

COACHING NEWS

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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

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HELPING YOU HELPS ME: HEALTH BENEFITS OF COACHING

A recruiting poster to gain volunteer mentors from within a large corporation stated that becoming a mentor was a "way to give back to others" and would

provide "many benefits to the mentor." Those of us in coaching, mentoring, and peer assistance have known for some time that we often gain as much from our work as the people we call our clients or partners. Engaging in this kind of work is often described by practitioners as fulfilling, satisfying, rewarding, and therapeutic.

But new research suggests that providing this kind of help does more than make a person feel good, it may actually also contribute to living longer and a healthier life. In a new book by Steven Post and Jill Neimark called "Why Good Things Happen to Good People," the authors provide a summary of the new scientific data on the life-enhancing benefits of caring, compassion and kindness. When we give ourselves, according to the authors, "Everything from life-satisfaction to self-realization to physical health is affected." We live longer. We are unlikely to be depressed. Our general well-being is enhanced, and we are more likely to experience good fortune.

A fifty-year study showed that high school students, who were considered giving, had better physical and mental health in later life. According to Dr. Post, the president of Case Western Reserve University Institute for Research on Unlimited Love (<http://www.unlimitedloveinstitute.org/>), "Charity in high school leads to better physical and mental health in late adulthood. We've known about the impact on mental health, but the data on physical health is relatively new and could only have been produced from these long-term or longitudinal studies. Helping others aids in relaxation and stress reduction."

Robert Emmons, a psychologist and professor at the University of California, Davis, directed a study called "The Gift of One's Self," the results of which revealed that organ transplant recipients who expressed gratitude following their operations had less physical problems when recovering. The study, conducted at the University of California, Davis, and funded by The Institute for Research on Unlimited Love, surveyed almost 75 recipients of transplanted hearts, livers, lungs, kidneys or pancreas. "Participants who wrote that they had expressed gratitude in some way, either directly or indirectly, had less problems with physical roles – carrying groceries, walking, exercising," according to Dr. Emmons. Many organ recipients said they felt they had received the "gift of life," said research associate Stefanie Gray Greiner, now of the Mississippi University for Women. "People who felt gratitude felt physically better and were able to function physically at a higher level than those who didn't express gratitude." "This is the first study to suggest that gratitude could be important for physical recovery following transplantation," Dr. Emmons concluded.

In his remarkable book that places the heart as the seat of the mind and

altruistic soul, Dr. Paul Pearsall, himself a recipient of a life-saving transplant, makes a strong case through personal stories and research that the mind is not in the brain, and how love and health are intimately related. Dr. Pearsall believes that we are all healers, but some of us have been transformed by serious illness or life crisis, and have become more sensitive ("cardio-sensitives") than those "who have not yet had their turn at confronting their own mortality." This heart sensitivity through life experience enables healers to care for themselves by caring for others. His book provides a "Heart Energy Amplitude Recognition Test" to assist people to learn about and be aware of the quality of energy they are sending out in the world, and to "help them recognize by which code they are primarily living their life -- the brain's or the heart's."

Dr. Post describes this type of giving as "vitamins for the soul" and "Karma for the brain." His research demonstrates that our bodies reward us for acts of kindness and generosity and forgiveness. "Giving," Dr. Post believes, "is more protective for our bodies than aspirin." The authors provide an online quiz, adapted from The Love and Longevity Scale, to rate yourself on ten different giving behaviours. You can use it as a benchmark to determine whether you need to weave more generous behaviour into your life and become a happier, healthier person. To take the quiz, go to (<http://www.whygoodthingshappen.com/main.php?section=quiz>).

The impact of giving on long-term health is receiving greater attention from researchers. Philip Watkins and associates found that "gratitude was associated with lower symptoms of post-traumatic stress disorder." Peterson and Seligman have created what they call the science of human strengths, and have developed a taxonomy of 24 character strengths. And while research has been providing a more scientific foundation for the impact of giving, it's effects have long been known to practitioners. Dr. Karl Menninger, MD, who co-founded the Menninger Clinic in 1925, was asked what a person should do if he felt a "nervous breakdown" coming on. Dr. Menninger replied, "Lock up your house, go across the railroad tracks, find someone in need, and do something for them."

The results of giving have also been demonstrated outside of the academic or research arenas. A recent article in the Globe and Mail reported that a Canadian health sciences company charitable partnership led to soaring productivity for employees. According to coach Peggy Pelosi, the employees saw a relationship between where they worked and a meaningful connection with people in need. Contributions to the charity tripled and the health sciences company share value went up 3000%. They called their company an "emotional profit center." (The article was accompanied by a "Karma Meter"

survey so that readers could rate themselves on their attitude towards giving. To take the Karma Meter survey go to <http://tinyurl.com/2o9fvb>)

Giving to others has had a long and honorable history. Some people have become well-known as a result of their generosity. Barbara Metzler recently documented in her book, *Passionaries*, how 35 social entrepreneurs, ages 6 to 89, turned their passion into action. Millions of people around the world are, quietly and with little publicity, actively involved in improving the health and well-being of humankind. New evidence shows that for mentors, the phrase, "helping you helps me," goes beyond what we typically thought we gained. The act of helping others contributes much more to our health than previously suspected. Who would have thought a few years ago that establishing trust and rapport, listening deeply, and asking powerful questions would extend our own lives, heal our wounds, and increase our resiliency.

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Pearsall, P. (1998). *The heart's code: Tapping the wisdom and power of our heart energy; The new findings about cellular memories and their role in the mind/body/spirit connection*. New York, New York: Broadway Books. (Available from Amazon.com at <http://www.amazon.com/exec/obidos/ASIN/0767900774/peerresources>)

Pelosi, P. (2007). *Corporate Karma: How business can move forward by giving back*. Toronto, Ontario: Orenda at <http://www.orendaconnections.com/order.php> (One hundred percent of the proceeds from the sale of this book go to charitable projects, so by buying this book you'll live longer.)

