on a variety of fronts dramatically illustrated how coaching can and does contribute to societal good.

It was the intent of the ICFA to provide an opportunity for Creating Future Stories Together. The end result was a memorable and rewarding experience.

Happy Anniversary ICFA and congratulations on producing an outstanding, auspicious conclave. Truly meaningful stories continue to be collectively written.

Cordially,
Gary E. Boyler
ICF Executive Director
President’s message continued from page 1

I am sure you can appreciate the enormous complexity of the work we are doing here, and how inadequate one mode of communication alone is. Please join us in as many different ways as you can to contribute to our learning conversations.

There are many ways you can engage with us to share your comments and questions:
• Open conversations via teleforum with members of the Board and Credentialing Committee; please visit the ICF Event Calendar for bridge line and dialing instructions;
• E-mail isocomments@coachfederation.org;
• Follow and share feedback on the ICF blog. With the suggestions and assistance from several of our members, we have launched a blog site to support our community conversation (www.coachfederation.org/blog);
• Attend a special meeting/lunch on the afternoon of Friday, December 4 at the 2009 ICF Annual International Conference in Orlando. I’ll be sharing more details with you on this shortly.

You may have also been following conversations around this work on other social networking sites, including the Coaching Commons site and LinkedIn. We certainly appreciate the work of coaches who have been taking the time to hold these important discussions. For more information, please click here to reference frequently asked questions and more details on Coachfederation.org.

I look forward to hearing from you on this important issue and working together to strengthen our credentialing program.

Warm regards,
Karen Tweedie, PCC
ICF President

Make the most of your ICF membership
Two new member benefits introduced

The following two new ICF member benefits have been introduced to further enhance the return on your investment of your ICF membership.

• Marketing Companion Guide. A supplement to the valuable information in the Final Report of the ICF Global Coaching Client Study, the newly released Marketing Companion Guide will show members how to use findings from the client study in personal marketing ventures. Members will learn who potential clients are, what they think about coaching and what they want most from a coaching partnership—all the ingredients for a successful marketing plan. Best of all, the marketing guide is complimentary to all ICF members!

Members can download the new Marketing Companion Guide from the Assets and Tools page online.

• Coaching magazine subscription discount. ICF members can subscribe to Coaching: An International Journal of Theory, Research and Practice magazine for only $30 USD, a deep discount off the regular personal subscription rate. Click here for discount information.

Other notable member discounts (you should already be using):
• Discounts on ICF coaching research. ICF members may purchase the recent Final Report of the ICF Global Coaching Client Study for only $75 USD (non-member rate: $275 USD). In addition, easy-to-read data sheets are available, at no charge, to ICF members.
• ICF Conference registration. ICF member rate: $775 USD, non-member rate: $975 USD.
• ICF Credentialing discounts. ICF members receive $200 USD off the regular rate of each credential application.
• Virtual Education (VE). ICF members can network, learn and earn CCEUs all for free through ICF VE sessions. Non-members are required to pay $25 USD per session.
• Product/service discounts. ICF members are eligible to receive special discounts on products and services through agreements made with ICF Resource Partners.
• ICF Career Centre. The newest tool on Coachfederation.org is this definitive career resource for the coaching profession, allowing ICF members to post resumes, review job openings and create job alerts, all free of charge.
Volunteering at conference is a networking opportunity, a terrific way to connect with new people and renew acquaintances and an opportunity to get involved with the ICF organization. There is no compensation or registration discount for volunteering your services, but the people you meet and the memories you make will be unforgettable!

Volunteers get a rich behind-the-scenes look at conference without missing any of the great conference offerings like educational sessions. While performing volunteer duties, room hosts/greeters get to interact with other attendees on a new level while still enjoying speaker presentations and earning CCEUs.

Some of the volunteer opportunities include:
- Workshops, Breakouts Room Host;
- Super Session Host;
- Ambassador Greeters;
- Bookstore Set-Up/Dismantle; and
- Author Book Signing Extravaganza.

Online volunteer application now available:
Prospective volunteers must be registered attendees in order to submit a volunteer form.
1. Look at available volunteer opportunities and other details provided on the online volunteer application.
2. Check the box(es) for all the volunteer opportunities in which you are interested.
3. Submit your volunteer availability as soon as possible.

Click here to access the volunteer application.

Questions or comments about the volunteer application process can be sent to volunteers@coachfederation.org.
Take advantage of discounted attraction tickets for attendees

This year's ICF Conference schedule is full of educational and global networking events, but there are also many other fun and exciting things to see and do while in Orlando. From shopping to entertainment, Orlando is home to many world-famous attractions.

Hello Florida! is offering ICF attendees special pricing for various Orlando theme parks and attractions including Walt Disney World, Universal Orlando, SeaWorld, and various themed dinner shows. In addition, two pre/post-conference tours are being offered on Wednesday, December 2, and Sunday, December 6, for Winter Park and Kennedy Space Center (minimums and restrictions may apply). Tickets can be purchased online; check out the details! (https://www.hello-usa.com/tickets/icf09/).

Leaders invited to Global Leadership Forum/Appreciation Luncheon

Current and incoming ICF Chapter presidents, SIG leaders and global ICF Committee chairs are invited to the ICF Global Leadership Forum and Appreciation Luncheon Wednesday, December 2, 8:30 a.m. to 2:30 p.m.(0830–1430), at Rosen Shingle Creek. This event will honor, inform and inspire ICF leaders from all over the world.

Topics to be presented are: ICF Brand Platform; Chapter Leader Pilot Program; Using Best Practices from the European Leaders Network for Chapters from the Americas; Regulatory Update and Discussion; Leadership at Chapters; Attracting a Younger Generation of ICF Leaders, followed by a question and answer session with ICF President Karen Tweedie, PCC, and ICF President-elect Giovanna D'Alessio, MCC. A luncheon and awards ceremony will round out the event.

