
International Coaching Week Report of the Hungarian Chapter of ICF

Including market study on CEE coaching market

FEBRUARY, 2010



International Coaching Week

events organised by the Hungarian Chapter of ICF

Every year in February the International Coach Federation (ICF) organizes the international coach week, which aims to promote the coaching as widely as possible. The Hungarian Chapter, for the second time in its 2-years history, celebrated this week with a series of interesting programs.

Full day workshop with MCC Vogelauer

We organised a full day workshop with Mr Werner Vogelauer MCC on goal setting in coaching. Mr Vogelauer is one of the few master-level ICF coaches living in Central Europe and we were honoured to host his lecture. About 50 coaches and future coaches participated at his lecture. The participants learned a lot not only on goal setting but also on ICF core competencies.



ICF Business Coach Club

The Business Coach Club organized by the Hungarian Chapter of IFC is a unique initiation. The goal of the BC Club is to level up the profession of coaching in Hungary and to come to a common platform about theoretical background activities and standards by thinking together and creating connections. The quarterly organized Club contributes to the spreading of coaching as a leadership development tool and as a management style.



This week thirty-two well-known professionals participated at the Club, many of them came for the first time to an ICF event. Our special guest was Mr Werner Vogelauer MCC from Austria who hold a 2-hour workshop on Executive coaching. The nearly 3 dozen experienced coaches were open to learn new points of view and happily participated in the team practices.

Dóra Hegedűs chapter leader, Hungarian Chapter of ICF

Coach Orientation Workshop

We organized a pro-bono workshop, an introduction to coaching, along with the Business Coach Professional Fellowship. Main topics covered:

- what is coaching, what is not,
- what is the difference between consulting and coaching,
- how to become a coach,
- pros and cons working as a coach.



The topics were supported by findings of ICF surveys on coaching. Participants could also find answer to their questions like “how can I be sure if I have the right skills to be a coach”, or “what training possibilities do I have to become a coach”. The two-hours-long workshop provided an excellent opportunity to think about coach quality assurance and talk about success stories and ROI, too.

Alumni

The Business Coach Academy invited its old students, the qualified business coaches for the 1st Alumni Meeting on the occasion of the International Coaching Week. We wanted our graduate students to get together to form a coach community that works and thinks together on ICF ethics and core competencies. The possible future cooperations discussed: conferences, regular knowledge sharing, master trainings, individual and team supervision, team coaching on developing coaching business, etc. The alumni students shared their experiences since graduation and confessed: ‘I can successfully utilize my coaching skills not only as a coach but also as a leader of my team. Thank you, very much for that!’

Balázs Kurucz, coach, director of the Business Coach Academy, member of the Hungarian Chapter of ICF

Coaching market in CEE

mini market study conducted by the Hungarian Chapter of ICF

On the occasion of the 2010 International Coaching Week the Board of Directors of the Hungarian Chapter of ICF made an inquiry to the Central and Eastern Europe ICF chapters. Coaching market is way behind in the region, compared to Western Europe (in the number of coachees, the market size, the years of experience, etc.). We were keen to know the most significant reasons, beyond obvious economic and historical facts.

The survey was designed to explore:

1. the beliefs that are widely spread in the countries of the region of Central and Eastern Europe regarding coaching and coaches,
2. how can coaches dispel misbeliefs.

Misbeliefs

To our first question (beliefs that are widely spread in the countries of the region of Central and Eastern Europe regarding coaching and coaches), we received the following answers:

1. Misbeliefs regarding the role of the coach:

- The coach is the „security blanket” of the manager (to whom he can unburden his heart)
- The coach is the „lady companion” of the manager (with whom is nice to talk, but his work doesn't help the manager)
- The coach is "drover" (who is standing by the manager controlling the task execution).

2. Misbeliefs regarding the coach's work:

- As the coach does not give specific advice, his support is not useful
- There's no need for coaching, because the manager can alone solve the problems
- Coaching can provide an opportunity for the managers to consider and systemize their own problems, but a manager can do it alone.

3. Misbeliefs regarding possible coachees:

- Only the badly performing managers

- Only the chosen few
- Those who did something wrong - as a "punishment"
- Coaching is extra bonus, fringe benefit
- Coaching need to be used when crisis occurs

4. **Misbelieves regarding coaching fees:**

- Coaching is very expensive
- Coaching does not worth the price
- It is impossible to measure the effectiveness of coaching

5. **Misbelieves regarding the prestige of coaching:**

- The "fame" of unsuccessful and badly done coaching sessions spread quickly
- Bad communication can mislead those who are interested and can deter them from coaching for ever.

Dispelling misbelieves

To our second question, which has sought to answer: how can the coaches quell the misbelieves, we received the following answers:

- Continuous communication on what coaching is
 - with special regard to the benefits of coaching and the results which can be achieved and
 - less emphasis on the different techniques and methods. There are many ways and kinds of coaching, but each method aims the same purpose. This should be emphasized . Talking about the differences can confuse people who do not know enough about this profession.
- Organizing conferences, workshops, seminars
- Professionalism
- Giving good example

Nikoletta Benedek, coach, member of the Hungarian Chapter of ICF