



# COMENSA news

## Last chance to consult on membership criteria

The final consultation workshops on membership criteria for coaches and mentors are taking place across the country in May and June. Don't miss this chance to influence the future of your profession.

**Featured Event**

	<p><b>Durban</b>  Date: 23rd May 2008  Time: 14h30 - 17h00  RSVP: Belinda Davies  (<a href="mailto:belinda@cbiz.co.za">belinda@cbiz.co.za</a>)</p>
	<p><b>Cape Town</b>  Date: 19th May 2008  Time: 7h30 - 10h00  RSVP: JP Jacobs  (<a href="mailto:jp@performancezone.co.za">jp@performancezone.co.za</a>)</p>
	<p><b>Gauteng</b>  Date: 9th June 2008  Time: 18h00 - 20h30  RSVP: Matt Shelley  (<a href="mailto:mattshelley@telkomsa.net">mattshelley@telkomsa.net</a>)</p>

### IN THIS EDITION

- Call for Eastern Cape Coaches (1)
- Uh Hmm - your ego is showing (2)
- Global Convention on Coaching (2)
- Build Credibility – Get Your Work Published (3)
- How to choose a coaching qualification (4)
- Exploring on-line coaching (5)



## Call for coaches and mentors in the Eastern Cape



The Eastern Cape often lags behind on developments happening around the country. Some brave individuals in the Eastern Cape have decided to go into coaching and are at the forefront of an industry that is growing at a

phenomenal rate worldwide. Now we have an opportunity to ride that wave of growth and bring sustainable development into our Province.

Having an Eastern Cape COMENSA committee would greatly assist with a number of issues such as:

- be a tangible presence of the industry
- provide a support structure for local coaches in the form of workshops, information on

**Michelle's Monthly Tip: Build Credibility – Get Your Work Published (Page 3)**



industry developments, database of local coaches for referral, etc

- enable coaches to refer potential clients to a national institution if they needed assurance about the industry therefore assisting with informing the public about coaching

- give exposure to local coaches
- other benefits can be viewed on [www.comensa.org.za](http://www.comensa.org.za)

I have connected with some coaches in East London who are keen on growing their businesses and we all agree that we need a strong marketing force.

Let us then converge under the Comensa banner, encourage and promote each other, share information and grow together.

Walk tall coaches of the Eastern Cape, you have chosen a noble and just profession.

Should you wish to discuss further please contact Zimasa Daniels of Dynamic Career & Business Solutions on 079 392 7273. You could also send an email to [zimasa@dcbs.co.za](mailto:zimasa@dcbs.co.za)

## Uh Hmm - your ego is showing

A recent article in the [management and training blog](#) covers the challenges we face as coaches in keeping our ego in check and not jumping in to rescue our clients.

The article cautions coaches to be alert and know that your ego is showing if:

- You find yourself telling anecdotes from your experience, which have little or no relevance, let alone benefit for the client and their agenda or circumstances.

- You find that you are drifting off mentally (yawn..... oops sorry) and thinking our own thoughts, rather than focusing on the clients issues and environment.

- You find yourself judging the person, wondering how they could possibly have gotten themselves into such a situation, and why on earth they cannot just do the simple thing (that you would do!) to solve their problem or resolve their situation.

Read the [full article on the web](#) for more information.

## Global Convention on Coaching

### Dublin 7-11 July 2008

The Global Convention on Coaching is coming up soon in Dublin from the 7<sup>th</sup> - 11<sup>th</sup> July. People representing Coaching providers, Coaching buyers and consumers, Universities and coach training organisations, Coaching industry bodies and Parallel professions involved in coaching have been working together in working groups following the New York conference last year.

