

# COACHING NEWS

ISSN 1708-9026

July 10, 2007

The Coaching News 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)

## TOPICS:

Reys Big Adventure and Coaching Lessons Learned Along the Way

The Quest for the Best Coaching Publication Awards

Attend Any of 36 Coaching In-Person Conferences or Events

Champions for Coaching

Eight Studies and Resources to Guide Coaching Practice

What's New in Coaching Schools

Join the Peer Resources Network

Subscribe or Unsubscribe to the Coaching News

## REY'S BIG ADVENTURE AND LESSONS LEARNED ALONG THE WAY

Five months have gone by since I had heart bypass surgery. I was shocked and stunned to learn that I had to have an operation on my heart. The surgery was a life-changing and life-threatening event, and I've started to understand the meaning this event has for me. I've learned many important lessons along the way, and I'd like to share my top twelve. Each lesson provided me with an even greater commitment to the work we do as coaches and mentors. I hope that what you read here will not just be a story about what happened to me, but will act as source of inspiration and reflection for what is important in your own work and life.

### **Allowing mutuality**

In January, during my regular exercise workout, I collapsed and lost consciousness while on a treadmill at the recreation centre. When I came to a few seconds later, I thought I was just dehydrated, overdoing it, or unable to catch my breath. Fortunately for me a first-aid technician was there immediately and attended to the scrapes caused by my face plant on the treadmill belt. He also called emergency services. They arrived quickly, placed me on a gurney, and connected me to a heart monitor.

I was experiencing a role reversal: typically I'm the helper; however, now I was in the position of relying on others to help me. The lesson that was highlighted for me was the importance of mutuality and shared responsibility for making our peer assistance, mentoring and coaching relationships work. Not only is this an important way to interact with clients and partners, but we also need to ensure that we have coaches, mentors, and peer assistants in our lives that we can rely on for support.

### **Creating sanctuary**

The emergency personnel asked me questions to determine my level of consciousness and aid in their preliminary diagnosis and treatment, I was trying to convince them that all I needed was to go home. I thought that if I can just get home, I'll be safe. Faced with severe challenges, I learned we often want to find a safe haven; a place where we can be protected, in control, heard, and supported. That's what home represented to me. I wonder how often we strive to provide this sense of sanctuary for the people we encounter in our work.

### **Demonstrating skill**

The ambulance crew, despite my attempts to convince them otherwise, concluded that a journey to the hospital emergency room was necessary. What I learned from their insistence was that when someone experiences a sudden traumatic event, denial may play a large role and result in attempts to reject or minimize the need for appropriate assistance. Skilled listening, powerful questions, and persistence are probably the best way to overcome such denial.

I was fortunate that some of the best coronary care specialists and heart surgeons in Canada worked at the hospital that was just a few blocks from both the recreation center and my home. My friends often tease me that I don't like to leave my postal (zip) code area, and they're right. I have virtually all the services I need for business and personal use within walking distance.

The ride in the ambulance from the recreation center to the hospital only took a few minutes. I was on the gurney in the ambulance lying flat and facing backwards. I started to feel motion sickness and was getting dizzy from the ride. The emergency attendant riding with me said my experience of motion sickness was pretty common. What I learned from this brief encounter was that having an expert recognize and normalize a distressing experience can provide considerable relief.

### **Recognizing turmoil**

I've never spent any time in a hospital except to visit people I knew who were ill, or when I was a clinical psychology intern in a hospital for war veterans. Being wheeled in as a patient was similar to what I've seen on TV, where from the patient's perspective all you can see is the ceiling lights going by.

After examination by an emergency room cardiologist, I was admitted to the hospital for observation and tests. I still wasn't convinced this was necessary, and wanted to get dressed and walk home. Maybe I should explain. I never had any symptoms of heart disease; I was physically very fit, exercised regularly, and pretty much had a healthy diet. I couldn't believe that my recreation center accident was anything but a freak occurrence. I can recall very little of what happened during the next few days in the hospital.

What I learned from this memory lapse was that anxiety, fear, and resistance severely reduce attention, focus, and understanding. Even though I appeared to have a calm exterior, my inner turmoil created a protective veil or shield, and blocked the normal sharpness of my cognitive ability. My wife, Sarah, was later able to fill me in on what transpired during this time, and she told me that my exterior calmness helped her to remain calm. I think that I was more likely stunned than calm.

In our roles as coaches, mentors and peer assistants it is important to be able to recognize when a client or partner may be overwhelmed or experiencing inner turmoil that is masked by external behaviour. Sometimes called "bracing against the pain" this conflict between an inner and outer life can result in cognitive difficulties and physiological problems. By having an opportunity to reflect on the turmoil, our clients and partners are more likely to recover quickly, and more actively participate in their own healing.

### **Building trust**

Some of the diagnostic tests acted as a reality check and confirmed that not only did I have coronary artery disease, but that the only option for me was bypass surgery. The scientist part of me was fascinated to watch the angiogram probe of my heart arteries on the TV-monitor. Although the procedure to explore my arteries was invasive, there was no pain.

The cardiologist took the time to explain the test to me, what it would show, and what decisions had to be made as a result. But his explanation was more than just a clinical review. His communication demonstrated compassion, warmth, expertise, and concern that generated immediate rapport and trust.

I learned two things from this: that developing trust is essential when it comes to making important life decisions; and that having a preview of what was going to happen enabled me to feel more connected to the process. This not only reinforced for me the importance of trust and compassion in our coach, mentor and peer assistance relationships, but also the importance of giving the people we work with a better idea of how we intend to work with them.

### **Identifying intention**

I was released from the hospital to spend a few days at home before my scheduled

surgery. My cardiologist made me promise to return for the surgery, which I thought was an unusual request. I had no intention of fleeing the country or not going ahead with the procedure. I guess that when some patients get home, the security of their own place creates an increase in denial.

The cardiologist reinforced the importance of my having the surgery by saying that I wouldn't be permitted to drive a car until he gave approval some time after the surgery. I laughed when he used this prohibition as a "carrot" to get me to come back. He asked why I was chuckling. I told him I didn't like to drive anyway, and to have a reason not to was a great relief.

While the cardiologist was well-intentioned, he didn't tap into my deeper motivation and my commitment to have the surgery. How often do we as coaches, mentors, and peer assistants participate in the action phase of our interactions while missing what is truly propelling another person to take (or resist) such action?

### **Assessing current reality and setting goals**

After a few days at home I returned to the hospital to begin the "pre-op" phase of my surgery. I was given a tour of the surgery and recovery areas, met the surgeon and the anesthesiologist, both of whom explained with compassion what I could expect. They described the procedures, the high degree of success of the operation, the likelihood that my heart would work even better afterwards, and that I would be able to resume all my normal activities a few weeks later. These were all goals that were at the highest priority on my list.

My time at home prior to this experience gave me considerable opportunity to review and reflect upon the balance sheet of my life. I thought about what I wanted to have happen. I became extremely calm and felt a serenity that surprised me. I realized that I was not afraid to die. I wanted the surgery to be successful, and I wanted to continue to enjoy the love of my wife, family and friends. I felt I was in the hands of the best that was available to us on this earth. If I didn't survive, I felt accepting of it because up to this very day I thought I had lived my life with passion, purpose, and meaning.

