

COACH FUTURES

Coachbroker Pty Ltd

L27, 101 Collins Street

Melbourne

VIC. 3000 AUSTRALIA

Phone: (03) 9221 6294

Fax: (03) 9221 6295

Note from the Directors

Since our last newsletter we have begun coaching programs at Vic Super, Fulton Hogan, PricewaterhouseCoopers, Thinc Projects and Henry Schein Ltd. As discussed previously most of the programs we have operating are with smaller select groups of coaches although we are working to introduce more coaches into each group as they get going.

Please continue with your applications if you are still in the early stages - we cannot put your name forward for contracts until you are 'Active'.

Coaching in difficult times

Well what a difference a few months can make! While we mentioned the slowing economy in our last client newsletter, in hindsight this seems to be quite an understatement. The risk in times like these is for short-term pessimism to become a self-fulfilling prophecy. Some organisations will be forced to cut costs quickly and will consider shedding jobs and limiting professional development as easy ways to do this. Although we underestimated the global impact of the financial slowdown we were right on the money when we shared that good staff will be hard to both find and retain in 2009.

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 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 simultaneously
- **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** - can you offer this at a lower rate than your standard face-to-face fee.

Dec. 2008



125 Coaches.

The widest selection of professional executive coaches in Australia.

Now building our international pool of executive coaches

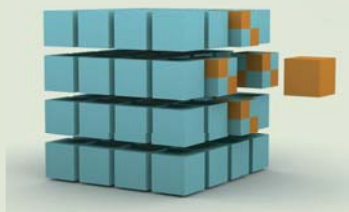
Supervision update

The Coachbroker Supervision pilot continues. The pilot team is currently working on a paper that captures our approach to Coaching Supervision and our work so far. We will be advising you as to how we will supply this service to both coaches and the corporate community in early 2009.

The Directors of Coachbroker thank all coaches for their support in 2008 and we wish you and your families all the best for the festive period.

We look forward to working with you in 2009 and we are optimistic that opportunities will continue to materialise and expand.

Coachbroker.com



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**

International Conference news

During November 12-15, more than 1,500 professional coaches from 51 countries met in Montréal, Québec, Canada for the Annual ICF International Conference.

The three keynote speakers were: Dr. Vandana Shiva, Dr. Peter Senge and Matthieu Ricard. Each, in their different way, reinforced the messages of environmental sustainability, self-responsibility and emotional intelligence. Their provocative presentations set the global context for coaching and challenged coaches to be resourceful in making the ICF vision of coaching a reality. ICF's vision: Coaching is an integral part of society.

There are handouts and presentations from various conference sessions (and some video streaming shortly) available on the ICF website (www.coachfederation.org).



Executive Coaching Report

The 2009 version of this report will be released next February. We are happy to review content that you feel may be of interest to both organisations and coaches alike.

We are keen to include recent survey and research data along with news of the continuing journey to professionalism.

Please contact us with your contributions.

Building a coaching culture

There is no denying the popularity of coaching, and a quick glance at the findings from the 2005 Annual Training and Development Survey from the Chartered Institute of Personnel and Development (CIPD) provides some telling statistics. According to the study, 88% of organisations now use managers as coaches in some form while further research suggests that 99% of managers would like to develop a coaching culture in their organisation. But how easy is it to shift the emphasis of coaching from the executive to the shop floor and imbue it into the company culture?

"The first step is to ask 'why a coaching culture?' says Professor Peter Hawkins, CEO of the Bath Consultancy Group and president of the Association for Professional Executive Coaching and Supervision (APECS). "It should not be an end in itself but a means to an end otherwise it will become flavour of the month, just as building a 'learning organisation', or 'a total quality organisation' or 'a customer centric organisation' were before."

Hawkins believes that companies need to examine how it will serve the core strategy of the business and only once that is decided can a coaching culture flourish.

Ten steps to creating a coaching culture:

1. Answer the question: 'Why a coaching culture?'
2. Articulate the linkages between the coaching culture strategy and the core strategy
3. Build an appreciative and developmental view of the organisation's current and aspirational culture
4. Ask leaders: 'How can you be the culture you want to see?'
5. Develop a selected community of appropriate external coaches

Leader as Coach

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 are interested in gaining more information on this please contact Michael Fahie on 0403 225 609.

6. Build an internal coaching capability
7. Ensure all managers receive some basic training in coaching skills
8. Build coaching into all HR processes and metric, including performance measurement
9. Explore how coaching can be used by staff at all levels with key stakeholders
10. Have regular reviews of where your organisation is on the coaching culture journey

Source: Professor Peter Hawkins, Bath Consultancy Group

For a full copy of this article please contact us at: newsletter@coachbroker.com