The working group topics cover all aspects of coaching including:

- Knowledge Base for Coaching—Core and Specialist Areas
- Code of Ethics
- Core Competencies—General and Specialist
- Training Guidelines for Graduate Programmes
- Research Agenda for the Development of the Field
- Professional Status for Coaching—Should this be pursued, in what form?
  - Mapping the Field—What constitutes the field and its related areas?
  - Selection of Coaches and Management of the Coaching Engagement
  - Evaluation of Coaching Engagements

Each working group is preparing a document which describes both the current reality in their subject area and the possible scenarios for the future. These will be dialogues in Dublin using a World Cafe process. Although individuals will be representing themselves at the Dublin conference, the steering committee has requested that COMENSA send someone so that they have a perspective from the South African coaching community. We have asked Sunny Stout-Rostron - last years President of COMENSA to fulfill this role.

South Africans are playing an active role in the GCC. Aletta Odendaal facilitates the Selection of Coaches and Management of the Coaching Engagement and Dale Williams and Sunny Stout-Rostron chair the Ethics and Research groups.



## Michelle's Monthly Tip for making the MOST of your COMENSA Membership This Month: Build Credibility – Get Your Work Published

The number of Personal and Executive coaches entering the people development arena, both locally and internationally, is doubling each year. Add to this a plethora of marketing options available to independent professionals, and its no wonder that we are left stymied about how to position ourselves as leaders in our niche. Want to stand out from the crowd? Here's this month's top tip – get published – it's the new business card – a credibility tool that positions you as thought leader in your field of expertise.

Article marketing is a long-term marketing strategy designed to build your credibility, boost your sales and enhance your brand positioning. Effective articles are thoughtfully written, professionally presented, checked by a peer or editor and include a photograph and contact details. To be effective, your ultimate goal is to be seen in prestigious places.

[www.comensa.org.za](http://www.comensa.org.za) provides a platform for publishing articles and comments written by our members. Here you can share your passion for your topic, submit a press release, case study, or your research piece, leave a comment or start a discussion on one of the Comensa forums. Comensa provides you the opportunity to get your name recognised amongst your potential clients and peers.

Another great opportunity: Comensa has affiliated with [www.leader.co.za](http://www.leader.co.za). Now,

headlines of the latest leadership, management and career related knowledge, opinion and analysis will be featured on [www.comensa.org.za](http://www.comensa.org.za) (visit the [www.leader.co.za](http://www.leader.co.za) syndication feed link on the home page of [www.comensa.org.za](http://www.comensa.org.za)) Not only does this new feature allow members to keep abreast of current business trends, but more excitingly, leader.co.za will draw regularly on relevant articles and comments posted by Comensa members on the COMENSA website for republishing on [www.leader.co.za](http://www.leader.co.za).

All members are encouraged to submit their news and views going forward, as we strive to create South Africa's pre-eminent coaching resource.

Submit your articles (and please include your current COMENSA membership number in your forwarding email) for vetting to: [michelle@motivcoach.co.za](mailto:michelle@motivcoach.co.za) or [lori@mindfocus.co.za](mailto:lori@mindfocus.co.za) (no advertising or spam will be accepted)

Forum for members: <http://www.COMENSA.org.za/dotnetnuke/Forum/tabid/116/Default.aspx>

Research Forum: <http://www.COMENSA.org.za/dotnetnuke/Research/ResearchForums/tabid/100/Default.aspx>

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)



## How to choose a coaching qualification

### Dale Williams

To decide on a coaching course is tricky because every school has their own marketing spiel explaining why their particular approach is best.

For any other course I would say that the best thing to do is compare them and look for the one that offers you the most benefits at a cost that meets your expectations. Being a coaching course, I don't believe this is a viable approach and would strongly suggest a completely different approach.

While coaching is absolutely a career and possibly even making its way towards becoming a profession, the best coaches are those who can coach while being themselves rather than taking on the "role of coach".



Coaching is about a real conversation. Who would you like to have a real conversation with? A person who has a great coaching manner that they switch on for the session and switch off again at the end, or a person who is consistently themselves.

For this reason, before deciding on which qualification is best suited to yourself, you need to get clear on why you are seeking a qualification.

If I were to coach a person who was deliberating on which coaching course to do, then I would probably distill the session down to seven insightful questions. Answered honestly and with careful reflection they will give you an excellent understanding of how to make the decision.