Post, S. and Neimark, J. (2007). *Why good things happen to good people: The exciting new research that proves the link between doing good and living a longer, healthier, happier life*. New York: Broadway Books/Random House, Inc. (Available from Amazon.com at <http://www.amazon.com/exec/obidos/ASIN/0767920171/peerresources>)

Peterson, C. & Seligman, A. (2004). *Character strengths and virtues: A handbook and classification*. (Co-published by the American Psychological Association and Oxford University Press) (Available from Amazon.com at <http://www.amazon.com/exec/obidos/ASIN/0195167015/peerresources>)

Watkins, P.C., Scheer, J., Ovnicek, M., & Kolts, R. (2006). The debt of gratitude: Dissociating gratitude and indebtedness. *Cognition and Emotion*, 20, 2, 217-241.

"The meeting of two personalities is like the contact of two chemical substances: if there is any reaction, both are transformed."

~ Who said this? ~

COACHING GOES TO THE MOVIES

One of the most popular enquiries we receive at Peer Resources is whether we know of video depictions of live coaching interactions. While many coaches have made audio segments, CD recordings or podcasts of their coaching interactions (one of the best is Peer Resources Network member, Marlena Field's "Body-Centered Coaching Illuminated;" see below for details), visual illustrations of coaching appear to be rare.

The absence of video may be, in part, because so much of coaching is carried out over the telephone, and so much of coach training is also audio based. Except for a few instances of live coaching demonstrations at major conferences, such as the recently held conference of the Worldwide Association of Business Coaches (WABC), interested coaches will have difficulty finding resources that provide both an audio and video component.

There have been some "reality" shows on television that purport to show life coaching in action, but they are so driven by "entertainment" values that actual life coaching is either minimized or distorted. The latest resurrection of the entertainment industry's take on life coaching is "Scott Baio is 45...and

Single" which is currently on the VH1 channel in the USA (<http://tinyurl.com/2ekux8>).

Don Morris of the NewCoachConnection (a discussion list for coaches) did some research on this show and discovered that the person acting as the show's "life coach" has a doctorate and gained her notoriety from her work with athletes. Don says, "Who is to say that she isn't a real coach? She deserves the designation as much as anyone else if she wants to use it." Don is skeptical that any TV-show can depict life coaching accurately. "Even if there was a show that taped a succession of actual sessions without editing, that would not be a truly fair representation," Don says. "The camera changes everything. The coach and the client would be playing to the camera, in almost every case. And since it would be a single client, there are many nuances that would be lost; what you do with one person might not be what you would do with another."

Life coaching has also been subjected to analysis by comedians, humorists, and satirists. Four recent examples include:

A slapstick spoof by comedian Dr. Lanny Latham who poses as a Certified Life Coach and promotes "Getting Psyched" as his secret to life that can be viewed at: <http://www.youtube.com/watch?v=E30XYiiGuHM>

"Low Budget Life Coach" can be viewed at: <http://www.funnyordie.com/videos/f81ed7d2b2> and begins with a life coach struggling with his garage door to coach his client at an outdoor table.

"Dick Sturgeon: Life Coach" is the second video and can be viewed at: <http://www.kewego.com/video/iLyROoafQLg.html>. In this humorous video the coaching is conducted in the front seat of a car in an open parking lot with a distracted coach in the front seat and his testy assistant in the back seat.

Jon Stewart's "The Daily Show" (available in North America on the Comedy Channel cable station) did an entire piece on life coaching. The show featured Demetri Martin in his Trendspotting series, and produced a very humorous and insightful rendition of the entire life coaching industry. The link to the show is still live at <http://tinyurl.com/ft2sq>

Coaching will again be characterized within a comedic framework by none other than Homer Simpson in the cartoon character's season premier show (September 23, 8:00-8:30 PM ET/PT). The preview story indicates that after Homer saves Mr. Burns from drowning in a mall fountain, Burns thanks him by taking him on a whirlwind trip to Chicago on his private plane. Homer is

smitten with the luxury jet and all the perks that come with it, including flying with song legend Richie, who serenades him with a customized version of "Say You, Say Me" (a spoof of pop singer, Lionel Richie). After returning home, Homer makes it his mission to find a job that offers him the chance to fly on a corporate jet and he enlists a life coach to help fulfill this dream.

Most coaches have responded positively to these comedic depictions. Some believe that any public exposure for coaching improves the general public's awareness. Others are delighted that coaching has achieved such prominence that high-profile comedians or reality shows are willing to offer their take on the practice. "I am proud to know that life coaching has reached a point where people take the time and effort to poke fun at coaching," says Bill Dueease of the top-rated Coach Connection (<http://www.findyourcoach.com>) and award-winning Coach Connection Blog. He continues: "These videos have some humorous scenes, but they're not worthy of great awards. I commend the people who created these videos, and I encourage them and others to keep trying, because there are many humorous aspects of the entire coaching industry; it's ripe for someone to expose."

Gary Collins (<http://www.garycollins.com>), the author the Gary R. Collins Newsletter (the winner of the Quest for the Best Coaching Newsletter Award), also sees value in misunderstandings about coaching. He believes that when coaching is misrepresented, it provides coaches an opportunity to "rise to the ongoing challenge of educating people about coaching." He suggests that coaches "look for opportunities to describe what coaching involves and what coaches do; accumulate facts and testimonials to support the benefits of coaching; and offer free coaching sessions to people who are interested." Listening for misperceptions about coaching," Gary believes, "whether in church leaders, business people, professional counselors, publishers and others, enables coaches to challenge and correct these perspectives."

References:

Field, Marlena (2007). *Body-Centered coaching illuminated*. A 3-CD (215-minute) set. Available also as an MP3 along with a book and training information at <http://www.BodyMindSpiritCoaching.com>

Qi Concepts (2006). *Mentoring skills*. (CD-ROM). Nottingham, U.K.: Author. One of the best video depictions of mentoring and the mentor's use of coaching skills in the corporate world. For a complete review by Rey Carr, go to Training Media Review (<http://www.tmreview.com/Review.asp?ID=1590>).

Edge Training Systems, Inc. (2006). *Coaching and counseling: Maximizing opportunities*. (Video). Richmond, Virginia: Author. A 24-minute video with

actors playing realistic roles. The content deals with real business issues. The video provides a series of steps and emphasizes the role of opportunity in workplace coaching. For a complete review by Rey Carr, go to Training Media Review (<http://www.tmreview.com/Review.asp?ID=1473>).