Please RSVP by November 1, 2009. Click here to RSVP.

Unfortunately additional guests cannot be accommodated at this event. If you have questions, please contact Don Whittle, ICF Membership Director, at: don.whittle@coachfederation.org.

Submit Table Topic Luncheon by October 15

Attendees wishing to connect with coaches with similar interests can submit a “table topic” for Thursday’s unique lunch meeting format. Download and return the request form to ICF prior to October 15, 2009. The Table Topic Luncheon will take place Thursday, December 3, 12:30–2:00 p.m.(1230–1400). General seating will be available for those not wishing to partake in discussions.

Click here to download the topic request form.
The digital age has unveiled a new climate of order. Twenty years ago you could use your hierarchical power and get away with being a jerk as a boss. Then came climate surveys and eventually the 360s. Accountability started to happen but many were able to avoid such systems and managed to hide in the dynamic of coercive power.

Then came the 21st century with its blogs and online news. All of the sudden, the power started to shift into the hands of social networking. The world flattened and the power dynamics began to change. Welcome, the Age of Transparency. Companies and leaders are waking up, one by one, and realizing that transparency really means accountability. Accountability to our employees, to our customers and to the public.

The Popularity of Transformational Leaders
Add to that dynamic, the sentiment most of us share in the western world that we have loved our charismatic leaders a little too much. One of the temptations of the mind is what critical reasoning experts call social conformity. The mind is like any other system, it likes to be efficient (aka lazy?) and come up with easy solutions to hard questions. These are called heuristics or rules of thumb that help us make decisions quickly and efficiently, but they are not always grounded in good reasoning and can contain distortions like overgeneralization, black and white thinking or assumptions that we want to make because we don’t have time to be experts in everything.

So when a leader shows up in our midst and tells us with confidence that they know the right answer, the right vision, the right path to success, we enjoy their confidence and let ourselves be seduced by it. In a free enterprise system, we love to love our entrepreneurs and our big company leaders and whether we like to admit it or not, many of us jump right on board for their agendas without doing our due diligence.

The positive aspects of the “great man” leader who has such motivating charisma, is that they are fun to be around, they motivate us emotionally and they seem to make big things happen very quickly. They have big bold visions and can make us believe in ourselves. The truth in the research is that they can indeed gain exponential results and fast, so it appears on the surface that this type of leadership works very well indeed. In the field of Organizational Development Research, we have been studying the power of the Transformational Leader for the last three decades and continue to be enamored by the power they wield in our organizations today.

The Big Hidden Problem
But here’s the problem that lies hidden just beneath the surface. When we follow a Transformational Leader, we don’t always know about the motives, values, ethics, integrity and beliefs that lie beneath the surface of the leader when no one is looking. They may have a compelling vision, they may have smart strategies, but underlying character issues may cause them to make grave errors in judgment. Case in point, the tragic ripple effect of Mr. Madoff’s leadership, when he convinced thousands of people to trust him with their investments and, in many cases, life savings. His scheme ended up being one of the biggest Ponzi schemes...
of the century and many people have suffered extensively due to putting their trust in his expertise and character when it was not grounded in good values. Why is it that those who trusted him were not able to see the hidden motives of the man? Because they wanted the promise of financial returns that were too good to be true. That one is a pretty clear-cut case. But there’s more.

**Unconscious Leadership**

Perhaps even more precarious, are the Transformational Leaders who are not quite so obviously bad underneath, even to themselves. What about the leader who is simply moving too fast without considering the unintended consequences of their decisions on the various constituencies who put their trust in them? There are times when the problem is simply a lack of personal self-awareness or capacity for self-reflection. Unconscious leadership happens every day. The sense of urgency in the climate is usually the culprit. When the pressure is on, who is going to take the time to consider the impact on all of the people depending on solid, just, long-range decision making? The ripple effect of unconscious leadership evidenced in the problems we are now facing worldwide. Our desire to move too fast may feel good in the short run, but wreaks havoc in the long run. We have not kept balance in our perspective. The system upon which our lack of patience was built, is now crumbling around us. And waking us up this year.

**Multiple Perspectives**

It would not be fair to present only one side of this perspective. There are many Transformational Leaders out there, who are exemplary in their judgment and impeccable in their integrity. This is the age of their glory. But you won’t find them on stages so much as you will find them in your community, looking for ways to contribute without seeking attention. They don’t care about overstuffed compensation packages that make them into rock stars. They wouldn’t think that it is fair to their employees. They are not that interested in fame, but more in how they can set a good example and be part of the solution. These Transformational Leaders have the right formula for sustainable success and they truly care for the community in which they reside. They are the true leaders that have held us together in tough times and are the inspiration that will give us the resilience to bounce back.

**The Good News**

It’s not all doom and gloom in this story, because the impact of the last few decades dominated by Transformational Leadership that isn’t balanced with character has brought to us THE BIG WAKE-UP call. Nearly everyone has been impacted by the ripple effect of the few leaders who have made poor decisions and broken the foundation of Wall Street, making us vulnerable and putting us in the biggest crucible since The Great Depression.

But we are a resilient bunch. The adversity we are experiencing is building character and we are being more mindful in our decisions. That is what happened during the Depression too. This historic period spawned the responsible “silent generation” who earned the name “The Greatest Leaders.” Our grandparents were good people for a reason. It was because they found character in their strategy to survive and thrive. And we can do that too.

