

To: info@peer.ca  
From: Rey Carr <rcarr@islandnet.com>  
Subject: Coaching News and Events (December 16, 2008)  
Cc:  
Bcc:

## COACHING NEWS

ISSN 1708-9026  
December 16, 2008

---

Thanks for requesting a subscription to The Coaching News. This newsletter is a publication of Peer Resources (<http://www.peer.ca>), and is distributed at no cost to subscribers every 45-60 days. Back issues of The Coaching News are available at (<http://www.peer.ca/thecoachingnews.html>). All articles are written by Rey Carr unless otherwise indicated. Anyone who would like to contribute an article or information for an upcoming issue of the newsletter can contact Rey Carr at [rcarr@peer.ca](mailto:rcarr@peer.ca)

Peer Resources is a non-profit, member-supported organization dedicated to identifying coaching information from around the world and turning it into knowledge, support, resources of value to coaches, the coaching industry, and the general public.

---

### TOPICS:

- Peer Resources Seeks a Successor
- Attend a Top Level Coaching Event
- Champions for Coaching
- Seven Studies and Resources to Guide Coaching Practice
- What's New in the Coach Training World
- What's New in Coaching Associations and Publications
- Join the Peer Resources Network
- Details About The Coaching News

### PEER RESOURCES SEEKS A SUCCESSOR

Peer Resources is seeking a person or organization to take over their debt-free, profitable, highly regarded corporation that specializes in distributing information about mentoring, peer assistance, and coaching.

Our company compiles objective, independent information and news about what's happening in the field of peer assistance, coaching and mentoring. We publish it in a premium, members-only, monthly e-newsletter, The Peer Bulletin. We add these articles, analyses of trends and issues, news items, research findings, book reviews, and additional hard-to-find information to our database of online resources and reference materials, and we charge an annual fee to members to access this information.

In addition we have a number of ancillary products and services. These include: publications on various related topics, unique curricula we have developed that is delivered through in-person seminars and workshops, and expert advice on specific projects provided by email and toll-free telephone consultation.

Our core business is the publishing business---we cover the peer/coaching/mentoring beat.

Our corporate mission started in 1982, and has been and continues to be to demonstrate leadership through service in mentoring, coaching and peer assistance.

Peer Resources has established:

- consulting and project revenue-generating contracts with national and provincial governments, businesses, schools, colleges, universities and community agencies;
- a revenue-generating membership base from around the world;
- a reputation for excellence in print and Internet-based newsletters and other publications;
- a significant Internet presence and ranking;
- a comprehensive database of relevant experts in the fields of coaching, mentoring, and peer assistance;
- a world-wide network of experts, contributors, and news sources that provide leading-edge and up-to-date information about coaching, peer assistance and mentoring;
- a clearinghouse and repository for accurate, high-quality, unbiased information and resources for experts, practitioners, and the general public about peer assistance, mentoring and coaching; and
- a variety of highly-acclaimed revenue-generating professional training seminars.

Peer Resources is committed to helping people use their external learning and internal wisdom to make the world a better place. We have focused on peer assistance, mentoring and coaching because of the common power these three areas have for engaging children, adolescents and adults to help each other fulfill their life dreams, overcome barriers to success, and learn life-long skills.

The current leadership of Peer Resources wants to find the right person or organization to take over the services they provide, including the expansion of their publication catalogue and seminar offerings; the addition of new features to their website; and the strengthening of value-added services to their members, subscribers, and website visitors. It's time to take this organization to the next level.

The current CEO and founder of the company, Dr. Rey Carr, wants to retire and move on to the next phase life. He has had to turn down attractive business offers and contracts in order to meet his retirement goals. The corporation needs a new voice with the energy and enthusiasm to take it to the next level, including the possibility of employing additional staff to manage the demands for services and products.

Peer Resources currently has steady sales worldwide of products; steady cash flow; high retention rate of members and subscribers; extensive number of website visitors; an international membership base; registered corporate status; all shares held by the CEO; no debts; no employees; corporate operations can be easily relocated to anywhere in the world; all trademarks and copyrights associated with our intellectual property are available for full and simple transfer; 26 year track record; and significant expansion potential based on projected worldwide trends in peer assistance, mentoring and coaching.

The current leader of Peer Resources is willing to provide the mentoring, coaching, and consulting, if desired, to aid whoever takes over the corporation to assist with making a successful and productive transition. They don't want to be involved in the day-to-day operations, but they can provide the guidance for someone else to run the corporation effectively, continue to build the revenue streams, and maintain the loyalty of the existing client base.