(International Tele-Film (<http://www.itf.ca>), a video and film distribution company, lists 12 action-oriented videos about coaching produced by a variety of sources. Requests for reviews have been unanswered prior to Coaching News distribution time. The titles listed in their catalogue include: *From Faking It to Making It*; *The Art of Coaching in Business*; *Coaching for Results*; *The Practical Coach*; *The Coach*; *Coaching Challenge Series*; *Performance Excellence Series*; *Coaching and Performance (Feedback Training Scenes)*; *Coaching for Performance*; *Dimensions of Coaching*; *Coaching on the Job*; and *We Need to Talk: Coaching Employees*. If any readers are familiar with these videos, please feel free to let us know your reactions or comments.)

"Lots of people want to ride with you in the limo, but what you want is someone who will take the bus with you when the limo breaks down."

~ Who said this? ~

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>) that you won't learn about from the ICF include:

Coaching Leaders Certification Program
September 26-28, 2007
New York, New York
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
(781) 402-5555

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

September 30-October 4, 2007
Mami Camilla Bed & Breakfast, Sorrento, Italy
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/
Call for papers: conferenceideas@icfaustralasia.com

Advanced Techniques of Coaching and Mentoring with David Clutterbuck

October 4, 2007
Burnham, Bucks, England
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
(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

How to Set Up and Facilitate Your Own Corporate Executive Circle (Peer Mentoring)
October 18-19, 2007
Vancouver, British Columbia
www.CenterPointInc.com
(604) 228-8900
info@centerpointinc.com

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

International Coach Federation Conference
October 31-November 3, 2007
Long Beach Convention Center, Long Beach, California
www.coachfederation.org

Coaching Skills for the HR Professional
November 1-2, 2007
161 North Clark Street, Chicago, Illinois
www.paamentoring.com
Tel: (800) 648-0543 or (312) 648-0849
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
Tel: 01432 356171
info@supervisioncentre.com

How to Set Up and Facilitate Your Own Corporate Executive Circle (Peer
Mentoring)
November 15-16, 2007
Toronto, Ontario
www.CenterPointInc.com
(604) 228-8900
info@centerpointinc.com

Establishing a Peer Coaching System
December 3, 2007
Peer Resources, Victoria, British Columbia
www.peer.ca/trng.html
(800) 567-3700 or (250) 595-3503
info@peer.ca

January is National Mentoring Month

Coaching Supervision Training Program
January 14-15, 2008 (Part Two: Advanced Coaching Supervisor) West
Malvern, United Kingdom
www.supervisioncentre.com
Tel: 01432 356171
info@supervisioncentre.com

International Coaching Week
February 3-9, 2008

Association for Coaching International Conference
March 13-14, 2008
Victoria Plaza Hotel, London, England
www.associationforcoaching.com
marje@associationforcoaching.com

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)

"One thing ought to be every human being's birthright - namely, a beloved person to share cookies with before turning in to bed."

~ Who said this? ~

IN MEMORIUM

Provocative, controversial, and energizing, Dr. Albert Ellis, the creator of Rational Emotive Behavior Therapy (REBT), died of natural causes at 93 years of age in New York City. Dr. Ellis was one of the most influential psychologists of the 20th century, and his work on cognitive psychology, action orientation, confronting irrational beliefs, the importance of emotional growth, and challenge to the prevailing dominance of psychoanalytic psychotherapy, gave rise to one of the foundations of what is today called cognitive coaching.

As a student in high school Albert Ellis planned on studying accounting, make enough money to retire at age 30, and become the great American novelist. He devoted most of his time to writing short stories, plays, novels, comic poetry, essays and non-fiction books. The Depression that began in 1929 reduced his brief interest in a business career, and he found that non-fiction writing was more to his liking than producing fiction. He started to write about the field of human sexuality, and became a noted expert and informal counselor in this area. His peer counseling led him to discover his calling in this field, and he began to steer towards a career in clinical psychology.

When he received his doctorate in clinical psychology from Columbia University in 1947 he was an ardent supporter of psychoanalysis. But his faith in this technique began to wane when he found that clients stayed the same whether he met with them daily or weekly. He started to inject advice into the sessions and discovered that his clients actually improved when he pointed out their "crooked way of thinking." One of his critics believed this patient improvement was just a way to get Dr. Ellis to stop talking. Dr. Ellis, however, believed that patients had to take immediate action to change their behavior. "Neurosis," he said, was "just a high-class word for whining."

In 1965 when I was a graduate student in a clinical-school psychology program, the film "Three Approaches to Psychotherapy" was the most frequently viewed and widely-discussed movie about therapy. In the film, Albert Ellis (Rational-Emotive), Carl Rogers (Client-Centered) and Fritz Perls (Gestalt) took turns conducting therapy with the same patient: "Gloria." At the end of the 36-minute film, the producer and director of the film, Everett Shostrom, interviewed Gloria about her experience of therapy with the three greats and rivals.

As students we argued late into the night on many occasions about the therapists' techniques and Gloria's reactions. Dr. Ellis always seemed to receive the most criticism because of his abrupt and abrasive manner, but when he was scheduled to be a keynote speaker at the American Psychology Association conference in our city, all the students eagerly got tickets to the event. As part of his talk, he solicited a volunteer from the audience so that he could demonstrate some of the principles of REBT.

His interaction with the volunteer was surprisingly humorous...and provocative. As a result of his style he was nicknamed "the Lenny Bruce of psychotherapy." (For those too young to remember Lenny Bruce, he was probably the first stand-up comedian to focus on politics, civics, and real events in highly caustic rants filled with "forbidden" words.) I remember one of my fellow students saying after the demonstration, "Dr. Ellis has some great ideas and practices for helping people make significant changes. Too bad he's the one using them."

Dr. Ellis published over 54 books and 600 articles on REBT, and at the time of his death he was President Emeritus of the Albert Ellis Institute (formerly the Institute of Rational Living) in New York.

"The trouble with most therapy is that it helps you to feel better, but you don't get better. You have to back it up with action, action, action."

