

## **International Coaching Week – February 1–7, 2009**

### **Sample Promotional Ideas**

**ICF GTA:** During Coaching Awareness 2009/10, one of the new directors and I will be doing a one hour "Coaching Awareness" test with a group of senior brokers from Nesbitt Burns (who are getting killed in this marketplace—lots of hand holding their depressed clients and it's stressful). This is a broker friend, putting a lunch together for his friends to come talk to co-workers. So they'll be coming more for the 'free lunch/camaraderie' than they will their true INTEREST in coaching.

**ICF Denmark** is hosting an ICF Danish conference on 2 February in Copenhagen—making a one-hour presentation on "the state of "Coaching in Europe," speaking about what coaching can do to support clients and potential clients in these fast-moving, more and more unpredictable times.

**Dare Kent (2009 ICW contest winner):** "The pressure to come up with a big worldwide coaching idea is overwhelming, so I focused on one small step in my local community. I offered to coach one person, for free, who I thought would enjoy and benefit from the process. This person is kind and thoughtful and giving and I wanted to give them something in return—a hand of coaching support for the month of February. I think one of the best advocates for coaching, and the way to make that a worldwide chorus, will be from people who have experienced coaching and have grown and succeeded as a result. Their praise will do much to raise awareness. The WOW factor—Word Of Wonder—as we promote and celebrate the client, they in turn will promote and celebrate the wonder of coaching. To continue with this trend, I will continue to coach at least one person for free throughout my career as a coach. The last year has created challenges for many and I decided to focus on one small way I could reach out and assist one person. It is by helping each other that we will not only survive but thrive in the current economic climate."

**Katherine Gotshall English (ICW contest winner):** "I am preparing for the 12th Annual International Coaching Week by getting 12 leaders to commit to create events for Coaching Week 2010 now. I'll organize a monthly call for these 12 leaders to share ideas, inspire and coach each other for the next eleven months."

**ICF Hungarian Chapter (ICW contest winner):** "The one-year-old Hungarian Chapter of ICF is proud to launch a national Business Coach Club on 5 February, on the occasion of the International Coaching Week. At the same time, we launched our own Web site: Coachfederation.hu. The Coach Club shall take place on the first Thursday of each month. We invite top CEOs, HR managers, coaches to share a presentation with us and a discussion forum follows. We aim to bring all the now-scattered coaches in Hungary under one umbrella for the sake of the coaching profession. The monthly organized Coach Club hopefully shall contribute to the spread of coaching as a leadership development tool and as a management style," said Dóra Hegedűs, chapter member.

Also in 2009, in honor of International Coaching Week, a special contest was set up by Ruth Ann Harnisch of the Harnisch Foundation, looking for "the brightest ideas on the planet." Coaches celebrating ICW were invited to submit entries on the CoachingCommons.org and CoachingWeek.org websites. Entries were judged for the "most original, effective and publicity-garnering" plans to bring attention to coaching; three winning entries were awarded Amazon.com gift certificates, donated by Harnisch.

In 2009, the winners were:

- **First place: Dare Kent**  
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- **Second place: Katherine Gotshall English**  
 "I am preparing for the 12th Annual International Coaching Week by getting 12 leaders to commit to create events for Coaching Week 2010 now. I'll organize a monthly call for these 12 leaders to share ideas, inspire and coach each other for the next eleven months."
- **Third place: ICF Hungarian Chapter (Chapter leader: Laura Komocsin)**  
 "The one-year-old Hungarian Chapter of ICF is proud to launch a national Business Coach Club on 5 February, on the occasion of the International Coaching Week. At the same time, we launched our own Web site: Coachfederation.hu. The Coach Club shall take place on the first Thursday of each month. We invite top CEOs, HR managers, coaches to share a presentation with us and a discussion forum follows. We aim to bring all the now-scattered coaches in Hungary under one umbrella for the sake of the coaching profession. The monthly organized Coach Club hopefully shall contribute to the spread of coaching as a leadership development tool and as a management style," said Dóra Heged?s, chapter member.