While I may have had some regrets about things I had done (or not done) in the past, I had no present baggage, uncertainties, or unresolved connections. The love and intimacy I have with my wife and family had never been stronger. My life felt complete. Mostly what I felt was gratitude and appreciation.

### **Using humor**

Following surgery I was connected to a number of machines, tubes and drugs. I had my own cardiac care nurse. All of these were crucial for my survival and recovery. After a few days I was allowed to go home (without the equipment but with a number of prescription drugs the names of which I couldn't pronounce).

Before I was released from the hospital I had to demonstrate to the cardiac rehabilitation physiotherapist my ability to walk around, tie my shoes and dress myself. I even had to

show that I could walk up and down two flights of stairs. When the physiotherapist accompanied me on the stair climb, she congratulated me on the success and let me know that going up and down two flights was equivalent to the energy needed to have sex. I said to her, "I think I'd rather climb the stairs."

For me the lesson here was the importance of humor. Throughout this most serious of all surgeries, I continued to find humorous elements. One of the cardiac care nurses showed my wife and me a video tape made by a previous cardiac patient who had gone through the same procedure. Near the end of the tape, it showed the former patient playing golf. I turned to my wife and said, "Oh, no, honey; I don't have to learn to play golf when this is over, do I?"

On another occasion when I was in recovery and was still feeling the impact of the tubes that had been placed in my throat during surgery, I was having a hard time getting my vocal chords to work and pretty much had to whisper. A nurse, hoping to aid in my recovery, said to me: "You'll have to try to speak louder." I replied in a whisper, "What's the matter; are you afraid of intimacy?"

I mention these three examples because the first two represent humor that relieved a possible tension- or anxiety-producing situation, while the third example, although funny to me, could have easily been interpreted by the nurse to be a rebuke or rejection of her interest in helping me. Humor is an important element of our work, but it requires attention to making sure it adds to rather than detracts from what we hope will happen.

### **Building relationships**

While the hospital staff, including the nurses, doctors, food services personnel, and lab technicians all contributed to my recovery from surgery, it wasn't until I returned home that my healing really began. My wife Sarah created an email network to keep my friends and family informed about my progress, and they responded with messages of great care and concern. The messages I read showed me a level of caring, compassion and love I didn't know existed. Some of the messages brought me to tears; some of the messages were inspiring; and some of the messages revealed a depth of relationship that most people can only dream about.

What I learned during this healing period was not that coaches, mentors and peer assistants must provide this kind of care to others, but that we must assist each person we work with to develop and access a social network of support that includes people who love and care for them. Without such a social network of intimacy, friendship and compassion available to those we work with, our efforts as coaches, mentors and peer assistants will have only short-term impact. For those in our field that are strongly results-driven, we must attend to the social context within which those results are taking place.

### **Bearing witness**

One of the elements that peer assistants, mentors and coaches have in common, and that distinguishes these roles from other types of helping, is a sense of partnership. We work to accompany the people we work with on their journey. We often bear witness to what the

other person is experiencing. As trusted partners we often provide insights, observations, and feedback. During a period of life transition, such a trusted witness can attend to events, activities, or circumstances that are often inaccessible to us as we journey along the transition path.

For a period of time after my surgery, I was in a daze from the procedure and the post-operative medications. While I appeared lucid and could carry on conversation, my wife, who stayed close to my side daily, was later able to provide me with details about my presence and interaction with others that seemed to disappear from memory. Whether it was a type of trauma amnesia, or the impact of the medications or fear, her recall from notes, observations, witnessing my interactions, and providing me with feedback, proved to be a valuable element of my healing.

Friends who visited me during my hospital stay as well as nurses and physicians also were able to fill in my memory gaps. I thought they were making these things up, until I recognized the compassion they demonstrated to describe what I had been going through.

### **Providing challenges**

Another element that is common to most mentoring, coaching and peer assistance is practitioner involvement in challenging the people with whom he or she works. Understanding and accepting limits or boundaries is important, but we often don't realize how much more capability resides within us.

When I was snoozing or feeling cozy in my hospital bed, the physiotherapist would come into my room and announce that it was time to get up to go for a walk. I didn't think I could and I didn't wanna! But as an expert in what I was going through and the particular stage of my recovery I had achieved, the physiotherapist knew I had much more potential and that my "unwillingness" to get out of bed was expected.

How do we know the challenge will help someone achieve their best or bring them to the farthest limit of their capability? Certainly deep listening to and understanding of how a person perceives their current reality is one of the keys. Another key is having enough experience and self-knowledge to anticipate or empathize with the other person's situation. My friend Bruce Elkin, a coach and Peer Resources Network member, was the first person to help me learn about the exhilaration that comes from moving something from your "can't do" area to your "can do" area. Being the cheerleader and paying close attention to how the other person is reacting to the challenge, enabled the physiotherapist to get me out of bed and to shuffle down the hall.

Most importantly, the physiotherapist provided a safety net for my fear of pushing beyond my limits. She walked beside me offering support, encouragement and reassurance. Enabling our clients and partners to experience the safety net prior to creating the challenge is essential for risk-taking and growth beyond their limits.

### **Making meaning**

Adversity is often part of a life transition. We cannot control what happens to us, but we

can control how we react to what happens. At the same time, a life transition provides an opportunity to connect to a deeper level of life purpose. For some, this deeper connection may not happen without people around them who are willing to ask questions that go beyond the ritual, "How are you feeling today?"

Spirituality has played a significant role in my life, particularly as I grow older. Consequently, I think about life more in terms of purpose and meaning, than I do in terms of accomplishments or results. While I have a tendency to attend to spiritual matters, I found it was extremely valuable to have people around me who asked questions like, "What does this experience mean to you?" "What was the best part of your day today?" "How are you feeling about what's happened to you?"

At times these questions brought me to exceptional emotional depth; tears were not unusual, and new insights as well as affirmations of my world view were common. I ruminated about my vulnerability, my perception of myself as a catalyst to help others connect with their own deepest levels, the unpredictability of the future and the importance of now, what it meant to lose my physical strength and my previous way of life, and to be so completely dependent on others.

These reflections, and the meaning-making discussions that were typically prompted by the people around me, became a major factor in my healing. I'm not finished yet in understanding the meaning this event has for me, and I'm glad to be surrounded by people who are dedicated to helping me with the journey. I am still identifying aspects of this experience that bring me to an even deeper understanding of my purpose in life.

One thing that really struck me as humorous with regard to life purpose was that for some time I've lived my life in accordance with the universal principles associated with the Law of Attraction. That's not the funny part. What gave me a chuckle was that while I was in the hospital I found out that my blood type was B-positive.

## **Reflections**

I hope what I've had to say in this article will act as a catalyst for reflecting on increased attention to these 12 elements in our mentoring, coaching and peer assistance work. In these roles we may often be in a key position to help others maximize their learning from life experience and not succumb to adversity and challenge.