~ Who said this? ~

CHAMPIONS FOR COACHING

CoachesCanada has announced that nominations are now being accepted for The 2008 Canadian Coach of the Year Award. This award is open only to International Coach Federation members in Canada, according to the eligibility guidelines outlined in the nomination package. Nominations are accepted from both nominators (on behalf of the nominee) and by nominees themselves (self-nomination). This is the third year of the Award, and in 2007 the Award went to Vancouver-based coach, Steve Mitten (<http://www.acoach4u.com>). The deadline for submission of nominations was August 31, 2007. The CoachesCanada website: <http://www.coachescanada.com>

Sandra Poletto, the CEO of Australia's Life Coaching Institute has created a new coaching resources and business development site called the Plus CoachingClub.com (www.coachingclub.com.au). A sixty-day pass is available for persons who want to try out the services designed by "master coaches." Unfortunately, the site includes some promotional statements that minimize its credibility, such as claiming that the site is "the largest and richest collection of coaching resources to be found anywhere in the world."

Mentor (the movie) is now playing in limited engagements in movie theatres around the USA. Here's the story line: When a letter arrives from a deceased mentor, the protégé, now a teacher at a creative dead end looks back at a time when he was a promising student eager to pursue a career as a writer. The story takes us back to his mentor, a famous university professor and his complicated relationship with two people that inexorably led to a destructive, damaged conclusion. The movie, directed by David Langlitz, stars Rutger Hauer, and, based on his previous movie roles, it is hard to imagine him as a mentor; as a tormentor, yes, but not a mentor. Has anyone seen this movie yet?

Kenn Schroder is a Peer Resources Network member and publishes a free newsletter on creating effective coaching websites. Kenn is a professional web designer who specializes in working with coaches and writes about how to build attractive websites and use them to attract clients. He provides a newsletter called "Coaching Sites That Work," and subscriptions are available at no cost by going to his website (<http://www.coachingsitesthatwork.com>). Subscribing to his newsletter will also provide his latest article: "Five Keys to Attracting Clients with Your Website."

The University of Georgia in Athens, Georgia has announced a partnership

with **Sherpa Coaching**, headed by Peer Resources Network member, Karl Corbett, to offer the Sherpa Executive Coaching Certification program October 1-5, 2007 and November 5-8, 2007 at their Center for Continuing Education in Athens. This 60-hour program created by Sherpa has already produced graduates at both Penn State and Texas Christian University. Sherpa offers a fifteen-minute video describing the university programs as well as details about the course objectives on their website: (<http://www.sherpacoaching.com>). "With three universities currently partnering with Sherpa," says Brenda Corbett, a Sherpa Coaching author and instructor, "we are the only executive coaching program offered at multiple universities." For more information about the Sherpa Executive Coaching Certification Program at the University of Georgia, contact Bob Wells at (706) 542-6692 or by email: Bob.Wells@georgiacenter.uga.edu

The Coach Connection Blog is this month's featured no-cost publication. A "blog" or web log is a way to continually update content as compared to a "static" newsletter. Most blogs also allow contributions by readers to enrich or strengthen the information that is provided. This blog is maintained by Bill Dueease, a Peer Resources Network member, and the creator of the best system for connecting coaches with clients, The Coach Connection (<http://www.findyourcoach.com>). The articles in this blog are exceptionally well-written and essential for coaches to learn about ways to introduce or promote coaching to clients and the general public. The Coach Connection Blog recently won the Quest for the Best Award as the top blog for coaches. Subscriptions are free, and to view past and current articles as well as subscribe, go to: (<http://findyourcoach.blogharbor.com/blog>).

The European Mentoring and Coaching Council (<http://www.emccouncil.org>) was established to promote excellence in mentoring and coaching across Europe. In 2006 they created a Quality Award (EQA) for mentoring and coaching organizations that requires potential recipients to go through a lengthy in-depth assessment in order to ensure the highest standards. In June, 2007 the EMCC announced that they award was given to: Clutterbuck Associates, Intuition Ltd, PB Coaching, and The School of Coaching, all UK-based organizations. For more information about the awards: email QualityAwardUK@emccouncil.org or contact Mike Harvey, Chair of the EMCC Standards Committee at 01746 765755 or email: mike.hurley@virgin.net

The Global Convention of Coaching (<http://www.coachingconverntion.org>) is a non-partisan, non-profit organization that is hoping to bring all stakeholders in coaching (consumers, coaches, training organizations and professional associations) to gather together to establish a

dialogue. They are seeking people to participate in any of nine working groups and wider consultation groups. Working groups are focused on the following areas: knowledge base for coaching (core and specialist areas), code of ethics, core competencies (general and specialist), training guidelines for graduate programs, research, professional status, mapping the field, selection of coaching and management of the coaching engagement, and evaluation of coaching engagements. The deadline for registering interest is August 3, 2007. To register or learn more about this process and their planned international meeting in Dublin, Ireland in 2008, visit their website.

Peer Resources Network member, **Doug Silsbee** (<http://www.dougsilsbee.com>) has one of the ideal coaching jobs. Working from his back porch with a view of rolling hills of Marshall, North Carolina, his work has been strongly influenced by the Strozzi Institute and builds on his years of training with somatic experiencing. He incorporates mindfulness, emotional intelligence, and somatics into his Integral Coaching foundation. He offers Art of Mindful Coaching retreats, which now have ICF credits associated with them. He has recently become affiliated with the Pyramid Resource Group (www.pyramidresource.com), a corporate coaching provider. His state-of-the-art website has recently been revised to include a password-protected area, where clients can dialog in-between scheduled meetings, organize action items and practices, access reference notes and conversation threads, and store files.

The Association for Coaching (AC), a member-based international coaching organization located in the UK, has announced the launch of their evidence-based coaching journal, *Coaching: An International Journal of Theory, Research and Practice*. The journal is a partnership between AC and Routledge, one of the premier publishers of professional journals. Members of the AC will receive a copy of the journal twice a year as part of their membership. The international editorial board includes professors and key figures in coaching worldwide. For information on contributing contact Katherine Tulpa at ktulpa@associationforcoaching.com

Congratulations to **Betska K-Burr**, Peer Resources Network member and Co-President of Coaching and Leadership International for achieving the Accredited Master Coach (MECI) designation from the European Coaching Institute (<http://www.europeancoachinginstitute.org>). Her MECI designation has been accomplished as the result of many years devoted to the coaching industry as a coach, a trainer of coaches, a tireless researcher and, a developer of innovative programs. The qualifications for this top level MECI designation include: 450 hours of specific coach training; 4000 logged hours of coaching experience; written testimonials from five paying clients; oral

coaching examination; successful completion of the telephone interview with the ECI Accreditation Team; and the completion of the Declaration of Integrity. Please join in to celebrate and congratulate Betska on the achievement by sending a note to: Betska@coachingandleadership.com

