

To:

From: Rey Carr <rcarr@islandnet.com>

Subject: Coaching News (June 9, 2010)

Cc:

Bcc:

Attachments:



## COACHING NEWS

ISSN 1708-9026

June 9, 2010

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

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

### TOPICS:

- The Value of Bidding on a Coaching Contract
- Attend a Top Level Coaching Event
- Seven Studies and Resources to Guide Coaching Practice
- What's New in the Coaching World
- Join the Peer Resources Network
- Details About The Coaching News

### THE VALUE OF BIDDING ON A COACHING CONTRACT

The demand for coaching has accelerated. In less than a second a search on Google for "life coach" yields more than 2 million entries, and a search for "business coach" includes more than 820,000 websites. While individuals and businesses can use the Internet, word-of-mouth, colleague recommendations or formal coach referral services to conduct due diligence and search for and contact coaches, public service agencies and governments are typically required to issue a "Request for Proposals" (RFP) in order to obtain competitive bids when searching for a coach or coaching services.

Peer Resources has established a system to access government and public service agency RFP bid packages in North America within days after they are issued. The system includes alerts especially for bids related to coaching, mentoring, and peer assistance. Often the official bid process has a small window of opportunity (typically between 20-30 days) between the date when the RFP is issued and the date when the agency requires bids to be submitted. When this tiny window of submission is combined with the often considerable effort to prepare and submit a bid that conforms to the government requirements, it is essential to learn about the bid as early as possible.

Here are five examples of recent bids from organizations in Canada.

Professional Coaching Services for the Province of Alberta Corporate Human Resources ([CHR](#)) Department wants to provide executive coaching to managers and executives on a one-on-one basis in various locations around the province. Telephone based relationships are an option provided this is agreed upon by the Department's human resources representative and the individual being coached. Agreements may be awarded to up to 15 vendors who submit compliant highest scoring proposals. The deadline for applications is June 25, 2010.

Elections Canada Coaching Managers Notice of Proposed Procurement ([NPP](#)) is a request by an agency of the Canadian Parliament for an individual([s](#)) to train their HR staff to act as internal coaches for managers to improve their recruitment tools, including screening, interviewing, testing, and selecting. Applicants are subject to security requirements. The deadline for applications is June 29, 2010.

Correctional Service of Canada has issued a Request for Proposals (RFP) to provide strategic business planning and leadership coaching to facilitate the collective and individual professional development of the Health Services Executive Team in fulfillment of their strategic objectives. The deadline for applications is June 28, 2010.

Vancouver Island Health Authority ([VIHA](#)) has issued a Request for Proposal (RFP) to hire an experienced career coach. [VIHA](#) provides a network of hospitals, clinics, [centres](#), health units, and residential facilities throughout Vancouver Island and the Gulf Islands, and from time to time has to end the employment contract of non-union staff. To aid in this process they want to hire a person to provide career transition support that includes exploring alternative careers, preparing for job search, assessing networking opportunities, providing coaching and mentoring, and other tasks. The deadline for applications is June 18, 2010.

Executive and Management Coaches are needed by Library and Archives Canada ([LAC](#)) in the National Capital Region (Ottawa area). [LAC](#) wants to create a stronger community of senior leaders, establish a talent pool from which to select leaders, and increase the alignment of leaders in the [LAC](#) to their strategic priorities. To accomplish these goals, the [LAC](#) is seeking eight highly qualified coaches. The coaches will provide both one-on-one coaching and establish a peer coaching approach to executives and managers. The deadline for submission is July 13, 2010.

All of these bid packages are available at no cost to members of the Peer Resources Network and details as well as access information are included in the monthly *Peer Bulletin*. Even if you are not interested in actually submitting a bid, there are several advantages to examining the requests. First, most government agencies do their homework. That is, they closely examine the field in light of their needs and establish a set of qualifications that reflect current trends and standards. Their requirements can alert coaches to what areas they may need to develop, work towards, or emphasize in order to attract clients.

Second, by reviewing an RFP and preparing a simulated response, coaches can rehearse or gain experience in organizing their thoughts and ideas regarding what they do. All too often less experienced coaches are left unsatisfied when responding to that "elevator pitch" request of "tell me what you do." Practicing a response to a government bid package can increase confidence and ability to respond succinctly and authentically.

Third, the bid package can be used as a form of work skills assessment. Reviewing the requirements can aid coaches in conducting their own self-review regarding their strengths as well as areas that will need additional work or are missing from the repertoire of skills and experiences.



Tel: (416) 686-4247 or (866) 335-6466  
cinnie@cinergycoaching.com

**Presence-Based Coaching II with Doug Silsbee**

June 14-16, 2010

Bend of Ivy Lodge (Retreat) near Asheville, North Carolina

The fee for the retreat includes lodging, gourmet meals, tuition, materials, a book, and one-on-one follow-up coaching from Doug.