I am grateful to all those who helped me and sent wishes of support. Although this is the third issue of the Peer Bulletin I've sent out after my cardiovascular disease diagnosis and operation, it is the first time I've been able to write about it. By sharing what I have learned (and am still learning) in the face of adversity and challenge, I hope others will be encouraged to see their own life challenges as opportunities for deeper understanding of their life purpose.

I also hope that this article will act as a prompt for you to have a check-up. As my recovery improves every week, I am confident in the doctor's predictions for a fully active, healthy and long life ahead. And, who knew; dark chocolate is loaded with heart-healthy

antioxidants.

(Editor's Note: Cardiovascular disease is the leading cause of death in North America. Recent developments in research, diagnosis, and treatment make it the most successfully treatable and preventable of all causes of mortality.)

## References

Agatston, A. (2006). ***The South Beach heart program: The 4-step plan that can save your life***. Emmaus, Pennsylvania: Rodale Books (Available from <<http://www.amazon.com/exec/obidos/ASIN/1594864195/peerresources>>Amazon.com)

Cooper, K.H. (2005). ***Regaining the power of youth at any age: Startling new evidence from the doctor who brought us aerobics, controlling cholesterol and the antioxidant revolution***. Nashville, Tennessee: Nelson Books. (Available from <<http://www.amazon.com/exec/obidos/ASIN/0785278524/peerresources>>Amazon.com)

Cornwall, C. (February, 2007). Doing your heart good: The latest medical news. ***Reader's Digest***. **170**, 1018, 90-98.

Crowley, C. and Lodge, H.S. (2004). ***Younger next year: A guide to living like 50 until you're 80 and beyond***. New York, New York: Workman Publishing Company.(Available from <<http://www.amazon.com/exec/obidos/ASIN/0761134239/peerresources>>Amazon.com)

Elkin, B. (2006). ***Emotional mastery: Change your mood and create success that matters-with whatever life gives you***. Victoria, British Columbia: Bruce Elkin E-Book. (Available from <<http://www.bruceelkin.com>>[www.bruceelkin.com](http://www.bruceelkin.com))

Harrington, P. (Producer), Byrne, R. (Executive Producer), & Heriot, D. (Director). (2006). ***The Secret***. [DVD]. (Available from [http://shop.thesecond.tv/Shops/DVD\\_Offer.php](http://shop.thesecond.tv/Shops/DVD_Offer.php))

Levine, P.A. (2005). ***Healing trauma: A pioneering program for restoring the wisdom of your body***. Boulder, Colorado: Sounds True. (Available from <<http://www.amazon.com/exec/obidos/ASIN/1591792479/peerresources>>Amazon.com)

Losier, M. (2004). ***Law of attraction: The science of attracting more of what you want and less of what you don't want***. Victoria, British Columbia: Michael J. Losier. (Available from <<http://www.amazon.com/exec/obidos/ASIN/0973224002/peerresources>>Amazon.com)

Scaer, R.C. (2001). ***The body bears the burden: Trauma, dissociation and disease***. Binghamton, New York: Haworth Press. (Available from <<http://www.amazon.com/exec/obidos/ASIN/0789012464/peerresources>>Amazon.com)

---

**"When we learn to manage our emotions long enough to stop and shift our attention to the quieter message from within - the true message, we gain an awareness and wider perspective on situations, tapping into a more solid foundation from where to make a decision, helping to avoid patterns of disappointment."**

~ Dory Willer ~

---

## **THE QUEST FOR THE BEST AWARDS**

In March, 2007 Peer Resources requested nominations of the best-rated Internet publications for people involved in coaching. A panel of experts rated the publications, and used the following criteria to determine the eligibility of nominated publications:

- (a) type of publication: ezine, newsletter, magazine, journal, or blog (e-books unless serialized will not be considered);
- (b) consistency of publication: almost anything published on a regular schedule such as annually, monthly, weekly, daily, every 45-60 days, etc;
- (c) focus of publication: content must be primarily devoted to coaching or mentoring or peer assistance, or a combination of these areas or other areas relevant to coaching, mentoring, and peer assistance;
- (d) source of publication: individuals, associations, training organizations, public agencies, corporations, and for-profit or non-profit groups;
- (e) place of publication: any nominated publication must be available via the Internet, and publications that are distributed on a member's only or paid or unpaid subscribers basis will be eligible.

More than 150 different publications were submitted for consideration, and all but six met the established criteria.

To reduce a potential conflict of interest, Peer Resources publications, including the *Peer Bulletin*, the *Coaching News*, and *Compass: A Magazine for Peer Assistance, Mentorship, and Coaching* were not included for consideration, although they were nominated by several people. Publications created by members of the judging panel, although nominated, were excluded from review.

## Top-Rated Coaching Publications

The Best in Coaching nominations were divided into five categories: (1) business/executive/workplace coaching magazine or journal; (2) life/personal coaching magazine or journal; (3) professional coaching association newsletters; (4) coaching blogs; (5) coaching newsletters produced by coach training organizations; and (6) coaching newsletters produced by individual coaches.

(1) The highest-rated publication in the business/executive/workplace coaching category was ***Coaching at Work***, published in the United Kingdom by the Chartered Institute of Personnel and Development (<http://www.cipd.co.uk/coachingatwork>) and *People Management* magazine. This advertising-free periodical is available in both print and online forms, and is published six times a year (visit their website for contents of current and past issues). Judges believed the articles included in this colourful magazine to be "authoritative, highly-readable, timely, and relevant." (This magazine is only available through paid subscription. Contact: Coaching at Work, 800 Guillat Avenue, Kent Science Park, Sittingbourne ME9 8GU; Tel: 0870 428 7966 in the UK; Tel: +44 1795 592 852 from overseas; email: [training.hotline@cipd.co.uk](mailto:training.hotline@cipd.co.uk) or through their website.)

(2) The best magazine or journal in the life/personal coaching category was ***Personal Success*** published by The Academy Club and The Coaching Academy (<http://www.the-coaching-academy.com>). This full-colour, advertising-free magazine, with both print and online versions is published monthly, and was described by the judging panel as "filled with articles written by the top names in coaching, practical advice and tips, well-designed, with up-to-date topics, reviews, and resources, and an incredible value." (This magazine is available through a free-subscription. Contact: Marie-Louise Cooke, Editor, The Academy Club, 39-43 Putney High Street, London SW15 1SP; Tel: 0208 789 5676; email: [team@theacademyclub.com](mailto:team@theacademyclub.com))

(3) The top-rated ezine from a professional association was ***Business Coaching Worldwide***, published three times per year by the Worldwide Association of Business Coaches (<http://www.wabccoaches.com>). Available online with the option of printing a copy, this publication was described by the judges as "unlike other professional association publications that focus only on promoting themselves and pretending to be 'worldly,' this ezine includes well-written articles prized by practitioners and authored by experts from a variety of fields and coaches from around the world on practice, marketing, assessment, ROI, and other highly-relevant topics." (This free newsletter is available to WABC members as well as non-members; however, only members can participate in a discussion forum about the various topics. Subscription: (<http://www.wabccoaches.com/ezines.htm>).

