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- Thoughts from Dale [share the love, member benefits, breakthrough agreement in the UK, consultation kicks off on membership criteria and standards of competence and more]
- International: Coaching Roundtable Sign Statement of Shared Values
- Assessing the effectiveness of coaching - taking the learning paradigm - an article by Mongezi C. Makhalima
- The Coaching Commons
- Update: New Membership Criteria for COMENSA
- Events (details below)
  - Consultation on Membership Criteria and Standards of Competence - events in Gauteng (19th March) and Western Cape (18th and 26th March)
  - 12th to 14th March 2008 - 7th Annual Mentoring & Coaching Conference

### Thoughts from Dale...

A small number of our nearly 400 members have listed themselves on our web site. One of the benefits of being a member is being able to list your profile on the web site that allows corporations and individuals looking for coaches to find them. I'm aware of a number of the people on the site already getting contacted for work and I'd like to share the love. Make sure you're putting yourself in front of your potential clients.

If you have been asked "why join COMENSA?" then head off to our web site ([www.comensa.org.za](http://www.comensa.org.za)) to view our recently updated list of member benefits.

Major news this month is major UK coaching organisations signing a 'statement of shared professional values'. This statement forms the common ground in the codes of ethics and practices currently used by such bodies in the UK. You can read the full statement from [trainingzone.co.uk](http://trainingzone.co.uk) below.

Here in South Africa, we kicked off the consultation on our new membership criteria and standards of competence with a very well attended breakfast hosted by the Kwazulu Natal chapter. At the breakfast Marianne Meyer and I presented the various scenarios for our new standards and took feedback from the 30 or so people who attended. There is a more detailed update below.

The Kwa Zulu Natal meeting was a great example of coaches getting together under the COMENSA banner and figuring out the future of coaching in South Africa. Feedback from the breakfast included requests for future topics covering:

- Regulatory issues
- Future coaching/mentoring models
- Networking events
- Business issues (how to run your business)
- International Accreditation Standards.
- Use of NLP in coaching
- Electronic Coaching
- How to make good money from coaching

On this last topic, in the Western Cape, Michelle Clarke hosted a member evening entitled "Build Your Practice: Casting your Client Net" on the 28th February at the Old Mutual Business School. More than 30 coaches attended to hear the latest thinking from Michelle, the South African expert on building coaching businesses, drawing on concepts from her and Brent Combrink's three-day course, Launch Your Practice! If you are interested in their three-day course in Cape Town or Gauteng, see the events section below.



The Coaching Commons launched their new web site. The Commons is a fantastic resource for coaches from around the world. They have as their objective, "A non-partisan 'big tent' under which coaches can freely create the future together in a non-commercial setting on the world-wide-web.". More details on what the coaching commons is all about and how you can benefit is included below.

Lastly we are moving ahead with our more streamlined administration. We would like to thank Charmaine and Dennis Taylor-Steggink who have admirably held the fort since just after the launch of COMENSA. Their contract concludes at the end of March and Michelle van Reenen is working hard with Marianne Vorster and other members of EXCO to ensure that our administration processes are simple and efficient.

Over the next months we will be contacting all members to update details and ensure that any items unresolved are quickly actioned. If you have any queries please eMail [administrator@comensa.org.za](mailto:administrator@comensa.org.za).

Warm regards

Dale  
[president@comensa.org.za](mailto:president@comensa.org.za)

### Coaching roundtable sign statement of shared values

A major breakthrough in the coaching industry has occurred with key professional coaching bodies in the UK signing an agreed 'statement of shared professional values' at a coaching roundtable. This has defined the common ground in the codes of ethics and practices currently used by such bodies in the UK.

The statement gives all buyers of coaching services a clear frame of reference for the ethical requirements surrounding good quality coaching. Drafted by Robin Linnecar of Praesta, it synthesises the best ethical practice of all the professional bodies.

Neil Scotton, president of the International Coach Federation in the UK (UK ICF) commented: "This agreement clearly shows how the main professional coaching bodies are working together to build coaching standards and the coaching profession in the UK. It's an important first step on a journey that will benefit all professional coaches and everyone they work with."

Katherine Tulpa, chair of the Association for Coaching (AC) was delighted: "We are excited by the possibilities that lie ahead for the Coaching roundtable. The statement of shared professional values hallmarks the success of how we have evolved as a group - one that is collaborative and coach-like, working towards a common aim."