### **Your Result or Benefit and Next Steps**

If you're ready to have your own successful business and you want to expand the revenue of an already profitable corporation; or if you want to add the already established capabilities to an existing business, we'd be delighted talk with you about this opportunity.

The details about Peer Resources can be reviewed on their website at (<http://www.peer.ca>). Some





which is scheduled to open online in early 2009.

**The Coach Connection (TCC)** has had its long-standing procedures validated by a recent global study carried out by the Institute for Corporate Productivity for the American Management Association, entitled *Coaching: A Global Study of Successful Practices, Current Trends and Future Possibilities 2008-2018*. The study was designed to "gain a better understanding of both the promise and perils of coaching," and the eleven conclusions of the study substantiated "that TCC's very unique method of connecting TCC clients with their best-matched coaches provides the most successful process for coaching clients to achieve their coachable goals," according to TCC CEO and Peer Resources Network member, Bill Dueease.

The Coach Connection (<http://www.findyourcoach.com>) has assisted over 1,500 clients to achieve their coachable goals at a success rate of over 96 percent for the past seven years by employing a very focused method of connecting clients with their ideally matched coaches. TCC was created to provide the best one-stop location for anyone to achieve their coachable goals with the greatest success rate and the least amount of time and least cost.

Although this independent study concentrated only on organizational coaching by questioning over 1,000 executives and managers, it came to the same conclusions about the best practices of implementing the coaching process to assist clients to achieve the highest rates of success that TCC created over eight years ago, and has been using ever since. The authors of the Global study arrived at these very same conclusions as TCC without TCC having any involvement or influence in the study. (Editor's Note: In 2004 Peer Resources conducted an independent review -- *Find the Ideal Coach for Any Purpose Through a Coach Referral Service: Is This Possible?* -- of all available models and services established to connect clients with coaches. At the time of the review there were sixteen such services that could be considered reputable, reliable, and professional. However, only one of the services examined, The Coach Connection (TCC), stood out as effective.)

**Sandra De Freitas**, known widely as the "Tech Coach for Coaches," has developed considerable expertise in website development and helping individuals create blogs. Her latest book has the terrific title: "Does this Blogsite Make My Wallet Look Fat?" In the book she simply and easily shows how to use a WordPress Blogsite to make money, attract clients, and gain celebrity status. With Sandra's guidance, novice and experienced bloggers can save money, reduce frustration, and improve their efficiency online. To learn more about how she can help or read more about her book, visit <http://wordpressblogsites.com/>

**The Foundation of Coaching** is a nonprofit, noncommercial, independent resource for coaching research, education, practice, and communication. The Foundation provides research grants to pay for research expenses, including travel (but not research time or living expenses). Proposals are accepted twice a year (June 1 for consideration in July and December 1 for consideration in January). To be considered for a research grant, the proposal must meet five criteria: align with the mission of the Foundation; make an important contribution to the coaching field; be independent of any particular coaching organization; exhibit qualifications to act ethically; and be co-sponsored with in-kind of matching funds provided by another source. The review process typically takes several weeks, and researchers do not have to be affiliated with an academic institution. For more information about the Foundation, its mission, and a research grant application form go to: <http://www.thefoundationofcoaching.org/>

**The Worldwide Association of Business Coaches (WABC)** continues to expand the services available to members and has created a "Members' Collection" -- a growing library of articles by their members on a variety of subjects. Some of the latest entries include:

*Can Coaching Produce Sustainable Change?*

*Tips for Marketing Coaching Services to Small Business Owners*

*'Psychopath' or 'Narcissist': The Coach's Dilemma*

*Why the Ohio March of Dimes Engaged an Executive Coach*



additions that you won't learn about from other larger coaching federations:

Anonymous. (August 27, 2008). Business intelligence: Executive coaching competence. *The Inside Training Newsletter*. (Retrieved August 27, 2008 from <http://tinyurl.com/5t3eut>).

A study of 500 executives by career management firm DBM and the Human Capital Institute called "Trends in Executive Coaching: New Research Reveals Emerging Best Practices" revealed that organizations have increased their use of executive coaching to enhance performance by grooming high-potential employees and supporting high-performing executives and leadership teams. Highlights of the study, which is available for a fee on the HCI website, include: (1) the demand for executive coaching services is growing due to increased credibility and demonstrated impact on the enterprise; (2) a majority of enterprise executives view coaching as a credible and effective way to enhance an individual's effectiveness in driving an organization's performance and a way to generate significant rewards; (3) organizations are benefiting from a high return on investment (ROI) for executive coaching; (4) 77 percent of participants in the study believed executive coaching provides their organizations with a solid return; (5) organizations consider a variety of qualitative factors when measuring the impact of coaching including: achievement of agreed-upon development objectives, anecdotal evidence of success, assessment from the coach, other people's perceptions of the coachee, and the coachee's ability to be promoted or to take on new responsibilities; (6) organizations typically use a combination of metrics and qualitative factors when evaluating the success of executive coaching, such as executive output, sales revenue and productivity, quality improvements, cost savings, and turnover.

