

International Coaching Week

A success of global proportions

2011

From Russia to southern California, and everywhere in-between, coaching professionals of all backgrounds celebrated International Coaching Week February 6–12, 2011.

The weeklong celebration was commemorated in a variety of ways: workshops, conferences, coaching demos, Laser Coaching sessions, and specials that varied from coach to coach and program to program.

“Thousands, of individuals were exposed to the coaching process during ICW 2011 and, as a result, we hope they will want to experience how partnering with a coach can

help them set better goals, take more action, make better decisions, and more fully use their natural strengths going forward in life,” said ICF President Ed Modell, PCC.

Leading up to ICW 2011, the ICF encouraged chapters and individuals to share their plans at CoachingWeek.org. The events poured in from all parts of the world. Here is a roundup of a few 2011 ICF activities. Information about other successful chapter events and individual activities can be found at the website CoachingWeek.org.

ICF Russia

www.coachfederation.ru

International Coach Federation Russia (ICF Russia) held a series of events in Moscow. ICF Russia President Natalia Dolina officially opened the Week of Coaching with a ceremony in the Moscow World Trade Center. In her opening speech, she addressed the importance of professional ethics and ICF standards and ICF Russia's role in making them an integral part

of the coaching profession in Russia. During the weeklong program, ICF Russia celebrated with a series of interesting programs, including workshops, master classes, and free coaching sessions by chapter members. Forty coaches representing eight professional coaching organizations were actively involved in preparation of events and providing services to visitors. All together they delivered more than 200 pro-bono individual coaching hours. More than 550 people participated in 17 different events that took place in Moscow and other regions. *Submitted by Natalia Dolina, ICF Russia President*



introduced the effectiveness of coaching to a wide variety of people throughout the week. On February 7, 11 coaches provided Laser Coaching sessions for 20-plus members of Human Resources/New York



In afternoon and evening sessions on February 9, 10 coaches provided Laser Coaching sessions to clients of the incredible “second chance” organization, Career Gear (www.careergear.org). As Director of Programs Mike Obertacz said, “You changed 33 lives today,” and ICF-NYC has pledged to remain a part of his regular programming in the future.

On February 10, President Laurie Lawson, PCC, and Executive Vice President Terry Yoffe, PCC, conducted an Introduction to Coaching Salon for 12 members of Women in Communications (www.nywici.org). This was a launch of WICI's Mentor Coach Program, and Terry

will continue to assist them with their efforts. The idea of Laser Coaching was also introduced to WICI, and they are exploring possibilities of providing this for their members in the future.

What a fantastic week for coaching and coaches! People in all

walks of life were introduced to coaching, lasting relationships and alliances were created, and all of the amazing coaches who participated agreed that they received far more than they gave. *Submitted by Chapter President Laurie Lawson, PCC.*



(HR/NY – www.hrny.org). HR/NY Director Jennifer Loftus was thrilled with the results and looks forward to a long and lasting alliance with ICF-NYC. Some of the coaches participating in this first-time ever event included ICF Global Board of Directors Members Meryl Moritz, MCC, and Bernie Siegel, PCC, along with global ICF Past President Marcia Reynolds, MCC.

ICF-NYC

www.icfnyc.org

In a flurry of activities, ICF-NYC coaches took Manhattan by storm for 2011 International Coaching Week. Sporting I C(are) F(ore) buttons, 18 coaches in-



ICF Lithuania

www.icf.lt

ICF Lithuania organized a broad spectrum of events across the whole country. The Coaching "marathon" started on February 4 at a fair called "Learning, Development and Career." The fair was organised for high school students to acquaint them with further possibilities regarding university and college studies.

Our coaches participated there and provided free coaching sessions to help the students make good decisions regarding their choices.



A newspaper and a television channel presented our chapter and our programmes on February 7. Conferences were held in the three biggest cities of Lithuania. In the capital, we had to quickly organise a third conference, because during the registration period we got much more participation requests than we had places. In Kaunas (the second biggest city), there was a two-day conference with many interesting presentations and workshops. In Klaipeda (the third city), we also had two meetings with people, who were very keen to get the right picture about what coaching really is. All people left the meeting satisfied with a new coaching definition (the ICF version).

While adults had the chance to experience coaching in theory or practice, more than 15 schools made coaches welcome to run classes using a coaching style during the week. After these lessons, we got great insights about what needs to be done to adjust the coaching approach for the teens.