Gil Schwenk, chair of the Professional Bodies Liaison committee of the European Coaching and Mentoring Council - UK (EMCC -UK) added: "The Statement of Shared Values is another result of the ongoing collaboration between the coaching professional bodies. Together we increasingly share responsibility for the leadership of coaching and mentoring excellence in the UK."

### Statement of Shared Professional Values

This statement has been agreed by the coaching professional bodies in the UK who cooperate to enhance the reputation of the coaching industry. In the emerging profession of coaching, we believe that:

1. Every coach, whether charging fees for coaching provided to individuals or organisations or both, is best served by being a member of a professional body suiting his/her needs.
2. Every coach needs to abide by a code of governing ethics and apply acknowledged standards to the performance of their coaching work.
3. Every coach needs to invest in their ongoing continuing professional development to ensure the quality of their service and their level of skill is enhanced.
4. Every coach has a duty of care to ensure the good reputation of our emerging profession.
5. The following are fundamental principles by which we expect our members to operate:



- **Meta Principle:** To continually enhance the competence and reputation of the coaching profession
- **Principle One** - Reputation / Every coach will act positively and in a manner that increases the public's understanding and acceptance of coaching.
- **Principle Two** - Continuous Competence Enhancement / Every coach accepts the need to enhance their experience, knowledge, capability and competence on a continuous basis.
- **Principle Three** - Client Centred / Every client is creative, resourceful and whole and the coach's role is to keep the development of that client central to his/her work, ensuring all services provided are appropriate to the client's needs.
- **Principle Four** - Confidentiality and Standards / Every coach has a professional responsibility (beyond the terms of the contract with the client) to apply high standards in their service provision and behaviour. He/she needs to be open and frank about methods and techniques used in the coaching process, maintain only appropriate records and to respect the confidentiality a) of the work with their clients and b) or their representative body's members information.
- **Principle Five** - Law and Diversity / Every coach will act within the Laws of the jurisdictions within which they practice and will also acknowledge and promote diversity at all times.
- **Principle Six** - Boundary Management / Every coach will recognise their own limitations of competence and the need to exercise boundary management. The client's right to terminate the coaching process will be respected at all times, as will the need to acknowledge different approaches to coaching which may be more effective for the client than their own. Every endeavour will be taken to ensure the avoidance of conflicts of interest.
- **Principle Seven** - Personal Pledge / Every coach will undertake to abide by the above principles that will complement the principles, codes of ethics and conduct set out by their own representative body to which they adhere and by the breach of which they would be required to undergo due process.

### Assessing the effectiveness of coaching - taking the learning paradigm - an article by Mongezi C. Makhalima

This thought provoking article is attached.

### Coaching Commons

The Coaching Commons is a gathering place. Like on a university campus, the commons is encircled by buildings, inside which, lots of great work gets done. In the commons itself, some people walk their dogs, some pursue big ideas, some make friends and connections.

The Coaching Commons is backed by leading visionaries in coaching philanthropy. This funding makes it possible for the Commons to exist, and for the projects that spring from it to do their work. (e.g. #1: Significant amounts of research on the efficacy of coaching done by The Foundation of Coaching. e.g. #2: The pro-bono coach matching service called The Gift of Coaching. e.g. #3: The Global Visionary Coaching Fellowship to financially support bold action by a coaching leader, etc.)

The Commons is Neutral and Non-profit. Which means that this is an apolitical organization - or at least as apolitical as a group of diverse people gathered together can be. It is, to use one of my favourite analogies, like a gorgeous silken slice of tofu, waiting to take on the flavour of those that convene here. Because it's neutral, I believe it's a place all conversations can happen.

If you are interested to find out more about the Coaching Commons then visit:

[www.coachingcommons.org](http://www.coachingcommons.org)

### Update: New Membership Criteria for COMENSA

In last month's newsletter we announced the kick-off of our consultation process on our new membership criteria. Our first meeting was held in Durban on the 20th February 2008.

Marianne Meyer and I presented the various scenarios for our new standards, which include:

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- Complete adoption
- Rejection for now
- A middle road where adapted standards and criteria are agreed

A lively dialogue followed which was very encouraging as the overall theme of how do we work together to make coaching more effective in South Africa came through very strongly. News on other consultation events is included below in the events section. If you would like to give feedback then please email [comensa.membership.feedback@gmail.com](mailto:comensa.membership.feedback@gmail.com)

### Events

To ensure that your COMENSA events are mentioned here, contact the regional events coordinators.