The answer at the end of the process is deeply personal. There is no one right answer and I would be skeptical of anyone who says they have the right qualification for you. Only you can decide that.

So here, goes - get a pen and paper - create enough time to work through the process in a very reflective way and let's see what you come up with:



1. What is your motivation to study coaching?
2. What meaning will coaching have in your life?
3. At the end of the course what would you like to have achieved?
4. How do you learn best?
5. How important is the qualification you receive in relation to the learning on the course?
6. How will you use coaching once you have qualified (e.g. be a career coach, complement your other work)?
7. What have you learned as result of answering these questions and following this process?

Once you have done this you should have a good idea of your own motivation and you can now start working your way through training organizations.

When considering training organizations and coaching credentials keep in mind that the question of which training organizations are credible and which not is fraught with challenges.



In an article published in 2005 on Peer Resources in Canada (available at <http://www.peer.ca/credential-full.pdf>), Rey Carr noted that there were more than 65 distinct credentials in North America and the United Kingdom as well as other countries, and the systems used to grant these credentials included competency-based assessments, attaining hours of course work, supervision requirements by someone who has already attained the credential, self-assessment, qualifications obtained without ever coaching a client and even credentials that are just based on self-proclamation.

Hence, despite the marketing claims of training organizations, you will need to dig below the surface and find a course which matches the needs you discovered in the above process..

Peer Resources run a poll on the importance of certification in coaching. The poll can be viewed at <http://www.peer.ca/CertVote.html>. Current views (shown below), although not scientific give an





indication of the feelings about accreditation which may affect your decision process.

People responding to the poll were asked to leave a comment about their vote. While not everyone entered a comment, as of the time of writing the article, nine main themes emerged:

1. Certification is a political tool.
2. Certification is a marketing tool.
3. Certification is arbitrary.
4. Certification is a revenue generator.
5. Certification is a weak substitute for integrity.
6. Certification exploits the inexperienced.
7. Certification acts as a mark of distinction.
8. Certification protects the public.
9. Certification acts as a beacon.

This demonstrates the diversity of thought on this topic. Currently there is a global initiative underway called the Global Convention on Coaching (GCC) which has as its goal bringing together diverse players from all over the world so that together we might envisage the future of coaching. Working groups within the GCC are grappling with topics such as mapping the field of coaching, whether coaching is in fact a profession, the ethics of coaching, what the core competencies required for coaching are and the role of research in the development of the field.

From all of this, you can see that the field of coaching is a field that is emerging rapidly and somewhat ironically still has many more questions than answers.

Dale Williams is the President of COMENSA and considers coaching to be at about the same stage as the dot.com boom in 1999. "Real value will still emerge in the industry". He can be contacted on [www.linkedin.com/in/dailewilliams](http://www.linkedin.com/in/dailewilliams)

## Exploring on-line coaching – an anecdotal report Mongezi Makhhalima

As a business coach, I have been fortunate to have international clients sitting in Africa and Australia. This has led me to explore alternative ways to engage with them other than using the telephone. One way that has proven useful for me has been on-line coaching. This document represents some of my learnings as I have been going through this journey.

It is not meant to serve as a final word on this subject since I'm far from being an expert; it however aims to highlight some of the considerations for those that have been thinking of going this route and wondering if it would work for them.

The move to on-line coaching has been a natural progression for me, having been an IT technician in my distant career past. I have also spent a good amount of time on-line in my youth chatting to different kinds of people all over the world.

This full article is included as an attachment with the May COMENSA newsletter.

Mongezi Makhhalima (MBA, MA (Prof.Coaching) is a Business coach and Managing Executive of The Coaching Community - a coaching organization specializing in career coaching and consulting in the area of organizational development & entrepreneurship.



**Receive your own copy of the COMENSA newsletter and event notifications by emailing [COMENSAnews@aweber.com](mailto:COMENSAnews@aweber.com)**