(4) The coaching blog selected as the top-rated of those nominated was ***The Coach Connection Blog*** created and written by Bill Dueease, President and Co-Founder of The Coach Connection (<http://www.findyourcoach.com>). Judges described this blog as "tackling difficult and controversial topics, providing a wide-ranging and creative focus on coaching, and sharing practical advice to strengthen coaching practice." (Subscriptions are free and the blog is available at <http://findyourcoach.blogharbor.com/>).

(5) The top-rated coaching publication associated with a coach training organization or school was **UTD Coaching News**, the email newsletter of the University of Texas at Dallas Executive and Professional Coaching Program (<http://http://som.utdallas.edu/executive/coaching/index.htm>). Judges described this ezine as "while clearly connected to one coach training institution, this newsletter is neither a recruiting or self-promotion publication and instead focuses on research, viewpoints, management coaching, and team coaching." (Subscriptions are free, and available from [coaching@utdallas.edu](mailto:coaching@utdallas.edu))

(6) A three-way tie for the top-rating occurred in the coaching newsletters produced by individual coaches. Michael Bungay Stanier's newsletter, **Outside the Lines** (<http://www.boxofcrayons.biz>); Bruce Elkin's newsletter, **Simplicity and Success** (<http://www.bruceelkin.com>); and Gary R. Collins' newsletter, **Gary R. Collins Newsletter** (<http://www.garyrcollins.com/>), were each described as "highly readable, succinct articles, often drawing insights from other published work, and providing practical as well as inspiring resources." (Subscriptions for each newsletter are free, and are available from the coach's website.)

Congratulations to all the publishers and editors of these top-rated publications. Thanks also to all the members of the Peer Resources Network and others who submitted nominations.

(Editorial Note: The nomination and judging process had some limitations. The top-rated publications were selected from a total pool of publications nominated that matched the stated criteria, and publications had to be nominated to be included. While all the publications selected as top-rated were considered excellent by the judges, it is clear that there are other publications that might have been highly-rated had they been nominated.

While the newsletters of the largest professional coaching associations were included in the pool, conspicuously absent from the nominated group were the more academic or research oriented periodicals such as *The Bulletin of the Association for Coaching*, *International Coaching Psychology Review*, *the International Journal of Coaching in Organizations*, *the Coaching Psychologist*, *the International Journal of Evidence-Based Coaching and Mentoring*, *Coach & Mentor: The Journal of the Oxford School of Coaching and Mentoring*, and *the International Journal of Mentoring and Coaching*. Additional details about each of these publications is available at <http://www.peer.ca/coaching.html>)

---

**"Don't worry about people stealing an idea. If it's truly original, you will have to ram it down their throats."**

~ Howard Aiken ~

---

## **ATTEND A TOP LEVEL COACHING EVENT**

Several coaching conferences and training events are scheduled over the next few months. A selection of those events from the Peer Resources website (<http://www.peer.ca/coaching.html>) include:

### **College of Executive Coaching Intensive Coach Training**

July 10-16, 2007

Santa Barbara, California

[www.executivecoachcollege.com](http://www.executivecoachcollege.com)

(888) 764-8844 or (805) 474-4124

[training@executivecoachcollege.com](mailto:training@executivecoachcollege.com)

### **The Coaching Clinic: Coaching Skills for Managers**

July 19-20, 2007

Wingate Inn, 1209 N IH 35, Round Rock, Texas

[www.profitconsultingco.com](http://www.profitconsultingco.com)

(512) 989-2230

[alicia@profitconsultingco.com](mailto:alicia@profitconsultingco.com)

### **The LeaderCOACH: Open to all Managers: Best Practices of Coaching**

July 19-20, 2007

161 North Clark Street, Chicago, Illinois

[www.paamentoring.com](http://www.paamentoring.com)

Tel: (800) 648-0543 or (312) 648-0849

[info@perrone-ambrose.com](mailto:info@perrone-ambrose.com)

### **Coaching Leaders Certification Program**

July 24-25, 2007

Chicago, Illinois

[www.linkageinc.com](http://www.linkageinc.com)

(781) 402-5555

[info@linkageinc.com](mailto:info@linkageinc.com)

### **Advanced Techniques of Coaching and Mentoring with David Clutterbuck**

July 26, 2007 (10 percent discount for PRN members)

Burnham, Bucks, England

[www.clutterbuckassociates.com/](http://www.clutterbuckassociates.com/)

+44 (0)1628 661667

[info@clutterbuckassociates.co.uk](mailto:info@clutterbuckassociates.co.uk)

### **ICF Accredited NLP Coach Certification Summer Intensive Training**

July 27-August 18, 2007 (20 days plus three days off)  
Hilton Garden Inn, Burlingame, California  
www.nlpcoach.com  
(800) 767-6756 or (317) 844-6362  
request@nlpca.com

**Registered Corporate Coach Training with Sherry Greenleaf**

August 1-2, 2007  
Baltimore, Maryland  
www.wabccoaches.com  
(877) 846-7228 or (440) 899-9010  
sgreenleaf@impact-dev.com

**Coaching Leaders Certification Program**

August 8-10, 2007  
Washington, DC  
www.linkageinc.com  
(781) 402-5555  
info@linkageinc.com

**Registered Corporate Coach Training with Sherry Greenleaf**

August 21-22, 2007  
Baltimore, Maryland  
www.wabccoaches.com  
(877) 846-7228 or (440) 899-9010  
sgreenleaf@impact-dev.com

**College of Executive Coaching Intensive Coach Training**

September 6-12, 2007  
Santa Barbara, California  
www.executivecoachcollege.com  
(888) 764-8844 or (805) 474-4124  
training@executivecoachcollege.com

**Corporate Mentor Training**

September 24-25, 2007  
Club Willow Wells, Waterloo, Ontario  
www.mentors.ca/trng.html  
(800) 567-3700 or (250) 595-3503  
info@mentors.ca

**Coaching Leaders Certification Program**

September 26-28, 2007  
New York, New York  
www.linkageinc.com  
(781) 402-5555

info@linkageinc.com

**Advanced Coaching Leader: Masterful Coaching of Senior Leaders and Leadership Teams**

September 27-28, 2007

Atlanta, Georgia

[www.linkageinc.com](http://www.linkageinc.com)

(781) 402-5555

info@linkageinc.com

**Advanced Coaching Leaders: Masterful Coaching of Senior Leaders and Leadership Teams**

September 27-28, 2007

Atlanta, Georgia

[www.linkageinc.com](http://www.linkageinc.com)

(781) 402-5555

**Transforming Your Practice: Life Coaching Skills for Therapists with Dr. Patrick Williams**

September 30-October 5, 2007

Mami Camilla Bed & Breakfast, Sorrento, Italy

[www.patrickwilliamsinitaly.eventbrite.com/](http://www.patrickwilliamsinitaly.eventbrite.com/)

(970) 224-9830

pat@lifecoachtraining.com

**International Coach Federation Australasia Regional Conference**

October 2-5, 2007

Melbourne, Australia

[www.icfaustralasia.com/Conference2007/](http://www.icfaustralasia.com/Conference2007/)

Call for papers: [conferenceideas@icfaustralasia.com](mailto:conferenceideas@icfaustralasia.com)