#### Gauteng

Events Coordinator: Creina Schneier [[eMail:creinas@iburst.co.za](mailto:creinas@iburst.co.za)]

### **Membership Criteria and Standards of Competence - Workshop and Forum Discussion**

Ivan Justus will lead the workshop on the Draft Membership Criteria and Standards of Competence. Ivan is the National Chair of CTASA and an active member of the Membership Criteria and Standards of Competence Committee.

Ivan will present and give feedback on the latest developments and the committee's position. As Gauteng members of COMENSA and interested parties, we are looking for your input by way of understanding, direction taken, views and thoughts on the Membership Criteria and Standards of Competence draft paper. This discussion forum follows on from that held in September 2007 in which we obtained initial input of those who were present and moves us further by way of consultation and discussion in the process towards reaching agreement in this crucial area of the profession.

You will find a copy of this document on our site or by following the link:

[www.comensa.org.za/dotnetnuke/Portals/0/downloads/2007-10-12%20Membership%20Criteria%20and%20Standards%20of%20Competence.pdf](http://www.comensa.org.za/dotnetnuke/Portals/0/downloads/2007-10-12%20Membership%20Criteria%20and%20Standards%20of%20Competence.pdf)

We invite you to join us for a glass of wine and a snack in the bar after the workshop and to bring your business card for a lucky draw at the end of the evening.

Venue: FNB Training Centre, 114 Grayston Drive, Sandown, Sandton

Date: 19th March 2008

Time: Registration 17h30; prompt opening at 18h00; close at 20h00

Invest: Just your time

RSVP: Creina Schneier (event manager) [[eMail: creinas@iburst.co.za](mailto:creinas@iburst.co.za)] by 17h00, Monday 17th March 2008.

### **7th Annual Mentoring & Coaching Conference**

Knowledge Resources is thrilled to announce that Jake White, Coach of the Springbok Rugby Team will be part of the 7th Annual Mentoring & Coaching Conference!! Jake will be sharing his coaching and mentoring approaches in taking the Springbok rugby team to become World Cup Champions!!

We are also very excited that Professor David Clutterbuck, leading authority on mentoring will be joining the conference! Professor Clutterbuck is one of Europe's best-known, innovative writers and thinkers on leadership and co-founder of the European Mentoring and Coaching Council. He also runs a thriving international consultancy, Clutterbuck Associates, which specialises in helping people in organisations develop the skills to help others. COMENSA is proud to be associated with this conference and COMENSA members receive a 20% discount on the conference fee that hasn't increased since last year.

More information including the speakers programme at:

[www.colorxtreme.co.za/Knowledge%20Resources/Mentoring%20and%20Coaching/home.html](http://www.colorxtreme.co.za/Knowledge%20Resources/Mentoring%20and%20Coaching/home.html)

Venue: Hyatt Regency Hotel, Johannesburg

Date: 12 - 14th March 2008



### **Launch your practice**

For Coaches, Consultants and Independent Professionals; You're a qualified expert and you are passionate about your process and contribution to the world. Even so, the most qualified and enthusiastic of us are not automatically skilled at starting and running our businesses and practices. We all face typical and industry-related business development challenges: How to find appropriate clients, how to establish a market presence? and even more, how to work efficiently, earn a satisfactory income and define and succeed in long-term objectives?

We all know what it feels like to be "fired up" to get going, but to lack business experience. Even senior and established consultants may be facing roadblocks! Join Brent Combrink and Michelle Clarke in Johannesburg this April. They are bringing the tried and tested (and fully endorsed by COMENSA) Launch Your Practice! to you.

Venue: Hacklebrooke Conference Centre, Randburg, Johannesburg

Date: 16th - 18th April 2008

Time: 8h30 - 16h30

Invest: R 4,950 includes VAT, materials, pre-course and post-course assignments\*\*

RSVP: Michelle Clarke on [michelleclarke@telkomsa.net](mailto:michelleclarke@telkomsa.net) or [www.motivcoach.co.za](http://www.motivcoach.co.za) or 072-3919912

\*\* Book early, availability for 15 delegates only.