**Transcendent Leadership**

“Leadership of Self” is the start and how we can take personal responsibility for being part of the solution. Complex, dynamic environments require a new leadership model with multiple levels of leadership including leadership of self, leadership of others, leadership of strategy and leadership of community. Transcendent Leadership is the key to a more positive future where we can build sustainability through the mutual governance of a flattened world that has shared goals. Character and great nations are built on many people doing the right thing. Now is the time. Rising above our selfish interests and considering the greater impact of our actions is what its all about. The term “transcendent” is used in history every time there is a population that becomes highly creative due to some kind of previous adversity. Stay tuned. We are poised to grow in big ways.

Executive and Leadership Coaches are the thought partners for the future and we must grow with the change to embrace our role in bigger and more holistic solutions as we help our clients grow.”

"Executive and Leadership Coaches are the thought partners for the future and we must grow with the change to embrace our role in bigger and more holistic solutions as we help our clients grow."

**Pam Boney, PCC, is a subject matter expert for Transcendent Leadership-The new leadership model for dynamic environments of the global economy. Author of the Tilt Suite of Leadership Assessments and the Tilt Suite of Parallel People Solutions, Boney is a futurist and thought leader for the development of mission critical leaders. She is Principal Partner and CEO of Tilt, Inc. and the Tilt Academy and also provides Leadership Coaching for Mission Critical Leaders and High Potential Leaders. (http://tilt360leaders.com).
The ICF Korea Seoul Chapter may be relatively young, but its impact on Korea’s culture is in full bloom. The lives of parents, students, military personnel, government officials, and corporate leaders are being changed through the work of ICF coaches in South Korea’s capital city.

Founded three years ago by Dr. Paul Jeong, MCC, ICF Korea Seoul won the 2008 ICF Chapter Award Finding Our Voice-Marketing/PR in the small chapter category. The chapter, which now has 100 members, found its voice by integrating coaching with education, a highly emphasized part of Korean culture.

One project was a nationwide television series on coaching and education for families at the invitation of a local television station. Each week, chapter members, with their families, invited viewers into their homes to show how they empower their own children through coaching. This series focused on how parents can help their children manage their studies.

“Educational coaching is to inspire a student’s dream and strategy for their study plan so that students can study by themselves without depending on outside sources…It was meaningful that chapter members were able to show the public how coaching can have a powerful impact on family and children by showing their home story,” says Jeong who served as the chapter president for two years until Heesun Lee assumed office in early 2009.

As a result, “educational coaching” became more popular in Korea. “Parents wanted to see more coaching concepts beyond just managing their children’s study time,” Jeong says.

Another education/coaching project took root when Jeong was invited to speak at the Korea Military Academy where he introduced coaching to professors and top leaders. Jeong offered free coaching services to this group and, as a result, 15 chapter members signed up to serve in this project for six to 12 months.

“It was so successful and many military academy students’ lives were transformed,” Jeong says. In fact, the director of the leadership center for the Korea Military Academy, Choonsik Kim, completed 130 hours of ICF ACTP–accredited coach training and is positioned to introduce a coaching culture to future Korea military leaders, Jeong reports.

Since winning the 2008 ICF Chapter Award, ICF Seoul has continued its impact on education in Korea. Sponsored by one of the largest nationwide newspapers, JoongAng Daily, the chapter was involved in running a two-day Educational Coaching workshop for students in Seoul during each month in 2008. In all, about 800 mothers and teachers completed the
Looking for a Way to Stand Out?

Come to Orlando & Meet Potential Clients Face-to-Face!

There are a number of opportunities to get your product and/or service in front of the expected 1,200 coaches who will be attending the 2009 ICF Annual International Conference this December in Orlando.

- Sponsorship
- Exhibit Booth
- Conference Program Advertising

For more information on these options, visit Coachfederation.org/conference.

Advertise in ICF Daily

Advertise in the ICF Daily, the on-site daily news source for conference attendees. This publication will be distributed to conference participants each morning of conference, three times in all! Don’t miss out on this great opportunity!

Contact Josh Casey at josh.casey@coachfederation.org for more information on sponsorships, exhibitor information and advertising options.

workshop during the year. Jeong’s coaching company continues to be involved in this monthly workshop due to the amazing response.

“From this project, the Educational Coaching Association was formed and chapter members show hope and encouragement for children’s education,” Jeong says, adding that “Some chapter members have introduced coaching to Seoul’s city mayor, president cabinet members and a powerful NGO (non-governmental organization) leader.”

According to Jeong, there are a few key best practices that have made ICF Korea Seoul successful in its short life span. The first is providing one-on-one mentor coach services for members where new members choose their mentor coach from within the chapter. A second best practice is doing projects together as a chapter which creates powerful relationships. Thirdly, having powerful Special Interest Group (SIG) topics like marketing/sales, business and leadership have been quite helpful in developing coaches into leaders. The chapter’s Leadership SIG is very active and successful in creating leaders for coaching in Korea.

Jeong says winning the 2008 ICF Chapter Award is greatly celebrated and appreciated by his chapter members. “It was a powerful reflection of who we are as an ICF Chapter community and as a part of ICF global community,” he says. “In fact, the chapter award motivated us to become a charter chapter.” Chartered status was obtained in July 2009.
Coaches who adhere to the ICF Code of Ethics are set apart from those who simply call themselves coaches. Members of the ICF Ethics and Standards Committee have worked to make the Code easy to understand through the creation of a new frequently asked questions (FAQ) document.

The FAQ document will guide coaches through the various components of the ICF Code of Ethics and is bursting with various questions and answers to different ethical situations professional coaches are faced with on a regular basis.

Later this month, look for a link to a special edition of Coaching World in your inbox. This edition will include the FAQ document in its entirety, along with numerous quotes from the chair, vice chair and other members of the ICF Ethics and Standards Committee, as well as information on submitting your own ethics-related questions to be answered through an ethics column to appear in Coaching World.

