



COMENSA news

COMENSA support for MBA participants



COMENSA has a successful association with Leader.co.za which recently lead us to be invited to participate at the SABSA (South African Business Schools Association) Business School Expo taking place at the Sandton Sun on the 3rd September from 12h00 to 20h00.

COMENSA plays an active role in the growing coaching and mentoring community within South Africa through it's promotion of professional ethical practice, membership events and education. International experience has shown that MBA students are under a large amount of pressure and that coaching is an effective and supportive process both before, in selection, during the MBA course and post MBA studies.

COMENSA will have a stand at the Expo and prospective MBA students will get an opportunity to have a mini coaching session with a COMENSA coach.



The SABSA event will include a number of high profile, topical and informative mini-events. These include:

- Leadership Chat with Pieter Uys - incoming Vodacom CEO and MBA Alumnus, will be sharing his views on leadership, as he prepares to take the hot seat. The event will be facilitated by Adriaan Groenewald, and is aimed at aspiring business leaders.
- HR Future open day
- Businesswomen's mentoring function
- Public conversation on the Brain Drain
- Update on SA corporate legislation
- Entrepreneurship workshop

The event promises to be the seminal opportunity for prospective leaders to update themselves on the latest trends and information in the field of business leadership. More information can be found at www.bschoolexpo.co.za.



News-Flash

- Nominations for national office positions are open. Nominate people (or yourself) you believe will lead COMENSA into the next era. See page 4 for details.

COMENSA National AGM

15th October in Durban. Mail Belinda Davies (belinda@leadershipsolutions.co.za) for more information.

COMENSA Gauteng AGM

The Gauteng Chapter will be holding their AGM on the 27th August 2008. Contact Dennis Jackson (Dennisj@nirvanaconsulting.co.za) for more information.

COMENSA KwaZulu-Natal AGM

The KwaZulu-Natal Chapter will be holding their AGM on the 13th August. Contact Belinda Davies (belinda@leadershipsolutions.co.za) for more information.

IN THIS EDITION

- COMENSA takes part in Business School Expo (Page 1)
- Target the Right market (Page 2)
- Gauteng Annual Report (Page 2)
- Western Cape Activities for July, August & September (Page 3)
- International Research Request (Page 4)

Michelle's Monthly Tip: Target the RIGHT Target Market (Page 2)



Michelle's Monthly Tip for making the MOST of your COMENSA Membership This Month: Target the RIGHT Target Market

Around 40% of my clients are coaches. Because I am passionate about being professional in an industry of like-minded professionals, I focus my work on helping other coaches to get out of the professional closet and to make their impact in the marketplace. This month, I conducted a survey amongst coaches, asking them what they need to flourish and prosper in their coaching businesses. Many coaches responded with the same question: How do I secure corporate clients?

Here's this month's top tip in response to this question: Target the RIGHT Target Market.

The term "corporate" is a reference to a form of business organization. It is broad and non-definitive. To say that 'I coach in corporate' offers no clue about the coaching that I am best equipped to offer. To say that 'I coach Operational Executives in the Textile Industry' offers prospective clients a much keener heads-up on my chosen area of expertise.

Here's how to define it;

1. Choose the industry: Does Advertising really juice you? Would you love to work in the Motor Industry? How about Manufacturing? Or Mining? Or Retail? Make a list of the 5 top industries where you would love to work.

2. Choose the right people within the corporate whom you would love to coach: Is it the CEO? Is it the board of executives? The sales team? Those earmarked for promotion? Perhaps even those earmarked for retirement.

Make a list of the job titles and positions of the clients that you would most love to work with.

3. Do your research: Make a list of the leading corporate companies in your most preferred industry. Get on the phone and ask the questions - is coaching being provided to middle managers in that financial services organization? Who is the key contact for coaching for women in that logistics firm?

This exercise alone will provide the platform for you to befriend the corporate world and should help you to gain clarity on coaching opportunities and in-roads. Be clear, get specific and target the right target market.

Do you have a wonderful success story about how you secured your first corporate client? Can you offer your fellow-COMENSA members tips and techniques for securing corporate clients? Share with us by emailing michelle@motivcoach.co.za. Contributions will be published in the next edition of COMENSA NEWS (Please include your full name and title)

Michelle Clarke is a contented independent collaborator who is passionate about professionalism. As an entrepreneur and coach, she helps other Independent Professionals to develop authentic and aligned personal branding. She runs a full time coaching practice and volunteers her time to steering the COMENSA Marketing Initiatives. You can contact her on michelle@motivcoach.co.za or visit www.motivcoach.co.za



Gauteng: Annual report from Chairperson Dennis Jackson

Well another year has gone by!

As chairperson of the Gauteng Chapter I wish to express my sincere gratitude to the executive members who serve the term with me. They gave their time and effort in continuing to build the foundational blocks to our emerging profession. Thank you!

- Our intentions for the year focused on three core areas –
- Promote COMENSA's objectives,
- Engage with external experts and
- To build our competencies as coaches and mentors.

At the beginning of the financial year we undertook a survey in an effort to determine what the needs of our members have. This helped us craft a number of activities for the year. High on the list of the needs was the understanding of the content of the Membership Criteria and Standards of



Competence (MCSC) as well as the process thereof.