**Advanced Techniques of Coaching and Mentoring with David Clutterbuck**

October 4, 2007

Burnham, Bucks, England

[www.clutterbuckassociates.com/](http://www.clutterbuckassociates.com/)

+44 (0)1628 661667

info@clutterbuckassociates.co.uk

**Art of Mindful Coaching Retreat**

October 8-10, 2007

Bend of Ivy Lodge, Asheville, North Carolina

[www.dougsilsbee.com/training/retreats](http://www.dougsilsbee.com/training/retreats)

(828) 254-2021

ds@dougsilsbee.com

**European Mentoring and Coaching Council Conference**

October 11-13, 2007

DJURÖNÄSET (near Stockholm) Sweden  
www.emccouncil.org/conferences.htm  
Tel: +44 1992 550246  
julie.hay@emccouncil.org

**College of Executive Coaching Intensive Coach Training**

October 15-21, 2007  
Santa Barbara, California  
www.executivecoachcollege.com  
(888) 764-8844 or (805) 474-4124  
training@executivecoachcollege.com

**Annual Coaching at Work Conference**

October 17-18, 2007  
London, England  
www.cipd.co.uk/cande/coach/  
+44 (0) 20 8612 6200

**Coaching and Communicating for Performance**

October 21-26, 2007  
The Banff Centre, Banff, Alberta (Canada)  
www.banffleadership.com  
(604) 822-8455 or (800) 590-9799  
leadership@banffcentre.ca

**Coaching Across Cultures**

October 23-25, 2007  
Regus Park Artium, Brussels, Belgium  
www.philrosinski.com/index.php?id=10  
+32 (0)2 358 65 08

**The LeaderCOACH: Open to all Managers: Best Practices of Coaching**

October 25-26, 2007  
161 North Clark Street, Chicago, Illinois  
www.paamentoring.com  
Tel: (800) 648-0543 or (312) 648-0849  
info@perrone-ambrose.com

**Executive Coaching Summit**

October 28-30, 2007  
Long Beach Convention Center, Long Beach, California  
www.executivecoachingsummit.com/  
info@executivecoachingsummit.com

**International Coach Federation Conference**

October 31 to November 3, 2007

Long Beach Convention Center, Long Beach, California  
[www.coachfederation.org](http://www.coachfederation.org)

**Coaching Skills for the HR Professional**

November 1-2, 2007  
161 North Clark Street, Chicago, Illinois  
[www.paamentoring.com](http://www.paamentoring.com)  
Tel: (800) 648-0543 or (312) 648-0849  
[info@perrone-ambrose.com](mailto:info@perrone-ambrose.com)

**Coaching Supervision Training Program**

November 5-6, 2007 (Part One: Become a Coaching Supervisor)  
West Malvern, United Kingdom  
[www.supervisioncentre.com](http://www.supervisioncentre.com)  
Tel: 01432 356171  
[info@supervisioncentre.com](mailto:info@supervisioncentre.com)

**Establishing a Peer Coaching System**

December 3, 2007  
Peer Resources, Victoria, British Columbia  
[www.peer.ca/trng.html](http://www.peer.ca/trng.html)  
(800) 567-3700 or (250) 595-3503  
[info@peer.ca](mailto:info@peer.ca)

**Registered Corporate Coach Training with Deanne DeMarco**

December 3-4, 2007  
Elmhurst, Illinois  
[www.wabccoaches.com](http://www.wabccoaches.com)  
(866) 912-6224  
[info@breaking-boundaries.com](mailto:info@breaking-boundaries.com)

**Coaching Supervision Training Program**

January 14-15, 2008 (Part Two: Advanced Coaching Supervisor)  
West Malvern, United Kingdom  
[www.supervisioncentre.com](http://www.supervisioncentre.com)  
Tel: 01432 356171  
[info@supervisioncentre.com](mailto:info@supervisioncentre.com)

**International Coaching Week**

February 3-9, 2008

**Coaching and Communicating for Performance**

March 2-7, 2008  
The Banff Centre, Banff, Alberta (Canada)  
[www.banffleadership.com](http://www.banffleadership.com)  
(604) 822-8455 or (800) 590-9799

leadership@banffcentre.ca

### **Association for Coaching International Conference**

March 13-14, 2008

Victoria Plaza Hotel, London, England

[www.associationforcoaching.com](http://www.associationforcoaching.com)

[marje@associationforcoaching.com](mailto:marje@associationforcoaching.com)

Call for papers/presentations (Deadline: May 20, 2007)

Request a speaker submission form from [sheree@associationforcoaching.com](mailto:sheree@associationforcoaching.com)

### **Coaching and Communicating for Performance**

June 15-20, 2008

The Banff Centre, Banff, Alberta (Canada)

[www.banffleadership.com](http://www.banffleadership.com)

(604) 822-8455 or (800) 590-9799

[leadership@banffcentre.ca](mailto:leadership@banffcentre.ca)

### **Global Convention on Coaching**

July, 2008 (five days)

Location to be determined

[www.coachingconvention.org/](http://www.coachingconvention.org/)

For additional coaching events, go to <http://www.peer.ca/coaching.html>. We only list in-person events that are a minimum of a full-day in length. (Peer Resources Network members can have their in-person events added at no cost. To add an event, contact Rey Carr at [rcarr@peer.ca](mailto:rcarr@peer.ca))

---

**"What planet would you advise me to visit now?" he asked.  
"The planet Earth," replied the geographer. "It has a good  
reputation."**

~ From The Little Prince by Antoine de Saint-Exupéry ~

---

## **CHAMPIONS FOR COACHING**

**Zuño Kristal**, a personal-life coach and member of the Peer Resources Network will be co-leading a "Group Coaching Essentials" course at Teachers College Columbia University in New York City on June 22, 2007. This one-day experiential course will define coaching

leadership from other types of leadership, explore several group coaching models, provide a demonstration of coaching group in action, and assist participants to design their own group coaching model. Opportunities will also be available to coach and be coached. Registration for the course is available on the Teachers College website at <http://tinyurl.com/2krjl9> **Zuño** can be contacted at Kristal Coaching, [zuno@kristalcoaching.com](mailto:zuno@kristalcoaching.com) or (212) 452-2469.

Four Canadian organizations were honoured at the 2007 International Coach Federation (Greater Toronto Chapter) **PRISM Award Showcase** on Friday May 25. The four winners, representing a cross section of industries, from not-for-profit to construction, food service and marketing, exemplify the role that coaches have played in driving new business, engaging employees and leading executive teams through times of significant transition. "This is the seventh year for the PRISM Awards, and we are delighted to see such a strong cross-section of success stories that showcase the power of professional coaching," says Thomas Schulz, President of ICF-GTA. "Each of this year's winners has a compelling tale to tell about how coaching has truly made a difference to their business — from a one-person operation who believed that coaching was the key to future growth, to a Canadian charitable foundation whose CEO has since received national recognition for her leadership efforts." The four winners include Sysco Canada Inc, a large business that worked with coach Cassandra Gierden of Profit Coaching; Tribute Communities, a medium business that worked with Eileen Chadnick of Big Cheese Coaching; Impact Communications, a small business that was helped by coach **Sophie Cousins-Mathewson** of Prism Group International (<http://www.prismgroup.ca>) and a member of the Peer Resources Network; and the National Ovarian Cancer Association, a non-profit organization assisted by coaches Sarah Robinson and Colleen Hurst.