Dr. Jeffrey E. Auerbach, Ph.D. MCC, CPEC and a member of the Peer Resources Network is also the President of the College of Executive Coaching (CEC), and the President of the Board of Directors of the Association of Coach Training Organizations (ACTO). His book, "Personal and Executive Coaching" has become a best selling publication. While he is a strong advocate for in-person training for coaches, he has created an 18-hour DVD set that contains professional recordings of the CEC's live workshops. The DVDs are valuable for anyone considering ICF certification or for those participants who would like to learn about coaching and reduce the cost of travelling to a live event. A list of the topics on the \$US595.00 DVD is available at <http://collegefexecutivecoaching.c.topica.com/maagVPEabzBKbbI7LbcbafpMLE/>

The State of Georgia has created a High School Graduation Coach Initiative that allows each of the state's high schools to employ a coach. The coach's primary responsibility is to identify at-risk students and provide the resources to help them succeed in school. Coaches, for example, recruit adults to act as mentors as well as students to act as peer mentors, while the Georgia Department of Education provides training, support and technical assistance. For more information contact Julie Moore, Graduation Specialist, 1870 Twin Towers East, 205 Jesse Hill Jr. Drive SE, Atlanta, Georgia 30334; Tel: (404) 463-8201; email: jumoore@doe.k12.ga.us

Parallel to the increasing number of coach training organizations is an increase in the number of coaching organizations or associations. The newest addition is the **International Coaching Register**. Created by the European Coaching Institute (ECI), the goal of this Register is to provide a database of coaches worldwide. Part of the rationale for starting this organization came from discussions members of the ECI had with government officials in the UK and their mutual anticipation that coaching may eventually be subject to "international regulations." An international expert on coaching, who asked to remain anonymous, commented that the likelihood of any international regulation of coaching was "preposterous." The Register listings will focus on training and qualifications as well as information about a coach's insurance. Persons who are members of the ECI will not have to pay a fee for a listing. An offer by the ECI to the International Coach Federation (ICF) to enable ICF members to also list their services has been proposed. More information is available at <http://www.internationalcoachingregister.org>.

"The greatest danger for most of us lies not in setting our aim too high and falling short, but in setting our aim too low, and achieving our mark."

~ Who said this? ~

GOAL SETTING IN COACHING AND MENTORING: HELP OR HINDRANCE?

David Megginson

Several coaching experts have stated that goals are the heart of coaching. Others claim that all you have to do is ask the universe for things and you'll get them. My own experience with goal setting led me to wonder whether I was just an inept coach who didn't know how to use goals properly.

I looked more deeply into the literature and asked other coaches about their professional experience with goals. The literature on coaching was mostly unequivocal in its support for goals, but there were exceptions and there was also writing from other fields which reinforced my view that goals may not be an unalloyed good.

To gain additional understanding about goal setting, I created two sources - one a short open-ended questionnaire which I have distributed by hand and email to coaches. The other source has been focus groups where I have elicited participants' views, asked them to write them on Post-its and then asked them to cluster the Post-its and name the clusters. Sometimes I have talked with these respondents about my own questions about goals; sometimes I have elicited their views first. Here are some of the results of a focus group of 12 coaches:

- Goals can limit what is covered and prevent broad development
- Goals are linked to business needs as opposed to an individual's needs
- Insisting on goals is likely to stifle 'natural' coaching/mentoring development
- Goals may act as a crutch/excuse to avoid what would be painful/beneficial
- Goals could close the door on emergent opportunity/serendipity
- Goal-setting can be profoundly destructive of the coaching process
- In coaching and mentoring goals often are predetermined and by Session 3

often redefined

- A need for measurement may drive an excessive focus on goals
- Pre-set goals are usually vague and shift over time for everybody

The results from this focus group would seem to indicate that I am not alone in my wondering about the value of goal-setting. My fieldwork as a coach and mentor has led me to pose the following ideas about goal setting in coaching and mentoring:

1. Goals tend to be specified by organization representatives not the coachee. This can diffuse motivation and create conflicts of interest.
2. Goals stifle the agenda and limit development. Coachees can restrict themselves by sticking to the goals that they set at the start.
3. Goals can be a crutch or a distraction preventing addressing bigger concerns. Coaches too can collude in discussing an organizationally legitimated agenda at the expense of not exploring other issues, which, while painful, could be beneficial.
4. As well as being motivating, goals can also be demoralizing. Bandler and Grinder described assertiveness training as 'loneliness preparation,' and I am coming to the view that goal setting may be 'disappointment preparation'.

Of course, some members of the focus group said that they also used goals some of the time and to good effect. Direction, purpose or focus is widely considered necessary by this group, including those with the most reservations about goals. I am not making black and white statements here: just reminding readers that there is a shade of grey even when talking about the received wisdom and shibboleths of the coaching tribe.

Like most training and education bodies involved in coach/mentor development we at Sheffield Hallam University (SHU) have encouraged our students to help a coachee to set goals, and we have emphasized the importance of coaching schemes having an organizational goal. We had followed thought-leaders such as Downey, 2001; Whitmore, 2002; Berg & Szabo, 2005; and, of course, Grant 2006. Grant, specifically, and the others at least by implication, say that goal setting is the very essence of coaching. It could be argued that this view (some, such as Caulkin, 2006, consider it a dismal, reductionist, mechanical view) of development, came from the ideology of management by objectives, advocated by Drucker, (1955/1989) in the US and by John Humble (1971) in the UK.

Coincidentally, I had joined a business reading group, and the first book we agreed to read and discuss was about quality management. I was not looking forward to reading it, but imagine my delight when I discovered that the authors confirmed my concerns about targets at the organization level. They argued that goal-free improvement was what led to Toyota's profitable success and that focused financial targets were what led the big three US auto manufacturers into trouble.

I also received a list of books available for review by an academic journal. I knew that I didn't have time to take one on, but title caught my eye: *Destructive goal pursuit: the Mount Everest disaster* (Kayes, 2006). Of course, I took on the review and found an account from a business researcher of how the high altitude expedition business can be a metaphor for the practices of some business executives in generating dependency and justifying the present suffering by fanatical devotion to a future desired state.