Submit your questions about ethical challenges, and members of the committee will respond. This interactive dialogue will be an opportunity to further explore the complex issues that arise in our profession. Questions can be submitted to: icfheadquarters.com.

Special edition of Coaching World coming soon

Get ready for International Coaching Week, Feb. 7-13, 2010

The 2010 International Coaching Week may be several months away, but now is the time to start making plans on how to celebrate! Held each February, International Coaching Week exists to provide a week to educate the public about the value of working with a professional coach and to provide an opportunity for coaches and their clients to acknowledge the results and progress made through the coaching process.

ICF in the Media
September 2009

Number of ICF mentions: 70
Circulation of ICF mentions: 2,641,057
ICF Credential mentions: 12
Circulation of ICF Credential mentions: 288,298
Top three media outlets (by circulation) that mentioned the ICF: Wall Street Journal; Philadelphia Inquirer; and Yahoo!

Career Coaching sees healthy media exposure in September

As in the past several months, coaching continued to see a lot of media attention in September due mainly to the global economic recession and recovery. The benefits of Career Coaching and what people can expect from a coaching partnership during times of job uncertainty have been the subjects of many articles and television shows.

At ICF Headquarters, six media requests were handled during September, including requests from the American Society for Training and Development (ASTD); O Magazine (Oprah Winfrey’s publication); and the Dallas Observer.

On October 1, ICF Headquarters released a press release titled “Coaching positively impacts self-esteem; Study reveals top motivations for seeking coaching” based on findings in the 2009 ICF Global Coaching Client Study.

Read this press release in the ICF Press Room at Coachfederation.org. Download it for use in your community.

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

For more information, ideas for special events and to post your celebration plans, visit CoachingWeek.org.
Coachfederation.org ‘Hot’ Links

Marketing Companion Guide: This valuable document works simultaneously with the Final Report of the ICF Global Coaching Client Study to assist in personal marketing ventures. A valuable tool in your promotions, the guide will show you who your potential clients are, what they think about coaching and what they want most from a coaching partnership. This guide is free to ICF members. Download it today from the Assets and Tools Web page!

ICF Conference: The early bird rate may have expired, but there is still plenty of time to register for the 2009 ICF Annual International Conference in Orlando, Florida, USA. Once registered, all the information you will need to plan your trip to Orlando is offered on this ICF microsite, from hotel and travel information to listings of significant conference discounts. Also available, a schedule-at-a-glance, detailed speaker and education information, and networking event details. Visit Coachfederation.org/Conference for details.

ICF Career Centre: This new feature of Coachfederation.org is the definitive career resource for the coaching profession, serving job seekers and employers. Through the centre, ICF members are able to post resumes, review job openings and create job alerts all for free! Your next job may be waiting for you in the ICF Career Centre!

Connect with ICF members:

Be a fan on Facebook.
Follow us on Twitter.
Watch us on YouTube.
Follow the ICF Blog

2010 Committee application period now closed

A total of 171 individuals from 27 countries applied to serve on a global ICF committee this year. The time period to submit applications closed on October 2. Thank you to all who showed interest in investing your time and expertise in a leadership role with the ICF. Chosen candidates will be notified by the end of the year. All terms will begin January 1, 2010.

Coaching World accepts articles from ICF members

Submission Guidelines:
- Articles should be 500 to 700 words.
- Include an additional 30 to 50 word bio.
- Include a high resolution photo of yourself as a separate attachment.
- Keep in mind, the attended audience of Coaching World is ICF members.

Submit your articles to icfpri@coachfederation.org. The ICF cannot guarantee when/if an article will run in Coaching World; articles are used as space permits.
Quantum skills for coaches

By Annette Simmons (United Kingdom)

A successful coach is skilled at helping others to reach their goals by asking them the right questions but even the most talented coaches sometimes come to a plateau with their clients. I have found that instead of asking questions of the client’s mind-in-their-brain there is another way of achieving great results and it is connected to quantum physics.

Some people may think that a link between quantum physics and coaching is a bit far-fetched—but if you’re interested enough to be reading this then you may already have some curiosity about the connection. I’ve been working with this concept for well over 10 years now and I keep discovering more and more of these connections which show how the findings from this fascinating field of quantum physics impacts our lives.

Quantum physics says that everything that is, is made of tiny parcels of energy vibrating at different frequencies. The more solid a thing appears to be the slower its vibration and the less solid it appears the faster or finer the vibration. So the energy particles that comprise a wooden table for example have a slower frequency than say, your body which being somewhat less solid has a finer vibration. And absolutely everything that exists is made of energy vibrating like this.

The space between objects is also energy vibrating very fast. In fact there really is no space and there really are no objects. The whole universe is a kind of energy soup with bits floating around in it all resonating at different frequencies. So, we are connected to everyone and everything through this energy soup—this quantum soup.

Even a silent thought or a spoken word is a vibration—a very fine yet powerful form of vibration which shimmers out into and affects the quantum soup as well as affecting the energy of our own physical body and our health. We actually become the essence of the thoughts that we think and the words that we speak. As coaches we are of course keenly aware of the impact of our thoughts and language on our lives—it’s one of the principle ways in which we work with our clients—and the quantum skills toolkit gives more insights and tools into how to use this principle.

Not only are our thoughts and words an energetic vibration, but so are all the events that have taken place in our lives. These ‘energetic footprints’ of our life experiences lodge quietly in the energy form of our own body sometimes presenting us with issues. Powerful coaching questions can help enormously to address such deeply embedded issues, but there often comes a point, when using this quite cognitive, approach when it can be quite tough-going and the client seems to get stuck.