**Peyton Manning**, not yet a Peer Resources Network member and the quarterback for the Super Bowl XLI champion Indianapolis Colts, serves as a mentor and coach to thousands of youngsters as well as aspiring athletes. During the off-season he works tirelessly with young people around the United States and helps them to aspire to greatness as individuals, team players and athletes. For a great example of his ability to motivate youth through coaching, visit <http://www.glumbert.com/media/peyton>

---

**"When I was young, I used to think that wealth and power would bring me happiness. I was right."**

~ Gahan Wilson ~

---

## EIGHT STUDIES & RESOURCES TO GUIDE PROFESSIONAL PRACTICE

Peer Resources continually scans the professional and popular literature for articles, books, videos and other useful reference materials. They provide a brief synopsis of the latest work as well as citation details and summaries on their website at <http://www.peer.ca/coaching.html>. They also provide a searchable format on their site at <http://www.peer.ca/SearchB.html>. Here are some recent additions:

Battley, S. (Spring, 2007). Executive coaching myths: From myth-busting to tomorrow's competitive advantage. *Leader to Leader*, 44, 20-25. An experienced executive coach details false assumptions made by many people when faced with deciding whether to hire a coach. Some of the areas examined are (1) the tendency of leaders to think their previous success as an individual will be all they need in their executive role; (2) the tendency to tune out feedback that doesn't fit with an executive's own worldview; (3) coaching is equivalent to psychotherapy or personal counseling; (4) coaching requires giving up independence; (5) wait till a crisis occurs before bringing in a coach; (6) coaching and mentoring are the same; (7) only someone who has walked in the executive's shoes will be able to understand and help; and (8) the value of coaching cannot be demonstrated through bottom-line return on investment. Each of these eight myths are countered with examples from the author's coaching work.

Bersin, J. (May, 2007). ***High-impact talent management: Trends, best practices and industry solutions.*** Oakland, California: Bersin & Associates. The author believes that corporate talent management will be one of the most important business initiatives in the coming decade. His organization conducted a two-year research project using patented methodology that included 750+ corporations and one million data elements. The research revealed the top 22 talent management processes which drive the highest levels of business impact. Coaching was shown to account for 48% of business improvement, and was the highest rated of the 22 talent management processes studied. (Editor's note: The full report is available for \$1495.00 - yes, that's the actual cost. An audio summary as well as an executive summary are available at no cost from [http://www.bersin.com/research/hitm\\_top22.asp](http://www.bersin.com/research/hitm_top22.asp))

Chief Learning Officer. (July 2, 2007). Survey: Executive coaching sees downturn. ***Chief Learning Officer*, 5**, 25 [Online]. (Retrieved July 2, 2007 from [http://www.clomedia.com/content/templates/clo\\_article.asp?articleid=1878&zoneid=196](http://www.clomedia.com/content/templates/clo_article.asp?articleid=1878&zoneid=196)). A survey of 2000 senior human resources and learning and development executives revealed that 33 percent of organizations that provide executive coaching are using it less than previously. Forty-eight percent are using executive coaches at the same rate, while 19 percent are increasing their use of coaching. The authors of the survey, a consulting and training firm located in Boston, Massachusetts, attribute this downturn to the tremendous growth experienced in recent years slowing slightly and the demands of senior management for "greater accountability and cost containment." The authors speculated the the executive coaching field itself may be overpopulated with practitioners at the present time and some involved

in the field may not have the experience to back up an ROI approach to their services. In contrast, the pending retirement of the baby boomer population will create a greater need for improved skills at the middle- and senior-level positions as many unprepared executives move up in the ranks.

Dagley, G.R. (November, 2006). Human resources professionals' perceptions of executive coaching: Efficacy, benefits, and return on investment. *International Coaching Psychology Review*, 1, 2, 34-45. Human resources practitioners completed structured interviews to elicit their perceptions of the overall efficacy of executive coaching, the specific benefits derived and drawbacks experienced from the programs, their estimates of the cost/benefit of the programs, and their interest in using executive coaching in the future. The results indicated that all 17 (Melbourne-based) participants were responsible for more than 1000 individual executive coaching programs and \$15.4 million of expenditure on executive coaching in the preceding two years. HR personnel indicated strong support for the use of coaching in the future, and all rated their programs as at least moderately successful. The practitioners also identified a large range of benefits for the individual executives (the strongest being a "clearer understanding of personal style and issues arising from these) and a smaller range for the organizations (the strongest being "capacity building of the talent pool"). The two most commonly expressed drawbacks were difficulty with executives making time for sessions and the expense of executive coaching. Total program costs ranged from a low of \$600.00 for a four-session program to \$45,000.00 for an 18-session program. (The average, hourly rate for executive coaching across all organizations was \$717.00 per hour.) Although the practitioners indicated that benefits exceeded costs, only one practitioner indicated completing formal measurement of return on investment. (Full study available to members of the Peer Resources Network.)

Kise, J.A.G. (2006). *Differentiated coaching: A framework for helping teachers change*. Thousand Oaks, California: Sage Publications, Inc/Corwin Press. Professional development for educators is an essential aspect of helping teachers to improve student achievement. Yet often such training fails to make a difference in the classroom. One reason is that the change expected from the professional development training does not attend to the individual teacher characteristics. Coaching is a way to take into account all those elements that can block change and through "differentiation" help teachers to implement successfully needed change. The author provides many examples of how this coaching process occurs in school settings. (Available from <<http://www.amazon.com/exec/obidos/ASIN/1412916429/peerresources>>Amazon.com)

Laskow, L. (1992). *Healing with love: A physician's breakthrough mind/body medical guide for healing yourself and others: The art of holoenergetic healing*. San Francisco: Harper. The author discusses the importance of feeling and expressing love for attaining what he terms "holoenergetic healing." He describes this as a transformational process that can bring harmony and balance into the deepest recesses of the self. He also describes in some detail how emotions can influence health both through psychoneuroimmunologic mechanisms and through effects on the human bioenergy system. Healing with Love contains a lot of material from non-mainstream sources, including the esoteric traditions, complementary and alternative medicine, the new physics, energy medicine, and

transpersonal psychology. An especially attractive feature is the inclusion of numerous meditations, visualizations, breathing exercises, and other step-by-step experiential techniques that assist the reader in opening up to their innate capacity for love. (Available from <<http://www.amazon.com/exec/obidos/ASIN/0966519507/peerresources>> Amazon.com)

Lewis, M. (June, 2007). Coaching distinctions. *Link&Learn eNewsletter* [Online]. (Retrieved July 2, 2007 from <http://www.linkageinc.com>). The author, an International Coach Federation certified member, proposes that distinctions between coaching, mentoring and other roles are not blurry or murky, and that coaches have a role to play in educating the public about these "clear" distinctions. Brief descriptions of consulting, sports coaching, mentoring, therapy, manager as coach, and friends/family support are provided to help distinguish each of these areas from each other. The text appears to be extracted word-for-word from the ICF website (and may have also been written by this article's author). (Note: While the distinctions are helpful, they are narrow, simplistic and do not match the breadth or depth of these different relationships. They appear to be prepared by someone who has too little experience in these areas and rather than clarifying (or achieving the author's goal of clarity) wind-up creating greater misunderstanding of the practices of many people involved in these other areas.)