The catharsis took part in a village-hotel with many professional coaches, who came together for three days for the Winter Coaching Academy (this is already a great tradition in our association) to be immersed in the topic of Coaching Alliance and Relationship, to practise coaching with professional feedback, and to experience professional supervision with our newly qualified supervisors.

In a small country and small chapter, these events mean a lot. I am proud of our chapter, who made all these ideas come true. *Submitted by ICF Lithuania Chapter President Lėda Turai Petrauskienė, PCC.*

ICF Gauteng Chapter (South Africa)

www.icfgauteng.org

Coaches were welcomed to contribute their time towards various projects posted on the Coaching Caravan website (www.coachingcaravan.co.za) in order to provide individuals and groups who would not normally be able to access and/or afford a coaching experience. Coaches were asked to make a positive difference by offering free coaching, running training courses, facilitating workshops or Team Coaching, assisting with programmes, and many other creative possibilities. The 15 separate coaching projects that were registered, in at least four African countries, all aimed at providing coaching services on a pro-bono basis to needy communities or non-governmental organizations (NGOs) that desperately need some coaching support for their volunteer workers.

Projects included Coaching Matrics to Success, coaching HIV Councilors, Mothers2Mothers (prevention of transmission of aids from mothers to children), coaching Hospice councilors and the Diepsloot Youth Project to name but a few. Visit www.coachingcaravan.co.za for more information. *Submitted by Anne Heslop, ACC.*

ICF Calgary Chapter (Canada)

www.calgarycoaches.com

In the Calgary area, various events started on February 7 to illustrate the significant benefits of coaching to people's personal goals and professional lives. At these events, several Calgary-based professional coaches gave back to their community, giving the public the opportunity to personally experience the impact coaching can have on their personal or professional life through 20-minute Laser Coaching sessions. These sessions had a \$20 fee with all proceeds donated to the Canadian Breast Cancer Foundation. Also, on February 12, education breakout sessions and Family Coaching were offered. *Submitted by Karin Claessens.*

ICF Portugal

www.icfportugal.com

In Évora, the University organized "Coaching in Portugal - research and practice pari passu" (<http://www.icw.uevora.pt/>). Several talks by ICF members, including 2011 ICF Chapter President Jose Afonso Oliveira, PCC, were given and covered ICF and Coaching in Portugal. Isabel Vitorino talked about her Ph.D. research about coaching and emotions. Samuel Antunes, ACC, talked about psychology, coaching, and professional practice as a coach. Paulo Baptista da Silva talked about coaching in practice.

In Leiria, a short end-of-day session, "Coaching - Reinventing a practice to serve Human development," was held. The session included: a teacher from the school talking about what they think and they do about coaching training; HR manager and chapter member Manuel Oliveira, ACC, talking about a real company experience in coaching, "Implementing an Internal Coaching Process;" and Jose Afonso Oliveira talking about "What to require from someone who says he is a Coach?" *Submitted by ICF Portugal Chapter President Jose Afonso Oliveira, PCC.*



ICF Hungary

www.coachfederation.hu

The Hungarian Chapter celebrated its third birthday during ICW 2011. We prepared a larger-than-ever scale of programs to get our chapter in the international circulation of the coaching profession and provide different sources of information for Hungarian coaches and other professionals. Here are just a few of the programs we offered:

Simultaneous coaching sessions at the University of Economics: 45 students and 12 coaches

The chapter offered Career Coaching for the students of the Master Course of Entrepreneurship Institute of the Budapest Corvinus University. Twelve members of the chapter spent half of Valentine's Day at

ICF Hungary cont.

the campus, each coach volunteered for one-hour-sessions for three students. We also organised a group coaching session for 12 students that was an interesting project even for us! Dóra Hegedűs, ACC, Chapter President, gave an hour-long presentation on the coaching profession and the ICF before the coaching sessions started.

ICF Coach Klub—a new social media site for coaches and the wider public

ICF Hungary launched a new and innovative initiative, our online ICF Coach Klub to supplement our successful in-person quarterly Coach Klub event series with Web 2.0 tools, such as a coaching blog, discussion forums and a membership site. During ICW, the website attracted over 500 visits and more than 2,100 page views. See it here: <http://icfcoachklub.hu>.