So the quantum skills approach shows how, instead of asking questions of the brain, we can talk to the energetic resonance itself and connect directly with the body-mind. And when we do this, we find that the body does literally ‘speak its mind’ and tells a story—usually a very clear and straightforward one, and often in the form of metaphor. The client often feels the energy shift from within and proclaims: “Ah! Now I get it!” And because their body ‘gets it’ their brain accepts it too. It’s an astoundingly simple, intuitive process which can cut through an issue like a knife through butter, amazing both client and coach.

This is just a brief overview of one aspect of the quantum skills toolkit which is drawn from a number of related approaches including NLP, psychodrama, CBT, kinesiology, EFT, the work of Eugene Gendlin, Brandon Bays, Daniel Goleman and Eckhart Tolle. It is essentially applied Emotional Intelligence as it works largely with the energy of emotions and ultimately leads and encourages the client to be in the present moment.

And of course this approach to coaching is not a replacement of your current coaching techniques and methodologies, but a simple-to-learn enhancement to them. I do believe that a time is soon coming when tools such as these will be commonplace in the coach’s toolkit.

Annette Simmons is a management consultant and leadership coach, who has developed a powerful, cutting edge coaching process that enables organizational leaders to explore and change deeply ingrained thinking processes and behaviours. She is the author of Quantum Skills for Coaches, a handbook and DVD for teaching her unique coaching method.

Annette Simmons is a management consultant and leadership coach, who has developed a powerful, cutting edge coaching process that enables organizational leaders to explore and change deeply ingrained thinking processes and behaviours. She is the author of Quantum Skills for Coaches, a handbook and DVD for teaching her unique coaching method.
This is a brief look at two of the seven areas of focus at this year’s conference.

More information on all Areas of Focus can be viewed on the Education page of the Conference Website. Click here.

**CCEU key:**
- **CC** = core competency
- **PD** = personal development
- **BD** = business development & marketing
- **OT** = other tools & skills

### Coaching & Innovations

“Coaching & Innovations is the ICF’s newest area of focus and we are proud and excited to present a collection of speaker topics that will stretch coach thinking and offer unique modes of service delivery that enhance existing coach practices. Our driving force with this unique area is to focus in on WOW factors applicable to a wide audience base and deliver subject matter with a high fun quotient!”

- **- Lori-anne Demers, MCC (Canada), Chair, Coaching & Innovations Subcommittee**

Make sure you book time for these innovated offerings and enjoy having fun while stretching your own thinking on how to deliver your BEST client services!

#### Personal Branding—The Key to Success

William Arruda (USA); CCEU: 1.5 BD

#### What’s Journaling Got to Do with It...

Kim Ades (Canada); CCEU: 0.50 PD / 0.25 BD / 0.75 OT

#### Introduction to the Hoye Model TM: A Magic Bullet for Understanding People

Lance Collie (USA); CCEU: 1.50 CC

#### Choosing the Right Social Media Tools as an Intuitive Part of Building Your Coaching Practice and Relationships AND Have Fun Doing It!

Louise Crooks (USA); CCEU: 0.75 BD / 0.75 OT

#### Uncovering and Engaging Polarities: Coaching Clients’ Wholeness through Engagement of Opposites

Sam House, MCC (USA); Debra Wilton-Kinney (USA); CCEU: 1.25 CC / 0.25 PD

### Science & Coaching

“Science and Coaching is proud to present a slate of offerings that will add new information to our coaching repertoire through the latest findings in research and science while challenging and expanding our thinking. Learning and development, two of the outstanding hallmarks of coaching, and the outcomes from Positive Psychology research consistently run through each of these exciting presentations. Join us to deepen your learning and further develop and enhance your coaching.”

- **- Lynn Meinke, PCC (USA), Chair, Science & Coaching Subcommittee**

#### Jack, Be Nimble! Using Brain Science to Create a Flexible Mind

Linda Page, ACC (Canada); CCEU: 1.25 CC / 0.25 PD

#### From Uh-Oh to Aha!: Learning from Surprising and Unexpected Moments in Coaching

Francine Campone, MCC (USA); Tom Krapu, PCC (USA); Deepa Awal, PCC (USA); CCEU: 0.75 CC / 0.75 PD

#### The Science Behind Coaching with Positivity

Barbara Fredrickson, Ph.D.; CCEU: 0.75 CC / 0.75 OT

#### How to Become a Critical Consumer of Neuroscience Research

Joan King, MCC (USA); CCEU: 0.75 CC / 0.75 OT

#### Does Success Lead to Happiness or Vice Versa? Surprising Outcomes from Goals Research Every Coach Should Know

Caroline Adams Miller, MAPP (USA); CCEU: 1.25 CC / 0.25 PD

#### The Evidence for Coaching: Executive Development, Health and Well-being

Margaret Moore (USA); Susan David (USA); CCEU: 0.75 CC / 0.75 OT

#### Coaching Emotionally Intelligent Leaders for Team Success: Cutting-Edge Research

Felice Tilin (USA); Susan Wheelan (USA); CCEU: 0.25 CC / 0.25 PD / 1.0 OT

For full sessions descriptions and speaker bios visit the Conference Web site at Coachfederation.org/Conference.
“Welcome to the dream” sings Lefteris “Terry” Samaras on stage with his rock band Super Puma. Wearing a T-shirt, blue jeans and sneakers, he and his other band mates perform songs about life, love and rock-in-roll at least once a month around Athens, Greece. With his deep voice and rock star good looks, it’s hard to picture Samaras doing anything else...unless you’ve seen him do his day job.

When he’s not singing about “dreams” on stage, this ICF member helps people attain their professional dreams and goals as an Executive Coach and leadership consultant.