In a recent book I wrote with colleague, David Clutterbuck (Megginson & Clutterbuck, 2005) we said that "effectiveness depends on coach and learner having a common understanding of success". Most high quality coaching research takes goals for granted and uses their achievement as measures in ROI evaluation or skill development. For example in Smither et al. (2003) they found that those who were coached were more likely to set goals and that this led to improvements in their 360° rating. Evers, et al. (2006) showed that goal-setting behaviour is an outcome of coaching. So, these sources indicate that coaching itself socializes a coachee into the received wisdom of goal-setting.

There are, however, sources such as Ibarra & Linebak (2005) that argue that goals are not central to transformation, but a strong focus on an issue is what makes a difference. Taking the argument a step further, Hardingham (2005) says: "The coachee may have achieved all the goals set out at the start of the relationship, but...how can we be sure that in the long term those goals turn out to have been the right ones?"

An article by Spreier, et al. (2006) in the Harvard Business Review highlights the destructive potential of overachievers in a way that is reminiscent of Kayes' book referred to earlier. However, they see coaching as an alternative to goal setting, in a way that contrasts with much of the literature cited here.

So the jury is still out on the plusses and minuses of goals in coaching and mentoring. The advocacy of goals is stronger in the books on coaching than it is on equivalent mentoring books, but if Speier and colleagues are the first to write about the negatives, I do not think that they will be the last.

(Editor's Note: In a recent conversation with David Clutterbuck he told us that recently concluded longitudinal data examining the interaction between the mentor and mentee revealed that specific goal definition in the early part of the relationship was not a predictor of successful outcomes. While goal alignment was important and a clear direction supported future outcomes, it was suggested that detailed goals set too early might be more a crutch for the mentor than for the mentee.)

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"The best way to express anger towards someone is not to speak it, but write it - in the sand, at the water's edge, near the waves."

~ Who said this? ~

TEN 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 that you won't learn about from the ICF:

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 world view; (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.

Brock, T. (et. al.) (May, 2007). ***Building a culture of evidence for community college student success: Early progress in the Achieving the Dream Initiative***. New York: Teachers College, Columbia University (Community College Research Center). Twenty-seven community colleges from five states joined in this project to help students stay in school and succeed. Colleges committed to collecting data to build a culture of evidence and determine which students needed the most assistance. Colleges were assigned an Achieve the Dream Coach, whose primary task was to provide guidance at each stage of the institutional process, including diagnosing problem areas, designing, implementing, and evaluating strategies, and the institutionalizing those efforts across the college. Most of the coaches were former college presidents. A short description is provided about the coaching experience, barriers, and successes. (Available to Peer Resources Network members.)

Carr, R. (2007). Do coach referral services provide value? ***Peer Bulletin, 158*** [Online]. The results of a study of the International Coach Federation's coach referral system. One hundred coaches were contacted who were listed in the ICF system, and their comments about the value the system has for them were identical to what coaches said about other similar systems. Only one other coach referral system actually proved to be of significant value to the

coaches listed.

Field, M. (2006). ***Body-centered coaching: Using the body as a resource for change.*** Victoria, British Columbia: BodyMindSpirit Coaching. Nineteen live coaching demonstrations are available on this 3-CD set; and the book, which accompanies this CD set, explains specific body-centered techniques. The author helps coaches learn how to assist clients to shift from just "being in their heads" to growing "from their heart." The complete set is available from <http://www.bodymindspiritcoaching.com> A sample is available on the website.

Lewis, M. (June, 2007). Coaching distinctions. ***Link&Learn eNewsletter*** [Online]. (Retrieved July 2, 2007 from <http://tinyurl.com/29z26l>). 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 International Coach Federation website. (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.)

Orem, S.L., Binkert, J., and Clancy, A.L. (2007). ***Appreciative coaching: A positive process for change.*** San Francisco: Jossey-Bass. (See <http://www.peer.ca/coachingnews.html> for a brief description and ordering information.)

Park, A. (September, 2007). Making the most of your coaching program. ***Harvard Management Update, 12, 9.*** Five steps are needed, according to the author, to make the results of coaching measurable: articulated objectives, specific details, carefully screened coaches, a partnering arrangement with all involved coaches, and involving peers, managers and subordinates in data gathering to measure the outcomes. While this article uses the terms coach and coaching, it could just as easily be describing consultants and consulting. This article is one of a long list that purports to be about coaching, but fails to provide any evidence-based definition of coaching as distinct from other human resources interventions.

Pawlowski, A. (August 1, 2007). Getting 'unstuck': Does your life need a coach? **CNN.com/living**. [Online]. (Retrieved August 15, 2007 from <http://edition.cnn.com/2007/LIVING/worklife/08/01/wlb.life.coaches/>) Life coaches are described as a valuable way to improve relationships, careers and personal growth. They can help individuals frustrated with some aspect of their life, "increase happiness, peace of mind and passion," and turn visions into reality. The article states that 16 percent of coaches surveyed "said their coaching specialty is 'life vision and enhancement,' the third most popular area behind executive and leadership coaching." The article quotes a coach who reinforces the typical stereotype of the difference between coaching (forward-oriented, healthy improvement) and therapy (focuses on past "wounds" and problems). A psychologist is quoted who believes that "qualified" life coaches can be helpful, but that most people can't afford them, nor should they be involved with serious mental health problems like depression. Selecting a coach can be daunting, but getting references, asking about experience, success rates, and number of clients helped as well as trying a session (rather than just asking questions about coaching), can be useful. The article suggests using the database of two coaching associations to find a coach, yet fails to mention the most successful system for finding a coach. A coach is quoted as saying that a typical one-hour session can cost from \$40 to more than \$500, and that many coaches require a three-month commitment.

Thompson, G., and Biro, S. (2007). ***Unleashed! Expecting greatness and other secrets of coaching for exceptional performance***. New York: Select Books. (See <http://www.peer.ca/coachingnews.html> for a brief description and ordering information.)