“Coach of the Year” 2011

The chapter announced a new award for Hungarian coaches: the “Coach of the Year for 2011.” Any coach can apply by writing a short report on a coaching case completed in 2011. In November, 2011, all anonymous case studies will be published on the ICF Coach Klub website for ICF members for review. A decision will be made at the annual chapter meeting in December. The title will be awarded during the next International Coaching Week.

Coaching Book Week

Coaching Book Week was incorporated into <http://icfcoachklub.hu>. The largest local business book publisher offered a 30 per cent discount and free delivery to ICF members and other visitors of the site for coaching and management books.

ICF Coach Club

We’ve organized the quarterly ICF Coach Club for two years now. Our special guest for the ICF was Jean-Christophe Barralis who presented the Appreciative Inquiry (AI) coaching method to our participants.

Coaching Conference

Our chapter was a professional partner of the third national coaching conference, a full-day program with 250 participants. The chapter president was asked to moderate a round table on the coach selection processes and requirements of large companies.

We are very happy that being a small and young chapter we managed to organize a colourful palette of programs and promote coaching in our country. *Submitted by Dóra Hegedűs, ACC, President of ICF Hungarian Chapter, and Tamás Cservenyák, President-elect of ICF Hungarian Chapter.*

Coaching and Success Drivers

“How we created and led a successful 2-day conference”

ICW 2011 Geneva

by Virginia Williams, MBA, PCC, ICF Switzerland Co-President 2006–2011 with Nathalie Ducrot, ICF Switzerland Ambassador (Switzerland)

International Coaching Week (ICW) didn’t have much meaning for me until this year. February in Switzerland is just after the New Year and in the middle of ski holidays. Normally not an ideal time for a two-day coaching conference in the Alps. But 2011 was OUR year to regenerate the spirit of ECC2008 (ICF European Coaching Conference) and to bring clarity to professional coaching through a unique set of workshops and keynotes facilitated by renowned speakers and testimonials from client leaders sharing the positive impact of the coaching journey in their organizations. And at the heart of this ICW event: to reframe the image and standards of professional coaching for coaches, for clients, and the local press.



And all of this organized in two full days and evenings—one day in English and one day in French. Geneva is an international city and it seemed a reasonable choice, but who would show up? **Our challenge was set to create and lead an inspiring, memorable learning experience—in two languages, in two days in a culturally diverse environment during globally uncertain times.** A significant challenge designed for professional coaches motivated by a common vision and inspired into action!

What are our Success Drivers?

VISION: Our theme was “Coaching and Success Drivers” (en français “Coaching et leviers de réussite”). We were highly motivated by our VISION to bring clarity to our profession. We invited experts in the fields of motivation, positive psychology, and neurosciences to demonstrate the link with professional coaching.

VALUES: Be the change we want to see in the world—to model effective teamwork in support of our belief that professional coaching is in even greater demand in these times of uncertainty and rapid change. To make a positive difference.

VOLUNTEERS: And let’s not forget that we were doing all of this in our “spare” time. As volunteers, it was important to ensure that this event was a priority and to commit to deliver on our promises.

Sounds simple, yet it took focus, momentum, and commitment to bring it all together. We agreed that the time was NOW to come together as a purposeful, values-based, and joyful team to accelerate the global shift to more success and satisfaction for more and more people. And we had done it before so I reached out to invite the core “ECC2008 Dream Team*.”

Visit the ICW Geneva Event Website [here](#).

In summary, our success centered on our capacity to:

- Define, agree, and commit to deliver on our Vision and outcomes;
- Live our Values and Standards as we work together—complementing each other with our unique strengths;
- Create an inspiring and meaningful experience for our participants as joyful, motivated, and accountable volunteers, and on the day of the event...; and
- Breathe, smile, and “step into the flow.”

Attended by more than 150 over two days, ICW 2011 Geneva was an opportunity for us to bring our dreams to reality and to generate interest in the local press. **In our own collective and unique ways, we are “Advancing the Art, Science and Practice of Professional Coaching.”**

**ECC2008 Dream Team - Nathalie Ducrot, ICFS Ambassador ; Béatrice Tétaz, event webmaster; Françoise Depéry, Chapter Leader Suisse Romande; Gianna Battolo, ACC, Communication Suisse Romande; Virginia Williams, MBA, PCC, ICFS Co-President 2006-2011.*