Unlike rock-in-roll, professional coaching is still in its infancy in Greece, especially Life Coaching. But Samaras is quietly making it his mission to change that. In mid-2006, he founded the country’s first and only chapter so far, the ICF Greek Chapter in Hellas.

Building the chapter has been a slow and low-profile process, Samaras says, but people in Greece are starting to notice the value of coaching in corporations. The ICF Greek Chapter is becoming a resource for companies and executives who are seeking coaches.

“We’ve been growing very slowly because coaching is considered to be a very new field in Greece,” Samaras says from his home/office in Hellas. The chapter fluctuates between 20 and 50 members.

The idea to start Greece’s first chapter came to Samaras while attending his first ICF Conference in 2005 during a discussion with other coaches. He was living in London at the time, but planning to move to Athens where he was already doing a lot of coaching work and where his parents were retired. Samaras was also born in Greece, but grew up in Sydney, Australia. He was first exposed to coaching in Australia while working in training and development with Qantas Airways. Later, when he served as a leadership and change consultant with British Airways, he had the unique experience of working with pilots and cabin crews and helped design and oversee coaching programs used in training.

Samaras is passionate about developing visionary leaders and innovative organizational cultures that make a positive impact on the industries and communities they serve, “leaders who want to move things forward, leaders with a vision of what’s possible in their industry, their markets, and the communities they serve and who are interested in taking the most effective and risk-free way of doing that,” he says.

Since striking out on his own with LSEdevelopments in 2000, his Executive Coaching and leadership development company, Samaras has been involved with an international net-

The ICF Greek Chapter President Lefteris “Terry” Samaras (center stage) performs with his rock band Super Puma.
work of coaches who share projects. In 2008, he also served as business development director for Hay Group Greece, helping them build their Internal Executive Coaching program.

Samaras has always had a passion for music and the arts. He’s played guitar since he was 7 years old and performed in plays in musicals though college. Almost a year ago he had the opportunity to join Super Puma as the lead singer.

“I walked into a music store…and over the loud speaker an instrumental piece was playing and I walked up to the counter and said ‘I want to buy this music,’” he recalled. “The store worker said it wasn’t available and he didn’t know when it would be available because it was his band and they were looking for a lead singer.”

Samaras offered to lend his talent and creativity as the band’s front man. All members have a hand in writing songs and playing instruments and get together several times a week to write and rehearse. They do live shows once a month at various spots in Athens and this past summer they were asked to perform six of their songs for a promotion for the Clerks Festival, a music festival that took place in Athens in June.

“It’s very enjoyable and very fun,” says Samaras who finds his experience in acting has helped him connect with his audiences. “Most importantly we are writing songs we find exciting and happy to play and that people have fun listening to.”

What common ground does rock-in-roll and coaching have? “I find one supports the other,” he says. “I think the creativity of music and the acting side of things keeps me fresh and alive to new things, which is very helpful in terms of my personal expression, making me more healthy and open when I’m coaching.”

Likewise, Samaras believes this is true for his coaching clients—having creativity in one’s personal life can really translate into creative skills in their professional lives.

Coach and rock star are both creative roles Samaras can see himself in for a long time. Not only does Samaras help people develop professionally, but he calls on two coaches and a mentor for his own development.

“I feel that I have to be growing as an individual and human being to feel fulfilled and practice what I preach as a coach,” Samaras says. “The more my life is progressing and I’m achieving my dreams, the better coach I am. Working towards my dreams reminds of what it’s like for my clients when they are working towards their own dreams.”

You can see Samaras perform with Super Puma on YouTube at: http://www.youtube.com/watch?v=WjE87w620VE.
Pre-Conference Series with Robert Middleton
ICF members can sample a taste of the exceptional education to be offered at Conference this December by attending the second part of Robert Middleton’s pre-conference VE series on October 14. This presentation will seamlessly lead into his two-part conference special session in Orlando on Friday, December 4.

The first part of this pre-conference VE series, “Winning the Game of Marketing,” presented on August 13, is archived in the Research and Education section of Coachfederation.org. Click here to go to the archived calls page. (Member login required.)

Join Middleton in Orlando during his ICF Conference special session. Click here for more information.

Pre–Conference Series (2 of 2)

Getting Past Limiting Marketing Mindsets
Speaker: Robert Middleton
Program: 4
Date: Wednesday, October 14
Time: 19:00 (UTC); 3 p.m. (New York); 9 p.m. (Paris); Thursday, October 15: 3 a.m. (Hong Kong)
Duration: 90 minutes
CCEU: 1.50 Business Development and Marketing

This valuable session addresses the fears, doubts and hesitancy that so many coaches have about marketing and selling themselves. This includes issues about under earning, fears of rejection, and insecurities about implementing various marketing and selling activities.

Robert Middleton has been working with coaches, consultants and other self-employed professionals since 1984. He designs business identities, brochures and Web sites; has written hundreds of articles and reports; and has given countless presentations and workshops for thousands of people across Canada, the United Kingdom and the United States. Middleton is creator of the online bestsellers, the InfoGuru Marketing Manual and the Web site ToolKit. He also launched the More Clients eZine in 1997 and is creator of group teleconference programs, like his current one-year “Marketing Mastery Program.” In 2008 Middleton started the “Action Plan Marketing Club” an affordable online resource for independent professionals with now more than 500 members. Middleton has consistently applied the marketing techniques and strategies that he teaches to his clients to himself. Essentially a one-person business (with his wife and a part-time virtual assistant), he has succeeded in cracking the marketing code and making attracting clients easier for thousands of people around the world.

