



# COMENSA news

## Members make their voices heard



COMENSA members around the country made their voices heard during the consultation meetings in Cape Town, Durban and Gauteng.

The regional forums included members in the review of the document prepared by the Membership Criteria and Standards of Competence Portfolio Committee and tabled at AGM in 2007.

Each forum discussed their ideas about the document, clarified questions they had and made recommendations for changes to take place over a multi-year period. The original document included an assessment framework, membership criteria, the membership path and a competency framework.

The overall recommendations are below, one of the key ones being a suggestion to create a continuous process year on year, with the first year's entry (2009) the simplest.

The suggestion is that in the years following, the criteria will become more rigorous, suited to the needs and requirements of the South African market place, and in alignment with international professional coaching bodies. Although everyone wishes to keep COMENSA's international affiliations with **Continued Page 3**

### News-Flashes

- National Annual General Meeting (AGM) will be held in Durban on the 15<sup>th</sup> October.
- Nominations for national office positions are open. Nominate people (or yourself) you believe will lead COMENSA into the next era. See page 5 for details.
- Regional AGM dates Page 5
- New phone number for national administrator queries: **071-6844276**

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## International Cooperation - COMENSA & EMCC

Julie Hay, President of the European Mentoring and Coaching Council and COMENSA President Dale Williams bashed out a broad cooperation between the EMCC and COMENSA which offers members the opportunity to work internationally in some of our key portfolio committees.

The Membership Criteria and Standards of Competence, Ethics, Research and Marketing committees have been paired.

The committees will share information, learning and to foster international cooperation between the two organizations. This is a great time to get involved in these committee's and take advantage of the international links that COMENSA has built.

See page 4 for more details and opportunities with the Membership Committee.

**Michelle's Monthly Tip: Build Strong COMENSA Collaborations (Page 3)**



# 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](http://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.

## Inside COMENSA Administration Headquarters



On 10th March 2008, the COMENSA Executive Committee appointed Aliet Pelt as the new Administrator. Aliet has several decades of experience in the secretarial and administrative field, both nationally and internationally.

Aliet is responsible for all aspects of membership admin and sending out event notices. She is also the voice at the end of the COMENSA contact number, (new number 071 684-4276) which is available from 09h00 to 16h30 from Monday to Friday. She can be contacted via e-mail on [administrator@comensa.org.za](mailto:administrator@comensa.org.za)



## Michelle's Monthly Tip for making the MOST of your COMENSA Membership This Month: Build Strong COMENSA Collaborations

No matter what kind of coaching or mentoring you do, I'll bet that one of the steps in your process is to encourage your clients to build strong support systems around them. Support systems and mutually rewarding collaborations nurture and benefit our growth enormously - both personally and professionally.

Here's this month's top tip for making the most of your COMENSA Membership: Use COMENSA to build Collaborations.

An exciting way to promote your skills, expertise, services and business can be to work together with other professionals to achieve mutually beneficial outcomes. Together, you might create a legal entity - a joint venture - where two or more of you contribute equity and share revenue, expenses and control. Another option is a strategic alliance, where parties involved pursue common goals while remaining independent organizations.

No matter what you call it, collaboration with others may benefit you in ways that go beyond what you can do on your own. If each party comes with their own established audience, reputation, brand, networks and strengths, although some may overlap with your own, you are likely to reach

people or innovate product in new and surprising ways.

Use the COMENSA Coaches Registry on [www.comensa.org.za](http://www.comensa.org.za) to create a list of potential collaborators. COMENSA members, like yourself, respect credibility, ethics and standards, so here you're sure to find collaborative partners who value their profession as much as you do yours. Create a list of people you want to work with based on your goals, what you can offer and who you think will be potentially interested. Make the list broad: there will be people who'll turn you down so you do want secondary options as well. Remember: nothing ventured, nothing gained. You might find yourself surprised with the people who will be interested in working together.

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](mailto:michelleclarke@telkomsa.net) or visit [www.motivcoach.co.za](http://www.motivcoach.co.za)



## Feedback from Consultation Workshops on Membership Criteria Held in Cape Town, Durban and Gauteng (continued from Page 1)

the EMCC, WABC and potentially the ICF, our criteria for membership and standards of competence need to be in alignment with our own marketplace. Our plan at this stage is to recognize most international qualifications by giving COMENSA accreditation where an International accreditation has been granted. Our biggest issue is however going to be with implementation and while we may have lofty plans, we will strive not to set unrealistic expectations and only plan to implement what is possible within the bounds of our current infrastructure.

