

COACH NEWS



March 2009

We hope that 2009 has started well for you.

Are you finding corporate work quiet at the moment? With the economic shock of late 2008 and the recent extended holiday break, corporate work in the one-to-one space is very quiet - and this is understandable. Coaches need to work with the corporate market to identify cost-effective ways in which we can support clients to maintain confidence in their executive development programs.

Coachbroker is working with our clients in the move to more cost effective development programs and we will concentrate on Group Coaching, Leader as Coach programs and seminars over the next six months.

We are actively working with a number of service organisations who are looking to provide coaching as part of their extended offer and we are well placed to provide them with national solutions and management systems. We understand that these initiatives can take time but we are hopeful that pilots will be underway from April this year.

Coachbroker Pty Ltd

L18, 499 St Kilda Road
Melbourne
VIC.3004 AUSTRALIA
P O Box 7100 St Kilda Road 8004
Phone: (03) 9421 5926
Fax: (03) 9421 5928

Coaching in difficult times

We are now seeing some organisations cutting costs quickly by shedding jobs and limiting professional development. Although the global impact of the financial slowdown was unexpected - something that hasn't changed is the importance of attracting and retaining good people.

Coaching is a means of maintaining calm in the storm and can ensure that an organisation's key people are well placed to capitalise on the opportunities that times like these present. Group coaching initiatives are designed to be more far-reaching in their effects, as well as being more cost-effective. Group coaching programs really are the right investment for these times.

A range of approaches to consider:

Group Coaching (maximising the energy and experience of an organisation-wide group to achieve a shared outcome)

Leader as Coach (embedding coaching skills into the organisation to help leverage discretionary effort) Coachbroker has an excellent Leader as Coach program with which to support you in a number of ways

Spread payment terms (this is far more preferable than dropping your rates as it can be very difficult to lift them later)

Telephone coaching (you may be able to offer this at lower rate than your standard face-to-face fee)



125 Coaches.
The widest selection of professional executive coaches in Australia.

Now building our international pool of executive coaches

- Services:**
- Specialist Coach search
 - Coaching management System supply and training
 - Professional services search
 - 'Select Coach Pool' scoping and establishment
 - 'Leader as Coach' program for middle management and executive teams
 - GenosEI assessments and coaching programs
 - Group Coaching
 - Coach Consulting

A coaching survey/ review released by Harvard Business Review in January this year delivered no real surprises but did show that there is an increasing acceptance of coaching within the corporate sector and that the case of "buyer beware" is still prevalent.

For a full copy of the survey/ report email us at: hbrcoachingsurvey@coachbroker.com

Coaches who responded to the survey provided the following coach selection criteria in order of client importance.

Experience coaching in a similar setting	65%
A clear methodology	61%
The quality of the client list	50%
The ability to measure ROI	32%
Certification in a proven coaching method	29%
Experience in working in similar roles as coachee	27%
Psychological experience	13%
Background in executive search	2%

Further survey results are charted below.

We continue to introduce this program to corporates across Australia. If you are looking for a successful program that you can supply to your clients in 2009 then this is the one for you. With seven programs currently running (involving over 70 executives) we are achieving a minimum return on investment of 700% of the investment cost. This ROI does not calculate the added major benefits of improved staff communication, silo breaking, shared learning, and staff appreciation, all vital in today's tough environment.

Coachbroker is looking for key senior coaches in each main city to promote and deliver this program. If you would like more information on this unique offer please contact Michael Fahie on 0403 225 609.

If you are an interested client or experienced coach then we are keen to hear from you.

We would welcome your enquiry and we ask that you contact us via our website, or contact Richard Anderson directly on 0425 794 875

or email us at enquiry@coachbroker.com

Please note our new address

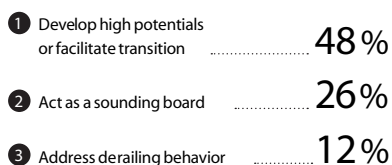
Coachbroker Pty Ltd
 L18, 499 St Kilda Road
 Melbourne
 VIC. 3004 AUSTRALIA
 P O Box 7100 St Kilda Road 8004
 Phone: (03) 9421 5926
 Fax: (03) 9421 5928

What the Coaches Say

Did you know...

Top 3 reasons coaches are engaged

Coaches are no longer most often hired to usher toxic leaders out the door.



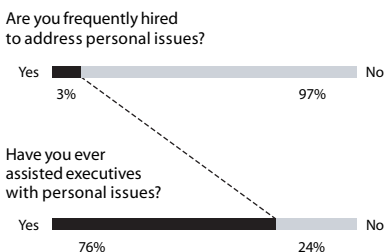
How much it costs

Most often you can expect to pay about \$500 an hour – the cost of a top psychiatrist in Manhattan.



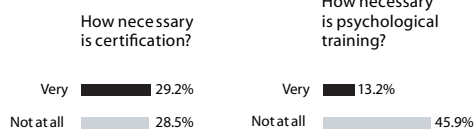
Is coaching personal?

Companies may not hire coaches to attend to issues in executives' personal lives, but more often than not, personal matters creep in.



What to look for in a coach

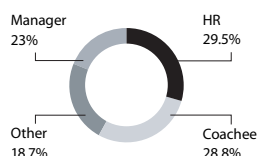
Respondents had mixed views on what qualifications are important.



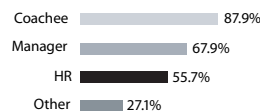
Who is involved?

Though they acknowledged that confidentiality was central to successful coaching, respondents said that in most cases, they gave updates on coachees' progress to other stakeholders in the organization.

Who typically initiates the coaching relationship?



Who is kept apprised of progress?



How long it takes