Thomas, N. and Saslow, S. (May, 2007). Improving productivity through coaching and mentoring. *Chief Learning Officer*, 6, 5, 22+. The authors believe that executive coaching is more widely understood and more likely to be promoted than mentoring. They quote a survey that revealed 86 percent of companies offer coaching for executives, and only 43 percent offered formal mentoring. In a side-bar they provide a case study of a 15,000 employee company that uses both mentoring and coaching, and they conclude by urging training for mentors. In addition, the authors point out how coaching and mentoring are often overlooked by personnel involved in talent management. (Ironically, another article in this same issue focuses specifically on the talent management "crisis" and fails to mention anything about mentoring and coaching as strategies with a holistic framework.) They identify the elements of successful mentoring programs (commitment and sponsorship, program management and structure, recruiting strategies, assignments, and training), and factors that derail mentoring plans (poor matching and time constraints). Whether mentoring is formal or informal, mentoring orientation or training should include expectations, asking questions, giving feedback, sharing experiences, career guidance, and tips on managing the mentoring relationship. A valuable part of this article is a table that differentiates mentoring from coaching on seven characteristics. (The full text of this article and the table are available to Peer Resources Network members.)

---

**"Money won't buy happiness, but it will pay the salaries of a large research staff to study the problem."**

## WHAT'S NEW IN THE COACHING WORLD

With over 260 coach training organizations to choose from and more than 65 varieties of certification available in the coaching field, what was once a relatively easy decision has become infinitely more complicated.

Here are a few of the latest entries to the Coaching Schools and Training Organizations Directory (<http://www.peer.ca/coaching.html>). (For more details, consult the Directory.)

*The Columbia University/Teachers College Coaching Certification Program* requires the completion of two five-day intensives: either an Internal Coach Intensive or External Coach Intensive and an Advanced Coach Intensive. A practicum is also required which includes online peer coaching labs, work with a mentor coach, and individual coaching experience. This program is offered in partnership with the Columbia Business School Executive Education program, and is designed to be completed within a seven-month period (but can be extended). Tuition for this program is not available online — program leaders request that prospective participants call them for the latest information and starting dates for the Internal, External and Advanced courses. An online application form is available.

*The University of Calgary Certified Co-Active Coach Training Program* is a partnership between The Coaches Training Institute and this Calgary, Alberta (Canada) university. The university's continuing education department offers a two-component program consisting of a "core curriculum" (five courses offered on a five three-day weekend residential basis), and a "certification program" (a six-month, hands-on coaching, supervision, and group work component all provided by telephone by CTI-trained master coaches.) Both the core curriculum and certification program are geared towards the accreditation system of the International Coach Federation. The tuition for the first five courses is \$6140.00 (discount for registering for all five courses), and the fee for the certification component is not stated. Consult the website for course start times.

*The Academy of Executive Coaching* in the UK is launching an Advanced Diploma program in the Czech Republic. The program, approximately 18 days over a 13 month period, consists of an orientation event, four four-day modules, six-to-eight weeks apart, and two assessment days. Participants will have access to regular, individual tutorials, and be able to meet in practitioner groups physically and virtually between events. Each of the four development modules develops a particular theoretical aspect of the whole program as well as maintaining common themes such as triad skills practice and client supervision. The fifth module is devoted to the assessment of each participant's coaching framework

and coaching skills. Participants must be able to converse in English and have a minimum of six coaching clients by the start of the program. The diploma will be awarded to participants that pass an assessment by self, peers, and tutors, and will include the presentation of a coaching model, demonstration of coaching practice, and submission of a learning journal. The four (4) residential events will take place at the stylish, 4-star Hotel Na Zámecku, situated in the old district of Záběhlice in Prague 10, near the city centre. The course fees are €7,500 plus residential costs of approximately €100 per day.

*Fielding University's Evidence Based Coaching Certificate Program* is expanding rapidly. Due to high demand, they launched a second cohort that will start in September, 2007, and has already been filled. Space is available for their January, 2008 admission. The Evidence Based Coaching program combines online teaching in evidence based theories and their application to coaching with face to face and telephone skills training. International Coach Federation certification is granted in addition to graduate credit, both at the masters and Ph.D. level. To date, Fielding is the only university in the United States granting Ph.D. credit for coaching certification.

*The Life Coaching Institute in Australia* specializes in training coaches through the Institute's Certificate IV in Life Coaching, which is accredited and nationally recognized by the Australian Department of Employment, Training and Industrial Relations. The program covers nine units of competency over 430 nominal contact hours. The Certificate IV in Life Coaching is a self-paced program that generally takes students between 6 - 8 months to complete. Tuition for the program is AUD\$2495. They also offer a Diploma of Life Coaching, which includes more in-depth work (17 units, 1,000 hours of content, 34 hours of telecourses, and more).

*Peter Bluckert (PB) Coaching* is a U.K.-based organization that is accredited by the European Mentoring and Coaching Council (EMCC) to offer coach training. They offer a certificate in business and executive coaching (10 months, divided into six workshops for a total of 100 training hours, and only the first workshop is residential, total cost £6,000); a diploma in coaching psychology (12 months, focuses on person-centered, cognitive-behavioral psychology, psychodynamic, and Gestalt traditions, six workshops with only the first requiring residential engagement, total cost £6,000); and a certificate in coaching supervision (two residential workshops of three days and two days each with one-to-one coaching supervision practice and feedback; participants maintain a reflective journal, total cost £1,900). They will be offering a masters in business and executive coaching. In Ireland they offer an advanced management diploma in executive coaching. They also offer in-house training for internal coaches.

*Lambent do Brasil* is based in São Paulo, Brazil and was founded in 2002 by Andrea Lages and Joseph O'Connor. They offer a training for managers to become coaches that takes six days or 45 hours to complete. It can be taken as an intensive over a six day period or in a series of two or three day modules. They also offer a first-level International Coaching Certification training that is business focused and integrates several coaching models (the Inner Game, transformational coaching, neurolinguistic programming, ontological coaching, and integral coaching). The cost is 1800 Euros. They also offer a six-day

advanced specialist training that focuses on corporate coaching, life coaching, team coaching and includes a daily peer coaching component. Participants prepare book summaries, engage in a self-coaching project, a business coaching project, and an integration learning day, which takes place approximately six months after the initial training. A third level master coach training is also available and open to participants who have successfully completed the ICC International Coaching Certification training, have at least 10 hours of supervision with an ICC Master Coach, 200 documented coaching hours, completion of a 5000 word thesis on coaching, participate in a discussion about the thesis, and be active as a coaching professional. Check their website for start dates and the latest fee schedule.