The following points give some broad and general feedback which we gathered from the consultation workshops. It still needs further

review and we have now received a lot of feedback by eMail which will be combined with these points. Thanks to last years President Sunny Stout Rostron for both facilitating two of the workshops and collating these points. Great to still have you actively involved.

- Work towards becoming a professional body – build on our criteria year by year
- First year entry level practitioner to be broad and inclusive with a gradual increase of entry requirements over 3-5 years
- Have basic categories of practitioner, certified practitioner, master practitioner.
- For the first year have only one level of membership and distinguish levels of competency throughout the multi-year process





- Hours are preferred to years (i.e. how many hours have you coached vs. number of years)
- Desire to keep CTASA (Coach Trainers Association) as a COMENSA SIG (Special Interest Group)
- The first year it is recommended everyone to sign up to the ethical code and basic standards of competence, with some kind of coaching qualification for Coach Practitioners
- Differentiate between Mentor practitioner and Coach practitioner
- Differentiate between the different coaching levels (i.e. university vs. commercial coach training accreditations)
- Link competency-based criteria, benchmarking, membership levels; they need to be aligned
- RPL (recognition of prior learning) and work-based learning must count; hour requirements too high for RPL
- Acknowledge hours coached and hours supervised
- Short courses to count towards another level of practitioner member
- Keep the categories of Associate vs. Practitioner Members
- Administration – a concern over how MCSCC will administer implementation of the framework

### Next steps

A proposal will be put forward at AGM 2008 in Durban for approval by members. It will lay out a proposed implementation plan for COMENSA's membership criteria and standards of competence.

## A chance to impact coaching in South Africa

In the last few newsletters you have heard a lot about the membership criteria that are being consulted on. We are moving towards an era of more professionalism in coaching in South Africa and we need people who are wanting to make a difference, raise the bar and take the work of COMENSA to the next level.



The Membership Criteria and Standards of Competence Committee has to date been a small group of very dedicated people who have worked hard at describing the future of COMENSA. Some of the members will drop out of the group post AGM when the initial work is tabled and others will continue.

What would be incredibly healthy is a dose of fresh people joining the group and creating the next round of thinking that is probably going to be the most challenging.

I also intend to step down from the active role of chairing our group when we get to AGM in Durban and hence we are also looking for someone who is wanting play a leading role.

It has been incredibly interesting, challenging and rewarding working in this area for the past two years and I look forward to contributing in a different way as we move into the next phase.

Dale Williams

Chair MMSCC and President COMENSA



## How does coaching work - From a client perspective

### Kwazulu Natal event breaks new ground in getting client feedback.

How useful would it be for coaches if we knew what clients wanted and what works for them. The KZN chapter of COMENSA recently had the privilege of having representatives from two organizations, who have used coaching extensively, sit with 17 of our members and allowed us to ask questions and shared their views and opinions with us.

It was clear that the clients had put effort into building their understanding of how coaching fits into their whole support structure of staff within their organization. How coaching fitted in with mentoring, industrial psychology and performance management and discipline. This has not been achieved without some errors and blurring of roles. Here are some of the answers to the questions posed.

- There is a place for executive coaching
- There is a future for coaching at all levels
- The better the outcomes are identified, communicated and agreed between coach, coachee and client, the higher the success rate of the coaching intervention.
- If the organization uses coaching for development rather than remediation of performance problems, and, communicates the value of coaching to the staff members clearly, to



have a coach becomes a symbol of prestige and gets spoken of with pride.

- They use a variety of interventions and tools to train skills and knowledge, including business schools. They include some coaching as an overall process of embedding teaching (adult learning). However, they have found that coaching is the best way to develop and enhance EQ.

- At the moment they “test” the validity of coaches by checking their qualifications and references and evaluate the coach based on their own life experience and the match between what they observe and what they need in the organization.

- They have not been pressurized to reduce success to ROI. They gauge success by the individuals own responses and comments, the feedback from their environment and subjective observation. At times 360<sup>0</sup> assessments are used at the start and

completion of interventions.

By Mariane Vorster COMENSA chairman

#### **National AGM ExCo Nominations**

Please contact Michele van Reenen to obtain nomination forms or for further information on her eMail [michelle@singisa.co.za](mailto:michelle@singisa.co.za)

#### **Regional AGM's**

Western Cape - 19<sup>th</sup> June 2008

Kwazulu Natal - 13<sup>th</sup> August

Gauteng - TBC

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newsletter and event notifications by emailing  
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