# COMENSA news

## Get Media Savvy

*On the 17th April in Cape Town at the Centre for Coaching..*

**Featured Event**

Whilst one half of your media efforts might focus on your strong website design and on-line presence, what's the point of a great website without any traffic? – that's down to a great PR strategy. Join COMENSA this April to learn from leading experts Stephen Tredrea from Comduit and Beryl Eichenberger from Hippo Communications who will respectively address using the internet and public relations to build your business.

**Event Details**
Thursday April 17th
18h00 for 18h30 - 21h00
Centre for Coaching
RSVP by 15th April 2008 to eventswc@COMENSA.org.

## Invitation to Coach Supervisors

*Are you currently a Coaching Supervisor? Are you interested in practicing as a supervisor, or wish to be involved in the development of the field of supervision for coaches in South Africa?*

*Find out more on page 2*

**IN THIS EDITION**


- Calling supervisors (2)
- Mentoring in higher education (3)
- Build you online presence (3)


## CONSULTATION ONGOING IN THREE CENTERS ON MEMBERSHIP CRITERIA

The Membership Criteria and Standards of Competence committee has been busy collecting feedback on their draft membership criteria and competence standards. Following the successful launch of the consultation process in Durban in February, March saw meetings take place in Cape Town and Gauteng. While Cape Town, which is known for it's busy and active members had a rather small showing, Gauteng had a lively meeting. Following these consultations workshops will be held in all three centres to workshop the criteria and to make informed changes based on feedback from as many members as possible. Now's your chance to engage with this process. Login to our website www.COMENSA.org for more details under the portfolio committee pages.

***Michelle's Monthly Tip: Building Your On-Line Presence (Page 3)***

## INVITATION TO APPLY AS SUPERVISOR FOR COACHING / MENTORING

A brief history will explain our position thus far. The Supervision Portfolio Committee activities engaged upon, have been to revisit the COMENSA Interim policy on supervision (See www.COMENSA.org.za), and to look at what might be needed to place supervision as a priority requisite for the continued professional development of coaches. The COMENSA code of ethics requires that all members have regular supervision with a suitably qualified supervisor to support the coach in their continued professional development, have a space in which to manage high levels of complexity and ensure accountability and ethical practice.

Supervision is a learning space in which the individuals coaching can be thought about. The main benefit is that we ensure we are doing no harm and that we are – through the process – able to take an objective view of the coaching process and it enables the coach to think about their client without being caught up in the individual, relationship or system dynamics. We refer you to our interim document on supervision to see the benefits in full.

The Portfolio Committee held a workshop which served to look at setting policy for supervision and finding ways to identify the conditions/ competencies and requirements for supervision within this body. The information gathered was incorporated into the already existing policy document. We then conducted a survey (thanks to those who participated) to establish the current landscape of supervision. The implications of this were the following:

- There are not sufficient supervisors
- Supervision has not been effective in its positioning as an imperative
- The market place is requiring that coaches and mentors be held accountable
- There is a requirement for a supervision framework
- That COMENSA would need to set up a process for identifying supervisors who would be able to work with members
- That a training program would need to be set up for people wishing to supervise
- That initially-a core group of supervisors would need to be selected on current experience and qualifications-which would have to be identified, so as to provide access for COMENSA coaches that need to engage in supervision.

### THE WAY FORWARD

The first phase of development, out of which this questionnaire emerges, is to identify phases of implementation of the policy suggestions. This includes:

Looking into the possibility of identifying suitable supervisors who will (although there will be a transition period in setting up the initial group) have met the requirements as per the COMENSA constitution;

To provide COMENSA members with a guide (database) to the possible choices of supervisors-place of work, specific area of expertise, availability, fee structure etc. (questionnaire)

To work with coach schools to develop both the accountability in coaches to be in supervision and in the development of competent supervisors;

To establish the commitment you can offer to really help get supervision off the ground in 2008; i.e. would you be willing to charge a nominal fee; be willing to attend a workshop or join a work group to further the development of supervision (questionnaire).

This is an exciting period in the history of coaching in South Africa, of which supervision is an essential process. We urge and encourage you to share and participate in the development and implementation of sound supervision practice.

You are invited to kindly complete the invitation questionnaire (attached) that will help us understand your availability and willingness to invest into the development of supervision practice. Please complete the two pages attached and return it to :

The Secretary,

Supervision Portfolio Committee.

Dr Martie Lancellas
martie@strongfoundation.co.za
by no later than 30th April 2008.

MICHELLE'S MONTHLY TIP FOR MAKING THE MOST OF YOUR COMENSA MEMBERSHIP

## This Month: Building Your On-Line Presence

Many coaches, especially those in the start-up phase, can enthusiastically spend a good deal of money developing a super-duper website. Sad statistics reveal that over 90% of websites could quietly disappear and never be missed by anyone except their owners. Out of the almost 56 million websites on the web, fewer than 500,000 of them have any real traffic to speak of.

So, when your financial resources are precious and when you're still not 100% sure of your branding and positioning, my advice is to not rush ahead with website development. Instead, use this month's Top Tip: Build a strong on-line presence using the COMENSA platform.

How? As a paid-up member of COMENSA, you can register yourself as a coach/mentor or people-developer on the www.COMENSA.org.za website. Here, you can upload your photograph and your professional profile and position yourself with credibility amongst the South African community of coaching professionals. On-going activities behind this website (with fancy names like Search Engine Optimization) will ensure that the COMENSA website address – and your profile - reaches 1000's of potential clients in and beyond Southern Africa. You can also include the COMENSA logo on your email signature and your marketing material.

Your clients now have a direct link to the COMENSA site – to your profile – your free on-line presence - on the COMENSA website. See you there!

***Next Months Tip:***
***Build Credibility - Get Your Work Published***

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 michelleclarke@telkomsa.net or visit www.motivcoach.co.za

MENTORING IN HIGHER EDUCATION

We, Student Mentors @ TUT from the Tshwane University of Technology, have been very aware of the tremendous developments in mentoring happening across Higher Education Institutions across South Africa and neighbouring states, but also at the extent to which emerging knowledge of what works and what causes difficulty, may well be scattered across them. For this reason, Student Mentors @ TUT, led by COMENSA, plan for higher educational institutions and the other schemes to take a coordinated approach by holding regular forum meetings where everyone involved in student and peer mentoring will come together to share contacts, expertise, experiences about (i) what works and (ii) what poses barriers in developing effective student or peer mentoring practices

We are looking for colleagues involved as mentoring programme managers, coordinators, and facilitators to participate in our discussion groups. Ideally you will have a minimum of one year's experience, will have done some training, collected some evaluation evidence along with the methods for such evaluation, you are willing to share. For this, you will get the chance to input and influence the eventual objectives as set out below.

The objectives are to

- Identify and discuss the different approaches, problems and solutions involved in running and managing Higher Educational mentoring programmes
- Review the monitoring and evaluation evidence on the impact of Higher Education mentoring on mentors and mentees over the last few years
- Identify and discuss the different approaches to evaluating experiences with a view to developing sustainable Higher Education mentoring programmes for the future
- Codify best practice in Higher education mentoring programmes – quality standards
- Consider the future options and direction for mentoring in Higher Education as part of COMENSA and widening participation.

Please contact me if you are interested in becoming part of the discussion forum on good practices for mentoring in Higher Education.

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