Bridges, W., & Mitchell Bridges, S. (September, 2008). Coaching leaders through transition. *The Linkage Leader*. (PDF retrieved August 28, 2008 from <http://tinyurl.com/5mw6jq>) Transition is typically described as having three phases, according to the authors: an ending, a neutral zone, and a new beginning, and each phase generates specific issues that a coach can assist a leader with. However, pre-transition and post-transition are times that coaches can also be useful. The authors point out how transition coaching differs from developmental coaching, and they detail what is involved in each of the five phases.

Grant, A.M. (March, 2008). Personal life coaching for coaches-in-training enhances goal attainment, insight and learning. *Coaching: An International Journal of Theory, Research and Practice*, 1, 1, 54-70. Personal therapy for therapists in training is often a mandatory component in their professional programs. The author examines whether participation as clients in a coaching program would be of value to coaches in training. Participants received three face-to-face and two telephone-based solution-focused, cognitive behavioral coaching sessions after setting personal goals. While there was no change in participants' levels of psychological well-being, all 29 coaches-in-training experienced reduced anxiety, increased goal attainment, enhanced cognitive hardiness, higher levels of personal insight, and had higher end-of-semester marks as compared to a cohort that did not participate in the personal coaching program.

Jamal, A. & McKinnon, H. (2008). *The power of giving: How giving enriches us all*. New York: Tarcher/Penguin. The authors explain how you can give not just money, but love, knowledge, leadership, time, attention, advice, skills, forgiveness, health and much more. The primary lesson taught through this book is: the more you give, the more you receive. A strong rationale for coaching, mentoring and peer assistance. The book also includes a special chapter on how to teach children to give.

McCabe, G. (June, 2008). Mind, body, emotions and spirit: Reaching to the ancestors for healing. *Counselling Psychology Quarterly*, 21, 2, 143-152. This paper is a discussion of the meaning of the personal integrated inner body, mind, emotions and spirit dialogue from an Aboriginal perspective and the importance of placing this in a collective positioning of mental health and psychological treatment. The Aboriginal/Native American concept of the Medicine Wheel and the presence of balance and free will that are associated with it, burning tobacco, the power of story and the sweat lodge are used to ground and situate this discussion and demonstrate how traditional healing and the inner dialogue are linked. A discussion is offered as to the integration of traditional healing practices



recognized in the US or Canada as an authorized accrediting agency.)

**The Coaching Academy** in the United Kingdom has launched a Diploma in Youth Impact Coaching. The program includes a focus on parent coaching, helping youth accelerate their development, communication and rapport-building skills, coaching tools for working with young children, confidence tools to help youth with transitions and tough times, and the legal, ethical, and safety issues of working with youth. The program includes two ready-made workshop curricula that participants can use with youth to help them with self-development, motivation, goal setting, initiative and confident communication.

**New-U Coaching** is accredited by the International Coach Federation, and offers a series of two-day coaching skills courses, a Certificate in Coaching for Employability, a Certificate in Leaderful Youth Coaching (CLYC), and a Certificate in Professional Coaching Practice (CPCP). Courses are offered in-person in Scotland, Leeds, and London. Training for the CPCP certificate is delivered in a face-to-face format, and each participant receives individual coaching over six weeks and mentoring over a three month period. The program takes approximately six months to complete with experiential workshops held over five or six days during the first stage. Tuition is approximately £2,109.00. Visit the website for details about the content for each certificate program and short courses as well as course scheduling and locations.

**Quest Coach Training** offers a telecourse-based life coach training program is based on a curriculum described as "the 11 core coaching competencies and ethical standards as identified by coaching associations worldwide." The program focuses on both coaching skills and marketing training, strategies and tactics. The program leader promises that this program is faster and more efficient than other coach training programs. Participants must complete a number of mandatory written assignments and pass a final exam at the 80 percent or higher rate. The typical completion time is considered to be six months or less. The tuition for the certified life coach program, which includes a strategic business tactics course, is \$1997.00USD. All course materials, study guides, worksheets and forms are included. (Note: Tuition is NOT refundable.) The website indicates that graduates can apply for certification through the Certified Coaches Alliance or the International Coach Federation.