Crisis and Essential Coaching
Note: this session will be presented in Spanish only.
Speaker: Cris Bolivar, MCC
Program: 9
Date: Wednesday, October 21
Time: 17:00 (UTC); 1 p.m. (New York); 7 p.m. (Paris); Thursday, October 22: 1 a.m. (Hong Kong)
Duration: 90 minutes
CCEU: 1.50 Core Competencies

Join Cris Bolivar, MCC, for a discussion on the following themes:
• Reactions to a crisis situation.
• Obstacles;
• Crisis as an opportunity;
• Development of potential as a fundamental element for confronting crisis;
• What is my potential?;
• How do I develop my potential?; and
• The Essential Coaching and potential development.

As general manager of Cris Bolivar Consulting, Cris Bolivar is an international consultant and coach. She earned her ICF Master Certified Coach (MCC) Credential in 2004 and serves as Vice President of the ICF Spain Chapter. Bolivar is a professor and academic contributor at ESADE (a Spanish business school), has a degree (with honors) in organizational psychology from the University of Barcelona and is a master consultant in Organizational Development for the Institute for Organization Development GR in Tel-Aviv (Israel). She has training in unique disciplines such as leadership assessment and development (ESADE), voice dialogue, emotional intelligence, ontological thinking, yoga and psychoshamanism. In addition to her roles as coach, consultant and professor, Bolivar is a painter, poet, and author of several books and articles.
Note: Katrina Burrus, MCC, will present twice (once in French and once in English) on Coaching Global Nomadic Leaders (GNL).

Coaching de Leaders Nomades Globaux (GNL)
Note: This session will be presented in French.
Speaker: Katrina Burrus, MCC
Program: 10
Date: Tuesday, November 3
Time: 13:00 (UTC); 9 a.m. (New York); 3 p.m. (Paris); 9 p.m. (Hong Kong)
Duration: 90 minutes
CCEU: 1.0 Core Competencies / 0.5 Other Tools and Skills

Coaching Global Nomadic Leaders (GNL) - How to identify and coach these type of leaders?
Note: This session will be presented in English.
Speaker: Katrina Burrus, MCC
Program: 2
Date: Wednesday, November 4
Time: 13:00 (UTC); 9 a.m. (New York); 3 p.m. (Paris); 9 p.m. (Hong Kong)
Duration: 90 minutes
CCEU: 1.0 Core Competencies / 0.5 Other Tools and Skills

What are the particular strengths and challenges of a Global Nomadic Leader (GNL) and how does one coach them? What does a Global Nomadic Leader have that is unique to a company and that an Expatriate may want to develop?

This session will address the following business questions:

- What particular support does a Global Nomadic Leader need from his/her coach?
- How is globalization impacting leadership?
- What makes certain individuals more flexible amid constant change?
- What is the difference between a Global Nomadic Leader and an Expatriate?
- Why and where are Global Nomadic Leaders valuable for multinationals?

Outcome for the participants of this VE session:
- Understand GNLS particular strengths and challenges, and how best to leverage their unique competencies and address their needs when coaching them?
- Briefly review the economic trends that are requiring a different type of leadership.
- Determine Global Nomadic Leaders’ unique contribution to multinationals.

A Global Nomad herself, Katrina Burrus, MCC, has a proven track record in coaching numerous international executives. She has coached across many sectors and industries. Her coaching career has taken her to Europe, Asia and the United States, and she is recognized for her distinctive capabilities with executives and teams from a wide variety of cultural backgrounds. She is founder of MKB Conseil & Coaching, specialized in coaching Global Nomadic Leaders, Emerging Talents and Abrasive Executives. Burrus researches HR’s needs for a different kind of leader. She teaches post graduate courses at various universities and facilitates workshops on Global Nomadic Leadership Development, on Executive Coaching, and on Transitioning Successfully into a New Position. Burrus is founder and Board Member of ICF Switzerland and ICF Suisse Romande.

Career Coach SIG event

An Often-Overlooked Opportunity: Working with Recruiters to Build Your Business
Speaker: Peggy McKee, PHC Consulting, www.phc-consulting.com
Date: Wednesday, October 21, 2009
Time: 18:00 (UTC); 2 p.m. (New York); 8 p.m. (Paris); Thursday, October 22: 2 a.m. (Hong Kong)
CCEU: 0.75 Business Development / 0.25 Personal Development

A full description of this event and bridge line information is on the ICF Event Calendar.

Questions? Contact Jane Wytzka jwytzka@comcast.net or Susan Whitcomb, PCC, Career Coach Academy, at susan@careercoachacademy.com.
Delivered on the first two days of spring in Australia, the ICFA Conference was marked by deep connections and a strong spiritual underpinning. We reflected, took stock and puzzled about the ways in which we individually and even collectively may need to change—and we made commitments to ourselves about the changes we each wish to be in the world.

In an unusual and bold beginning for a coaching conference, the first two keynote speakers, deep ecologist, John Seed, and indigenous leader, Bob Randal, told different and reinforcing stories. Slowly as they talked and sang, we became aware of some of the unintended consequences of our modern day lifestyles. It was a deeply spiritual message of love for ourselves, others and our planet—and highlighted the impact upon us all when we loose those connections of love.

After lunch, David Drake, Ph.D., joined with a presentation designed especially for this phase of conference and as he talked about what may be emerging in terms of coaching—we identified what we each might need to let go of and those things we would like to welcome into our lives. The afternoon concluded with us writing these things upon pieces of paper that were collected and Drake called for volunteers to assist him create a ritual that would honor the intentions on the paper.

The theme of leadership continued in the morning of the second day as Richard Hames took the stage and provided a keynote address on ways in which the world is changing—increasing complexity and global crisis. The changed context means we need different types of leadership. Relating this to coaching, he provoked us by stating coaches can no longer merely follow their client’s agenda—because in the new world—followers will not exist. Leadership will be and is about partnerships. He encouraged us to partner with our clients and open the conversations that really need to be opened.