Williams, P. and Menendez, D.S. (2007). ***Becoming a professional coach: Lessons from the Institute of Life Coach Training***. Dunmore, Pennsylvania: W.W. Norton & Company. Written by two members of the Peer Resources Network and both master certified coaches, this book details the basic principles and crucial strategies that they have taught to thousands of coaches over the years. Beginning with a brief history of the foundations of coaching and its future trajectory, the authors take readers step-by-step through the coaching process, covering all the crucial ideas and strategies for being an effective, successful life coach, including: listening to, versus listening for, versus listening with; establishing a client's focus; giving honest feedback and observation; formulating first coaching conversations; asking powerful, eliciting questions; understanding human developmental issues; reframing a client's perspective; enacting change within clients; helping clients to identify and fulfill core values. (Available for 20 percent discount purchase from W.W. Norton and Company.)

"Our investigations have always contributed more to our amusement than they have to knowledge."

~ Who said this? ~

WHAT'S NEW IN THE COACHING WORLD

With 268 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>) with some that you won't learn about from the ICF:

The Rapid Coaching Academy (<http://www.coachingbusinessrocketlauncher.com/rca.html>) was started by Christian Mickelsen, CEO of Small Biz University. RCA emphasizes developing a successful coaching business by using three ingredients: confidence, competence, and heart. Training consists of 12 master class audio recordings, a study group/buddy system, a technique clinic where experts share their techniques, and a practicing coach teleconference, where participants who are coaching clients can ask questions of each other and experts. Regular tuition is \$2544.00 and premium tuition is \$2741.00. However, at present there is a "grand opening" special price of either \$497 (regular) or \$547 (premium). A guarantee is offered so that participants who are not 100 percent satisfied after one-year will receive their entire tuition back. Certification is not considered relevant, and according to the website: "doesn't really do anything to help get clients and isn't required in any way shape or form." Additional contact information: Christian Mickelsen, 8355 Station Village In. #4301, San Diego, California 92108; Tel: (619) 295-2001; email: Christian@CoachingBusinessRocketLauncher.com

The School of Coaching Mastery (<http://www.schoolofcoachingmastery.com/home.html>) has been primarily designed

to assist participants achieve the certified coach designation from the International Association of Coaching (IAC). This school focuses on life and business coaching skills. They provide a free e-class, a free subscription to audio, video, and articles about coaching, and an opportunity to talk with other coaches already certified by the IAC. Training is available through three programs: "Coaching Groundwork," which consists of four, two-hour tele-classes, suitable for those new to coaching (\$200.00 tuition); "CCTP Certified Coach Training," which includes 72 hours of training, 12 hours of practicum, and mentor coaching (\$2600.00 tuition); and the "FCTP Full Coach Training Program," which is a combination of the first two programs plus 25 hours on business planning and marketing (\$3600.00 tuition). Participation in the coach training programs also provides a waiver of fees for IAC certification and discounts on other services. For more information contact Julia Stewart, PO Box 410026; St. Louis, Missouri 63141-0026; Tel: (877) 2780; Skype: jscoach1053; email: info@schoolofcoachingmastery.com

The College for Career Practitioners (<http://www.worklifecollege.org/>) provides post-graduate level study for those intending to provide career coaching and counselling services plus training options for experienced career transition coaches and counsellors. Enrollment can take place at any time and studies can be completed on a self-assigned schedule from anywhere in the world. The current student enrollment from 12 countries has a choice of four study stream options. Students acquire knowledge of the career decision-making process for all age groups, theories of career choice, characteristics of the world of work, client management techniques, discriminating use of instruments and the needs of special populations - employees, the unemployed, those in transition, and third age clients. Additional contact: Nigel Phillips College Director of Studies, College for Career Practitioners, Level 11 - 380 St Kilda Road, Melbourne, Victoria 3004, Australia; International Tel: + 61 3 9941 3104; International Fax: + 61 3 9696 1553; e-mail: info@worklifecollege.org

Quality of Life Therapy and Coaching Academy (QOLTC) (<http://www.qoltc.com/index.htm>) is a training program based on the principles of positive psychology, and is led by Dr. Michael B. Frisch, a positive psychology coach and clinical psychologist, and Caroline Adams Miller, an International Coach Federation credentialed coach who holds a master's degree in positive psychology. Their training is offered throughout the year once a week for fifteen weeks via telecourse. The content focuses on positive psychology theory, positive goal-setting, the 16 areas of life well-being, and assessments to match client needs, including the "Quality of Life Inventory," and is designed for coaches, mental health workers, business leaders, and healthcare, education, HR, and legal professionals. Continuing education units

(CEU's) are available, and all classes are recorded and available on the QOLTC website (password login necessary). They are in the process of applying for coach-specific training hours from the International Coach Federation, and will have a four-week class available in September, 2007. Tuition is \$800.00, and an additional \$50.00 is required for persons desiring the CEU certificate; and purchase of Dr. Frisch's 2006 book Quality of Life Therapy is necessary. For more information or to sign-up for their free monthly newsletter about upcoming classes and related news, visit their website or contact: info@qoltc.com or Tel: (301) 229-9804.

IDC Institut de Coaching (<http://www.idc-coaching.com/sombas.php?menu=mcertification>) is a coach training program in Switzerland that is accredited by the International Coach Federation. All instruction is in French. Certification requires 44 hours of training that includes 23 hours of intensive practical laboratory of coaching with supervision, 11 hours of teleconference, readings, 7 hours of practice supervision in groups and 3 hours of personal supervision, plus an evaluation of 2 video sessions, an oral and written examination. Contact: IDC Institut de Coaching, 3, rue de Berne, CH 1201; Tel. +41 22 731 14 40; email: info@idccoaching.com

Accomplishment Coaching (<http://tinyurl.com/2ogxy3>) provides a one-year International Coach Federation accredited program that includes an in-person weekend intensive once a month (16 hours) in the city in which a participant has registered (for exact locations and dates, see their website.) Participants also meet with a coach four times each month for 12 months. Their website has considerable promotional statements extolling their virtues, but little detail as to the content of their courses, and no information about fees. Email requesting a review of this listing has not been answered as of August, 2007. Additional contact information: 964 Fifth Street, San Diego, California 92101; Tel: (619) 238-3600 or (888) 548-6813; email: contactus@accomplishmentcoaching.com

California State University at Long Beach Professional Coaching and Mentoring Certificate Program (<http://tinyurl.com/2wrc6v>) is an in-person program and to obtain a certificate requires six class meetings (seven modules), reading and reporting on a coaching book, learning and reporting on a coaching assessment tool, and designing, developing and presenting a project, case study or videotaped role play. Courses include Foundations of Professional Coaching and Mentoring, Instrumented Coaching, Inquiry Coaching, Observation Coaching, Emotional Intelligence, Mentoring as a Performance or Behavioral Change Strategy, and Professional Issues. The fee for this certificate program includes a \$100.00 materials fee and a \$995.00 course fee. Check the website for dates of current offerings. Further contact

information: CSULB University College and Extension Services, 6300 State University Drive, Suite 100, Long Beach, California 90815; Tel: (562) 985-5561 or toll-free: (800) 963-2250.