*Massachusetts School of Professional Psychology* offers a Graduate Certificate in Executive Coaching (within their Organizational Psychology program). This is a two-year, part-time program that includes 195 hours of classroom study and supervision (four 30-hour courses, a 45-hour coaching skills and techniques course, and a 45-hour supervised practicum). The next entering class will begin in January, 2008, and all courses are held on the MSPP campus, approximately 20 minutes from downtown Boston, Massachusetts. A bachelor's degree or equivalent is required for admission. The MSPP program is accredited by the American Psychological Association. Tuition for the total program is \$13,540.

*Coach2-Integral* is a new program founded and designed by Mike Jay. The training takes place in a variety of formats including telecourses, web-mail, in-person, and moves around to various locations in the world. The focus of the program is on adult development as portrayed by such authors as Robert Kegan and William Perry.

*Meta-Coaching Training* provides five programs for coach training: coaching essentials, coaching genius, associate certified meta-coach training (internal or external), professional certified meta-coach assessment, and master certified meta-coach training and assessment. The focus of all training is on neurolinguistics and neurosemantics. Courses typically require 180-510 hours of coach specific training. Instructors are master coaches and every course is supported by a group mentoring model. The courses are accredited by the International Society of Neuro-Semantics and are offered in various locations around the world. No details about tuition are available on the website.

*Bow Valley College* offers a Life Skills Coach Certificate program that is based on the well-known Saskatchewan NewStart model of life skills. The program is 34 weeks, and the next entry point is the fall of 2007. Participants typically work as leaders and facilitators of experiential learning groups upon completion of the training. Peer coaching is one of the courses taught in this program. Tuition for Canadians is \$2471.60, and for international participants is \$4,564.60.

*Rhodes Wellness College* provides a Life Skills Coach Certificate through an intensive, full-time program for those participants who want to conduct life skills programs (typically group facilitation) as originally designed by the Saskatchewan NewStart model. Tuition is \$3750.

*OPM Diploma in Leadership Mentoring and Executive Coaching* is an accredited program for managers and human resource professionals. They offer a seven day program that focuses on the theory and practice of coaching and mentoring that provides an understanding of theories of coaching, practice of coaching skills extensively in a supportive environment, challenge and support to improve performance, peer coaching, and relevant, safe and ethical practice. Tutors for the program are David Love and Jonathan Passmore. The next cadre is expected to start September 18, 2007 and take place one day a month for seven months. They also offer a four-day Coaching and Supervision Masterclass programme that focuses on developing and running a coaching practice, reflection upon psychometrics and feedback, use of psychological techniques, and a review of ethical dilemmas. Tuition is £2350 + VAT.

*Dream University* has changed its name from "Dream Coach," and is a content specific coaching program that has been developed and successfully delivered by Marcia Wieder, America's Dream Coach for close to 20 years to over 100,000 people. Participants in the seven-day training learn a 10-step process including working with intention, integrity, purpose/passion, dreams, doubts, obstacles, beliefs, creating personal practices, strategies and team building. The structure of the program attracts both seasoned coaches seeking new tools, and new coaches. At the end of seven days, participants who graduate are Certified Dream Coaches (about 500 people have received this certification worldwide). There is also a Dream Coach Group Leader program offered once a year. Graduates receive 45 CEU's toward the certification requirements of the International Coach Federation. This week-long program is delivered in an in-person classroom setting (maximum size 30) by Marcia Wieder, typically in San Francisco, California in January and August every year. Tuition is \$3495 U.S. Discounts are available to members of the Peer Resources Network.

*6 Advisors Coaching Academy* Executive Vice-President, Harvey Schoof, has announced that their coach training organization will start another coaching class on July 10th. 6 Advisors provides an assessment that they believe allows their coaches to know how a prospect or client thinks before they begin the coaching. Much of foundation for this program is based on the work of Og Mandino. Their 90-day Personal Coaching Practicum and Principles provides a road-map (the science of "Axiology") for clients to master their thought processes by capitalizing on their strengths. Their membership-model provides training, mentoring, and business development support for coaches to create a coaching business. 6 Advisors believes that their coach designation requires skills and knowledge that exceed the requirements of the International Coach Federation. Certification is based on an assessment of quality participation in their training program, being engaged in a group coaching process, the submission of a field work portfolio, and a final review and assessment that includes a series of observations and an oral examination or interview. Participants who become 6 Advisors certified coaches will have the certification fees charged by the International Association of Coaches (IAC) paid by 6 Advisors. In addition successful candidates can participate in all ongoing weekly training at no additional cost. Interested, potential participants can sample the assessment process at no cost or obligation by visiting their website. The fee is \$1995.00 for membership enrollment and

\$295.00 per month.

---

**"I always have a quotation for everything - it saves original thinking."**

~ Dorothy Sayers ~

---

## **JOIN THE PEER RESOURCES NETWORK**

Do you know someone who could benefit from becoming a member of the Peer Resources Network? Although you are receiving this free newsletter every 45-60 days, members of the Peer Resources Network receive a monthly newsletter, the Peer Bulletin, with additional information, practical tips, announcements, details about champions for coaching, discounts or special offers exclusively for members, funding opportunities and job openings in coaching and coaching research summaries every month.

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. In addition, members also receive their newsletter with all links active so that a single click on a link will generate a connection to program, service or resource described.

In addition Peer Resources Network members receive toll-free coaching and consultation for development issues as an additional benefit of membership. Members also have access to the online versions of ***Compass: A Magazine for Peer Assistance, Mentorship and Coaching***. This magazine has become the only advertising-free, professional, peer-reviewed publication coaching, mentoring and peer assistance, and is filled with timely articles for coaches. Coach members of the Peer Resources Network can list their coaching services as well as any in-person training events or workshops they provide on the Peer Resources' website. Members are also eligible to receive complimentary copies of the latest top-level coaching books and resources.

The Peer Resources Network is a non-profit organization and is sustained through memberships. The low fee for a one-year individual membership is \$75.00 and the fee for an institutional membership, which allows up to five people to share a full membership, is \$140.00 for a year. We even have a student rate of \$32.10/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 Peer News who become members of the Peer Resources Network during July, 2007, 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 12 months of the Peer Bulletin. This CD is free to PRN members and will be sent by postal mail at no cost to any individual category member or the group leader of any institutional membership.

---

**"The most beautiful experience we can have is the mysterious. It is the fundamental emotion which stands at the cradle of true art and true science."**

~ Albert Einstein ~

---

The Coaching News is a copyrighted publication of Peer Resources, a non-profit corporation, located at 1052 Davie Street, Victoria, British Columbia V8S 4E3 Canada. All articles are written by Rey Carr unless otherwise indicated. Back issues of The Coaching News are available online at <<http://www.peer.ca/thecoachingnews.html>><http://www.peer.ca/thecoachingnews.html>. To subscribe or unsubscribe send an email to [info@peer.ca](mailto:info@peer.ca).

To learn more about the people quoted in this issue or to access more of what they have to say, consider becoming a member of the Peer Resources Network (PRN). Members receive a monthly newsletter 60-90 days earlier than The Coaching News that contains the same text plus additional articles not available in The Coaching News plus links to all quoted sources. Membership is fee-based and the benefits and features are listed at <<http://www.peer.ca/PRN.html>><http://www.peer.ca/PRN.html>.