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

(828) 254-2021

[ds@dougsilsbee.com](mailto:ds@dougsilsbee.com)

**Coaching Leaders Certification Program**

June 16-18, 2010

New York, New York

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

(781) 402-5555

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

**ICCO Symposium: Feedback and Coaching Practices in a Multi-Cultural Economy**

June 17-18, 2010

[Experian](http://Experian.com) Americas, Costa Mesa, California

[www.coachingconsortium.org/Events.html](http://www.coachingconsortium.org/Events.html)

(805) 845-3935

**ICF European Coaching Conference**

June 17-19, 2010

Marriott Rive Gauche Hotel, Paris, France

[www.eccparis2010.com/](http://www.eccparis2010.com/)

[contact@eccparis2010.com](mailto:contact@eccparis2010.com)

**Coaching Core Essentials Fast Track Program**

June 21-26, 2010

[Duxton](http://Duxton.com) Hotel, Auckland, New Zealand

[www.coachuaustralasia.com/live/cepft/](http://www.coachuaustralasia.com/live/cepft/)

(Discount for Peer Resources Network members)

+61 2 9531 8988

[hello@coachuaustralasia.com](mailto:hello@coachuaustralasia.com)

**Heart of Coaching Train-the-Facilitator Certification Workshop: Create a High Performance Coaching Culture**

June 22-25, 2010

Marina Village, San Diego, California

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

(858) 487-9017

**ICCO Symposium: Building Sustainable Coaching Programs in Organizations**

June 24-25, 2010

[McLean](http://McLean.com), Virginia

[www.coachingconsortium.org/Events.html](http://www.coachingconsortium.org/Events.html)

(805) 845-3935

**ICCO Symposium: Building Sustainable Community of Practice for Coaching Program Coordinators**

June 26-27, 2010

Washington, DC

[www.coachingconsortium.org/Events.html](http://www.coachingconsortium.org/Events.html)

(805) 845-3935

**Coaching Clinic Licensing Program (Train-the-Trainer)**

June 29 - July 2, 2010





Here are a few of the latest coach training schools, coaching associations, cautions, warnings, and details added to the listings in the Peer Resources' Coaching Directory. For more contact details visit the Directory at (<http://www.peer.ca/coaching.html>).

**North Carolina State University Business Coaching Certificate** is designed to prepare course members to become business coaches. The website states that the course is for people who want to pursue coaching as a full time occupation or who want to make coaching skill a central part of their practice as a manager or business consultant. Aimed at managers, HRD and HRM professionals, OD consultants, technical specialists and other professionals who are moving into a coaching or training role. Their program consists of 10 monthly weekend blocks for a total of 21 days. During the course participants' work with clients is supported by an experienced coach in small groups. In addition to the workshops each participant will work with their own mentor coach for three months. Participants are expected to research and report on a special coaching topic. The school believes that their training will help participants qualify for ICF certification. Program locations include Raleigh, North Carolina and Charlotte, North Carolina. The registration fee for 2010 is 5,995.00(US) and includes individual coaching sessions.

**Oxford Brookes University** in the United Kingdom provides an MA degree, Diploma, and a Certificate in Coaching and Mentoring Practice designed to help participants gain a theoretical understanding and experiential knowledge and skill necessary to engage in coaching and mentoring in a variety of contexts and be able to train others. The program can be taken on a part-time basis and typically requires between two to four years to complete. Admission requirements include a first degree or equivalent professional experience and an appropriate English language qualification. There are no examinations for the MA in Coaching and Mentoring Practice. Assessment is based on course work assignments and a dissertation. Students who have already been awarded a coaching or mentoring qualification by the Oxford School of Coaching and Mentoring may be given exemption from the practice element of the Coaching and Mentoring Practice Module. The tuition for the MA program is currently 8,800(£).

**Institute for Business Growth Coach Certification (IBG)** offers a five-day, in-person, live training which is limited to a maximum of 20 participants, provides a proprietary coaching manual, client engagement worksheets, two-years post-graduation marketing support, one-on-one coaching with the IBG owner, weekly teleconferences, access to an executive coaching reference library and network, and formal certification as a business coach. IBG estimates the total value of its training is \$118,500, but offers the total program for 4,950(US). IBG also offers a Career Coaching Certification and an Executive Coaching certification. They provide a program for a slightly higher price to obtain all three certifications.

**The International Academy of Behavioral Medicine, Counseling and Psychotherapy Inc. (IABMCP)** has, for over 20 years, offered **Diplomate** Status to qualified practitioners in four areas: Behavioral Medicine, Professional Counseling, Professional Psychotherapy, and Chemical Dependency Counseling. More recently, IABMCP initiated **Diplomate** Status in the area of Professional Coaching. Clinical membership is also available to those individuals who wish to take advantage of membership benefits but who do not yet qualify for **Diplomate** Status. Requirements for IABMCP **Diplomate** Status include a minimum of five years of post-graduate experience and relevant training and experience in the area(s) in which the candidate is applying.

**International Institute of Coaching** with centers in **Ashford**, UK and Traverse City, Michigan in the USA was created in 1999 and originally called the European Coaching Institute. This organization, headed by **Gerard O'Donovan**, is membership based and offers two levels of membership: Associate (for those interested in coaching or involved as students in coach training) and Accredited (for coaches with training and experience). They offer: a member directory, a code of standards and ethics, a complaints procedure, referrals for member coaches, white papers on coaching research and development, and they accredit individual coach training courses and workshops. (They do not "accredit" coaching schools or training organizations.) Their goal is to strive to cooperate and not compete with other coach organizations.