Texas Christian University Neeley School of Business in Fort Worth, Texas (<http://neeley.tcu.edu/default.asp?IsDev=False&NodeId=1404>) provides executive coach certification based on the book, "The Sherpa Guide: Process-Driven Executive Coaching," written by Brenda Corbett and Judith Coleman, who will also be the program instructors. This is an in-person training that uses case studies and practical knowledge and follows the "Sherpa Process." The Sherpa approach consists of six phases: Taking Stock, Global View, Destination, Charting the Course, Agenda, and The Summit. "Executive Coaching Certification" consists of two weeks, 60 hours in person, on campus. The course fee is \$8,900 and includes hotel and meals. Additional contact: Deb Baker (817) 257-7115; email: d.baker@tcu.edu

Penn State University Executive Education Program at State College, Pennsylvania (<http://www.smeal.psu.edu/psep/ecc.html>) provides certification based on the book, "The Sherpa Guide: Process-Driven Executive Coaching," written by Brenda Corbett and Judith Coleman, who will also be the program instructors. This is a 60 hour, in-person, on campus training that uses case studies and practical knowledge and follows the "Sherpa Process." The Sherpa approach consists of six phases: Taking Stock, Global View, Destination, Charting the Course, Agenda, and The Summit. "Executive Coaching Certification" consists of two four-day class sessions with practicum coaching in between sessions. The course fee is \$8,900 and includes hotel and meals. Additional contact: Dan Evak (814) 865-4572; email: dje11@psu.edu

The University of Georgia Center for Continuing Education in Athens, Georgia (<http://www.sherpacoaching.com/university-executive-coaching-certification.html>) has combined with Sherpa Coaching and now offers an executive coaching certificate. This certification is based on the book, "The Sherpa Guide: Process-Driven Executive Coaching," written by Brenda Corbett and Judith Coleman, who will also be the program instructors. This is an in-person training that uses case studies and practical knowledge and follows the "Sherpa Process." The Sherpa approach consists of six phases: Taking Stock, Global View, Destination, Charting the Course, Agenda, and The Summit. "Executive Coaching Certification" consists of two weeks, 60 hours in person, on campus. The course fee is \$8,900 and includes hotel and meals. Visit the Sherpa Coaching website for instructor biographies, detailed course information, and start dates. Additional contact: Pam Bracken, (706) 583-0424; email: pam.bracken@georgiacenter.uga.edu

The Institute of Transpersonal Psychology in Palo Alto, California (<http://www.itp.edu/currents/editorial/allaboutcoaching.cfm>) provides "graduate education for mind, body, and spirit." They have designed their Transformational Coaching Professional Training to provide participants with the skills and competencies associated with the International Coach Federation certification requirements. Their training, which requires four courses (a combination of in-person and telecourse), results in a Global Coaching Certificate. Tuition is \$1173.00 per course plus an assessment and room and board fee for the residential portion of the training. Their 2007 flyer indicates that Dr. Rosie Kuhn is the main facilitator for the training. Additional contact information: ITP, 1069 East Meadow Circle, Palo Alto, California 94303; Tel: (650) 493-4430; email: itpinfo@itp.edu

On-Purpose Partners Life Academy in Queensland, Australia (<http://www.onpurposepartners.com/life-accademy-what-it-is.shtml>) trains life and business coaches and managers as coaches. Certification requires participation in a one-day in-person workshop completion of a 12 session On-Purpose curriculum and related assignments, demonstration of the principles associated with a book about the On-Purpose business, completion of a business plan facilitation of a small group workshop, and evidence of insurance. In addition, as a way of demonstrating professional commitment, participants are encouraged to join the International Coach Federation and attend meetings of their local chapter. Fees are not stated on the website. Further contact information: 25 Botticelli Street, Fig Tree Pocket, Brisbane, Queensland 4069, Australia; Tel: +61 7 3878 7422; email: info@on-purposepartners.com (Email requests to check the accuracy of this listing have not received a reply.)

"The intuitive mind is a sacred gift, and the rational mind is a faithful servant. We have created a society that honors the servant and has forgotten the gift."

~Who said this? ~

JOIN THE PEER RESOURCES NETWORK

The rapid development of coaching as a practice has generated many associations and organizations competing for participants or members. The Peer Resources Network is the only one that provides accurate, objective, comprehensive, and up-to-date information about coaching, mentoring and peer assistance resources. And the staff is not only easy to contact via toll-free telephone, email or Internet telephone, but they also respond to enquiries typically within one-day.

In addition, members of the Peer Resources Network receive a monthly newsletter, the *Peer Bulletin*, loaded with information, practical tips, announcements, peer program descriptions, funding opportunities, job openings, and research summaries every month. (Note that links to various websites or email addresses in the *Coaching News* are accurate, but are not hotlinks. To access a link, copy and paste the link into a browser. The *Peer Bulletin* does contain all active or "hotlinks," which enable you to quickly and directly access the website listed. A sample of the *Peer Bulletin* is available for download at <http://www.peer.ca/samplePB156.pdf>

Members can also receive at no cost some of the latest books or videos on about coaching in exchange for writing a review of that resource. Current books that are available for review are listed at <http://www.peer.ca/bookreviews.html>

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, 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.

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.mentors.ca/PRN.html>>.

As a bonus for readers of the *Coaching News* who become members of the Peer Resources Network in September, 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 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 format, showing the photo of a famous mentor, his or her equally famous partner (mentee) and then reveals the name and the relationship. 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.

"I was helping my son with his homework. The next day I received a note from his teacher asking me to provide less help. The teacher included a copy of the homework my child submitted: *'Moses led the Hebrew slaves to the Red Sea where they made unleavened bread, which is bread made without any ingredients. Moses went up on Mount Cyanide to get the ten commandments. He died before he ever reached Canada.'*"

~ Who said this? ~

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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>>.