**Duke University** offers the Integrative Health Coach Professional Training which is part of the first US-based academic medical center to develop a health coaching program. The program consists of four educational modules that focus on understanding integrative medicine, the wheel of health, mindfulness, the science of behavior change, personalized health planning, nutrition, common physical and mental health issues, and stress management. Coaching skills to work with both individuals and groups are included. Courses are in-person, classroom-based. Each course (module) is offered on an intensive basis of about 25-30 hours delivered over a four-day period. Tuition is \$4495.00. Check their website for latest the most up-to-date fee details and other registration information.

**Erickson College's NLP Practitioner Certification Program** now qualifies for 84 hours of continuing coaching education (CCE) units with the International Coach Federation. The course is experiential in nature, and has been highly rated by former participants. Visit the Erickson website to learn more about their other offerings (NLP Master Practitioner, online workshop on Advanced Coaching, and offerings around the world); call 1.800.665.6949 or email: enrollment@erickson.edu

**Linkage** has created a new Advanced Coaching Certificate that builds upon their three-day Coaching Leaders Certificate Program. This new two-day, in-person program is designed for people who want to improve and deepen existing coaching competencies. In addition to the two-day program, participants engage in post-course work over a period of six months to create an individual development plan, engage in distance learning sessions and peer coaching calls, receive three hours of follow-up coaching, and produce a written case study. A prerequisite for this advanced course is the Linkage three-day core program or "Coaching Leaders Certificate Program." The tuition for the advanced course is \$US4,395.00. Program dates and locations are scheduled for Chicago (March

19-20, 2009), Boston (May 28-29, 2009), and Washington, DC (June 25-26, 2009).

**The Adler School of Professional Studies** in Toronto, Ontario is one of the pioneers in coach training. They will be celebrating their 10th anniversary in October, 2008. They have connected with the top-rated Ontario Institute for Studies in Education at the University of Toronto to design three new Certificates in Leadership Coaching in addition to their ICF-accredited coach training program. The three new programs include: (1) Leadership Skills in the Workplace (11 days, \$5849.00USD); (2) Adler Professional Coaching Certificate (15 days, \$5685.00USD plus practicum, \$4150.00USD); and (3) Organizational/Executive Coaching (19 days, \$9481.00USD). Their courses are typically led by internationally-acclaimed coaching experts, and all courses are in-person and experiential-based. A complete description of the courses and pre-requisites is available online. For more information contact Dr. Linda J. Page, President, Adler School of Professional Studies, Tel: (416) 923-4419 or toll-free: (877) 923-4419; email: ljpage@adler.ca

**Martha Beck Inc Life Coach Training** offers virtual training over an eight month period by Martha Beck that consists of (1) pre-work assigned reading and homework packet; (2) six 90-minute intensive coaching courses by telephone; (3) seven 60-minute courses focusing on practice development; (4) fourteen 75-minute coaching practicum calls with real-time feedback; and (5) a recorded coaching analysis with written feedback. Each class includes an outline and supporting documentation for all tools and techniques. All classes are recorded and available for download, and participants are responsible for leading at least one forum discussion. Certification requires an additional 20 paid coaching hours, a written test, and a final interview with Martha Beck. The tuition is \$5200.00. Check their website for next course delivery schedule.

**Certified Performance Coach Program** is run in collaboration with the Open University in Malaysia, and requires participants to engage in 60 hours of coach specific training to become certified. The program is designed to assist participants to gain the International Coach Federation's Associate Certified Coach (ACC) designation. Thirty-two hours are ICF core competency based, 20 hours are supervised coaching, and eight hours are dedicated to coaching tools. Instruction is in-person and typically takes place over a 7-8 day period. The tuition is RM7,800 and includes all materials.

**The UK College of Holistic Training** provides a Diploma program in Holistic Life Coaching by distance learning (online plus textbooks). The recommended study time is three to six months. The course is aimed at therapists making the transition to coaching but other applicants are welcome. The course comprises six modules which use guided study of textbooks and some multimedia to gain an understanding of several extant coaching models. Assignments include self-coaching, written work and an integrative final essay. Email tutorial support is provided. The course includes a unit on practical holistic philosophy. The tuition fee is GBP 250 (textbooks are extra). The full syllabus is on the website, and students may start at any time.