Finally we were embraced by a warm and personal presentation from Margaret Wheatley (via DVD even), that challenged us all to exercise our self leadership. Wheatley posed eight key questions that may assist us all to exercise our personal leadership at this time “when it is just our turn to serve the world.”

We closed with a guided visualisation to help us develop a vision of our own sustainable lives and businesses in the future—and a ritual developed by Drake and some conference participants, who helped us step back out into the world with our new commitments made.

I have not yet recounted the many and various, high quality concurrent sessions that participants provided enthusiastic feedback about. They were outstanding in their contribution to providing a conference with a profound theme.

We wait to see the results of this event, a pebble in the waters of the world and coaching….
ICF Australasia Past Presidents and Board members at the Australasia 2009 Conference.

**Back row:** Arlene Quinn, PCC (2008 Board); Patti Gwynne, ACC (President 2009); Corene Walker (2009 Board); Fiona Toy ICF Asia-Pacific Regional Service Centre Manager; John Raymond, ACC (President-Elect 2009); Leslie Hamilton (2006-2007 Board); Audrey McGuinness (1999-2000 Board); Christine McDougall (President 1999-2000) Heather-Jane Sears (2009 Board); and Josie McLean, PCC (President 2003 and Conference Chair 2003, 2005 and 2009).

**Front Row:** Belinda Merry, MCC (President 2008); Marg Krause (President 2001-2002); Toni Snelgrove (2007-2009 Board); Douglas Lang, ACC (President 2006-2007); Graham Houl, ACC (2006-2007 Board); and Karen Tweedie, PCC (President 2004-2005; ICFGlobal President 2009).
Legends of coaching in Prague

By Petr Prazak
Vice-president, ICF Czech Republic Chapter

Sir John Whitmore and Timothy Gallway, two world-famous, legendary coaches, were the reputable guest speakers of the Prague Inner Game Conference 2009 held September 8–9. The conference was organized by Koučink Centrum and sponsored by ICF Czech Republic Chapter and welcomed over 150 participants.

Both legends discussed the historical sources of coaching and the current concept, trends and future orientation of coaching. In their presentations, they put a great focus on the role of coaching during the economical depression, and highlighted its benefits in the long-term perspective.

Those who expected Whitmore, a reputable coach, to provide instant instructions how to get over the crisis period were probably disappointed. He brought a much more comprehensive and thorough picture of today’s crisis.

“Hierarchy is on its decline; authority, as we got used to know it, is diminishing,” Whitmore said. “Many politicians have lost their credibility because they were not able to manage the complexity of today’s world. And it seems that this is going to continue. We have reached a point of mankind development when we are moving from the dominance of hierarchy towards the responsibility of each individual for himself and for the world we live in. Coaching is a great tool for this time as its main goal is to develop man’s responsibility and awareness and therefore it can contribute and help people on their way of development.”

Representatives of several Czech companies presented their experience with coaching and its impact on corporate culture during the part called “Pros and Cons of Coaching in the Organization.” With respect to the developing market of coaching in Central Europe, it is a positive finding that reputable Czech companies do not solve the question whether to use coaching or not, but they rather look for efficient ways of its use.

“We are aware that coaching is important for our success and our goal is to change our company from a “learning organization” to a “coaching organization,” said Miroslav Rakowski of T-Mobil CR, one of the most successful Czech companies.
Answering the Call
Date: Monday, October 19
Time: 17:00 (UTC); 1 p.m. (New York); 7 p.m. (Paris); Tuesday, October 20: 1 a.m. (Hong Kong)
Duration: 60 minutes

What can you do as a chapter leader to help ICF grow? Join Ben Dooley, PCC, President of the Chicago Coach Federation ICF Chapter, as he explains how his chapter’s monthly coach skill development call started as a service to Chicagoland coaches and quickly went global with international participants and over 40 participants per call.

Ethics for Chapters
Date: Thursday, November 5
Time: 17:00 (UTC); 12 p.m. (New York); 6 p.m. (Paris); Friday, November 6: 1 a.m. (Hong Kong)
Duration: 60 minutes

Join Liora Rosen, member of the ICF Ethics Committee as she presents the model standards for ethical behavior at the chapter level.

Presentations specifically created for ICF Chapter leaders are offered monthly via webinar. 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. Bridge line information for each session is available on the ICF Event Calendar at Coachfederation.org.

“It’s time to follow my heart and pursue my dreams.”

Now Accepting Registrations for Fall 2009 Courses
Advance Your Career with Continuing Coaching Education (CCE)
Honor your commitment to the coaching profession and your clients with ICF-CCE qualified courses from inviteCHANGE. These courses satisfy the requirements for ICF credentialing and credential advancement.

- Voice Dialogue for Coaching
- Coaching Groups and Teams
- Coaching for Transformative Leadership
- Mentor Coach Certification
- Licensing Program for Living Your Vision® Facilitators

For more information or to register, visit www.invitechange.com or call 877.228.4625

Health professionals: Extend your skills as an Integrative Health Coach
The need for health coaches is growing. To answer this need, Duke Integrative Medicine has developed a health coach training program based on clinical experience and research.

Our new Integrative Health Coach Professional Training Program allows you to:
- Develop valuable health coaching skills for use with individuals and groups
- Gain an understanding of the integrative health care model

Participants must have a minimum of a bachelor’s degree or have three to five years of experience in a medical or allied health field. Those certified in fields such as acupuncture and life coaching may also apply. The next program begins in February 2010. Enrollment is limited; early registration is encouraged.

TO LEARN MORE
1-866-313-0959 TOLL FREE
919-660-6826 LOCAL
dukeintegrativemedicine.org/health_coaching