Some of the other needs were:

- Interaction between coaches, clients, training providers
- Exploring different philosophies to coaching / mentoring models
- Sharing of different coaches' personal experience
- Workshops where coaches and mentors are able to engage in smaller groups around various topics
- Success stories on coaching and mentoring.
- Visiting international coaches & mentors to share their experiences with COMENSA.

During the course of the year, we held a number of group sessions during which time we covered the following:

The Membership Criteria and Standards of Competence (MCSC).

A draft document for consultation was approved in August 2007. We hosted a feedback session, discussion forum and a workshop to allow our members to have a say in a very crucial part of our profession and governance process. Despite being a contentious document, the input received thus far has been invaluable and will be included in the revised document which will be placed before

the national executive committee at the next AGM.

Our Code of Ethics was finalized early in 2008 and has now been incorporated into our membership enrolment. The code and consequence of breach will be expanded upon in the future which will give comfort to both users and members that good governance is being applied.

We had some interesting speakers during our period in office which included:-

- Natalie Witthuhn – The use of emotional intelligence in the coaching process;
- Dr Paddy Paisley – Coaching and integral life practices;
- Reg Reynolds – NLP, Neuro semantics and coaching
- Jonathan Cook – Leadership and coaching (Coming in September 2008)

The Coaching and Mentoring Expo which is planned for November 2008. The purpose of the expo is to showcase to members and other interested parties Coach and Mentoring training institutions and the training courses they offer.

Growth in membership

We have been encouraged to see the growth of membership by 59%! All thanks to the more streamlined activities within the administration team especially Michelle van Reenen and Aliet Pelt, who initiated a programme of following up on non-renewing members.

Western Cape: Activity Report for July, August & September

The Western Cape Committee held their hand-over strategy meeting at The Coaching Centre in Cape Town on 23rd July this year.

We bid a fond farewell and thank you to some of the outgoing committee members:

- Michelle Clarke – WC Chair Marketing & membership as she now heads Marketing for COMENSA nationally;
- Sakkie Botha – Treasurer;
- And Charmaine Taylor-Steggink – Secretary.

We welcomed our new & incoming committee members, who have the fine task ahead of them

this year of flying the COMENSA flag deeper & higher into the Western Cape community:

- Anita Craig – Chair: Marketing and membership
- Veronica Wantenaar – Chair: Secretary
- Jannie le Roux – Treasurer

Remaining committee members:

- Brent Combrink - WC Chairperson;
- Shane Johansen - WC Vice Chairperson;
- Trixy Lochner - WC Events co-ordinator.



We're looking for a President and Treasurer

AGM 2008 in Durban



The national executive committee of COMENSA has been structured so that we get maximum continuity as we change committees. The way it works is that members stand for two year terms and these are staggered between the different roles. The President and the Treasurer are coming up for renewal this year while the Secretary and the Vice President roles remain for another year as Michelle van Reenen and Edith Sievers complete the second half of their two year office. Dale Williams as President will be stepping down as well as Saul Goldblatt the Treasurer.

Along with this newsletter is a document describing the ExCo profiles which is a great starting point if you are considering standing for one of these roles. In it you will find a description of each of the roles. A summary is included below. Contact existing office bearers for more information. Contact details on www.COMENSA.org.za.

President of COMENSA

The President is the leader of COMENSA, co-ordinating the ExCo in its management and oversight of the Association's activities. The President also acts as the public "face" of COMENSA, representing it to the media and to other organizations and stakeholder groups.

COMENSA Treasurer

The Treasurer is accountable for the financial management of COMENSA.

Regional Diversity

You will see from table on the right that in our short history of

COMENSA executive committee's we

have been dominated by the Western Cape. We would love this to change in the coming year and have a strong representation from Gauteng and Kwazulu-Natal.

It is possible that existing members of ExCo stand for the two positions which become vacant at AGM 2008 in which case their positions will also need to be filled.

COMENSA ExCo History	
2007 Committee	2008 Committee
President: Sunny Stout Rostron (WC)	President: Dale Williams (WC)
Vice President: Dale Williams (WC)	Vice President: Edith Sievers (WC)
Treasurer: Saul Goldblatt (WC)	Treasurer: Saul Goldblatt (WC)
Secretary: Nick Wilkins (WC)	Secretary: Michelle van Reenen (WC)
Chair KZN: Belinda Davies	Chair KZN: Mariane Vorster
Chair Gauteng: Jenny Hoggarth	Chair Gauteng: Dennis Jackson
Chair Western Cape: Roger Maitland	Chair Western Cape: Brent Combrink

The role of the Corporate Governance Committee (CGC) within the Executive Committee

Owing to the difficulty of getting all seven people together (we have four face to face meetings a year), the Corporate Governance Committee (CGC) which is made up of the President, Vice President, Treasurer and Secretary form the CGC who meet more frequently either in person or by conference call.

When the Executive Committee meets in full, then any decisions taken by the CGC are reviewed, refined, implemented or in some rare cases reversed.

International Research Request

Jacki Nicholson has approached COMENSA requesting that we promote a research survey that she is conducting. The intention of the research is knowledge sharing and community building among professionals involved in coaching and specifically group coaching. The survey takes 10 minutes to complete and all people who take part will be able to get the results of the survey.

It will also be the initiation of a community of coaches with those taking part being invited to take part in the community. To take part visit the following link:

http://www.surveymonkey.com/s.aspx?sm=IWM1XtBvi7aD9LCHinV_2f3Q_3d_3d