**Calamus Extension College** in the United Kingdom provides an accelerated university certificate in life and personal coaching. Completion time is approximately three to six months, depending on background and experience. This distance learning program, available by email or correspondence, is taught in five modules covering one key skill model and drawing from four coaching models, introducing a wide variety of coaching techniques. As well as these five modules, an essay of 3,500 words is required. Tutorial support is by email. Academic credit and a tuition fee discount is available for students who wish to pursue other degree programs at the university. The fee for the certificate program is £350.00. Textbooks are extra.

**University of East London** has launched a new coaching psychology unit and is headed by Jonathan Passmore with contributions from other leading practitioners such as Sir John Whitmore, Katherine Tulpa, and Dr. Alison Whybrow. Programs include an MSc in Coaching Psychology (one-year, part-time), a postgraduate diploma in coaching psychology (two-years, part-time), and a postgraduate certificate in coaching psychology (two-years, part-time). All courses are in-person that typically meet one Saturday per month, and the meetings include group supervision. There are





- ***Intelligent Mentoring: How IBM Creates Value through People, Knowledge, and Relationships*** by Audrey J. Murrell, Sheila Forte-Trammell, and Diana A. Bing
- ***Executive Coaching: Building and Managing Your Professional Practice*** by Lewis R. Stern
- ***Presence-Based Coaching: Cultivating Self-Generative Leaders through Mind, Body, and Heart*** by Peer Resources Network member Doug Silsbee
- ***A Manager's Guide to Coaching: Simple and Effective Ways to Get the Best Out of Your Employees*** by Brian Emerson and Anne Loehr
- ***The Philosophy and Practice of Coaching: Insights and Issues for a New Era*** edited by David B. Drake, Diane Brennan and Kim Gortz
- ***Coaching in Organizations: Best Coaching Practices from The Ken Blanchard Companies*** by Madeleine Homan and Linda J. Miller
- ***How to Become a Coach: What You'll Want to Know about Training Programs, Certification and the Business of Coaching*** by Sue Bond
- ***The Complete Guide to Coaching at Work*** by Perry Zeus and Suzanne Skiffington
- ***Mind You Own Biz: Discover the Secrets to Creating a Successful Coaching Business*** by Janet Slack
- ***Executive Coaching for Results: The Definitive Guide to Developing Organizational Leaders*** by Brian Underhill, Kimcee McAnaly, and John Koriath
- ***Leadership Coaching for Educators: Bringing Out the Best in School Administrators*** by Karla Reiss
- ***Therapist as Life Coach: An Introduction for Counselors and Other Helping Professionals (Revised and Expanded)*** by Patrick Williams and Deborah C. Davis
- ***Positive Psychology Coaching: Putting the Science of Happiness to Work for Your Clients*** by Robert Biswas-Diener and Ben Dean
- ***The Truth About the Business of Coaching*** by Lawrence Mortenson
- ***Co-Active Coaching: New Skills for Coaching People Toward Success in Work and Life (Second Edition)*** by Laura Whitworth, Karen Kimsey-House, Henry Kimsey-House, and Phillip Sandahl

Do the quotes placed in this newsletter intrigue you? Would you like to know more about the people quoted or read more of what they have to say? Members of the Peer Resources Network receive links and more details regarding each quote when they receive the monthly *Peer Bulletin*. (Anyone who can identify the source of any of the quotes in this issue of the *Coaching News* will have their name placed in a draw for a complimentary, one-year membership in the Peer Resources Network. Send an email to rcarr@islandnet.com with your answer to any of the "Who said this?" quotes.)

Peer Resources Network members have access to a variety of resources in the password protected area of [www.peer.ca](http://www.peer.ca), and many of these documents are without cost or arrangements have been made with authors and publishers to provide them to members at reduced costs or deep discounts. Papers about certification, fees, and other issues associated with coaching are free to members. In addition, Peer Resources Network members have access to toll-free telephone support for technical and professional questions. Members can talk directly with experts at no extra fee on trends, issues, and other concerns.

The Peer Resources Network is a non-profit organization and is sustained through memberships. The low fee for a one-year individual membership is \$99.00 and the fee for an institutional membership, which allows up to five people to share a full membership, is \$185.00 for a year. We even have a student rate of \$50.00/year. For more details on the benefits as well as a secure online form to sign-up, go to <<http://www.peer.ca/PRN.html>>.

As a bonus for readers of the *Coaching News* who become members of the Peer Resources Network in December 2008, we will send you at no additional cost a CD that contains the three past issues and the current issue of *Compass: A Magazine for Peer Assistance, Mentorship and Coaching* as well as the past 24 months of the *Peer Bulletin*. In addition we will include the Who Mentored Who Quiz slide-show, which features dozens of famous mentoring connections. The slide show is in a quiz