Receive your pre-course work on booking & paying

### **Talk on Ken Wilbur - Paddy Paisley**

Date: 21st May 2008

RSVP: Creina Schneier (event manager) [eMail: [creinas@iburst.co.za](mailto:creinas@iburst.co.za)]

Metaskills - Reg Reynolds

Date: 16th July 2008

RSVP: Creina Schneier (event manager) [eMail: [creinas@iburst.co.za](mailto:creinas@iburst.co.za)]

### **One-day "Coaching Ethics" Workshops for COMENSA Gauteng Members**

The COMENSA Ethics Committee invites you to one of two workshops to be facilitated by Professor Charles Malcolm of the University of the Western Cape. Professor Malcolm, the Ethics advisor to COMENSA, is a world authority on Ethics and Psychology and has lectured internationally on this subject. Professor Malcolm is also the Ethics advisor to COMENSA.

This one day workshop aims to address the following topics:

1. What is Coaching Ethics and why is it important.
2. The COMENSA Ethics Code
3. What you need to know in your coaching practice to call yourself an ethical coach.
4. Case studies

Venue: Resolve House, Unit 6, Albury Office Park, Albury Road, Hyde Park (opposite Hyde Park Shopping Centre)

Dates: 2nd April 2008, and the 21st May 2008

Time: 8.30am for 9am until 4pm

Invest: R750 (COMENSA members) & R1,000 (Non-members)

RSVP: [josearle@telkomsa.net](mailto:josearle@telkomsa.net) by Wednesday 19th March. Please advise membership number if applicable as well as dietary requirements. Space is limited, so please book early.

NB: To confirm your booking you will need to deposit the full amount into the COMENSA bank account and email your deposit slip and membership number (if applicable) to Joanne Searle

[josearle@telkomsa.net](mailto:josearle@telkomsa.net). The bank details are as follows:

Name: COMENSA (Gauteng)

Bank: Standard Bank

Account No.: 271626801

Branch: 051001

### **Kwazulu Natal**

Events Coordinator: Mary-Joe Emde [eMail: [maryjoe@resultsworkplacecoaching.co.za](mailto:maryjoe@resultsworkplacecoaching.co.za)]

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### **Update on Coach Training Association and Coaching Standards**

John Paisley, founder and former chair of CTASA (Coach Trainers Association of South Africa) will update us on latest developments on coaching qualifications.

Venue: To be announced

Date: 17th March 2008

Time: 18h00

RSVP: Mary-Joe Emde [eMail: [maryjoe@resultsworkplacecoaching.co.za](mailto:maryjoe@resultsworkplacecoaching.co.za)]

### **Western Cape**

Events Coordinator: Trixy Lochner [eMail: [eventswc@comensa.org.za](mailto:eventswc@comensa.org.za)]

### **Consultation on Membership Criteria and Standards of Competence**

Let your voice be heard and influence this important work within South Africa's coaching community. The consultation meeting will allow you to comment and provide feedback on the proposed membership criteria and standards of competence distributed earlier and available to members on the COMENSA website.

Venue: The Coaching Centre Bergvliet (see Contact section at [www.coachingcentre.co.za](http://www.coachingcentre.co.za) for directions)

Date: 26th March 2008

Time: 17h30 for drinks - starting at 18h00

Invest: Just your time

RSVP: Rob de Nier ([r.denier@telkomsa.net](mailto:r.denier@telkomsa.net)) by 25 March

### **Media Skills**

A talk, followed by Q&A, by web and PR experts on how to market your practice.

Venue: To be announced

Date: 17th April 2008

Time: To be confirmed

RSVP: Trixy Lochner [eMail: [eventswc@comensa.org.za](mailto:eventswc@comensa.org.za)]

### **Dr Jon Kabat-Zinn to tour South Africa**

Dr Jon Kabat-Zinn, internationally renowned for his work as a scientist, author and meditation teacher engaged in bringing mindfulness into the mainstream of medicine and society, will tour South Africa for the first time in April and May 2008.

Hosted by the Institute for Mindfulness South Africa and the UCT Graduate School of Business (UCT GSB), Dr Kabat-Zinn's tour will also feature public lectures and seminars as well as two retreats - one designed for health professionals, coaches and educators, and the other for corporate and thought leaders in South Africa.

A Professor of Medicine Emeritus at the University of Massachusetts Medical School and former director of its world-renowned Stress Reduction Clinic, Dr Kabat-Zinn is well-known for his work developing and teaching mindfulness based stress reduction (MBSR), while his clinical and neurobiological research has been extensively published in peer-reviewed journals over the last 25 years. The Stress Reduction Clinic has assisted over 17 000 medical patients, and MBSR is now offered at some 200 medical facilities worldwide.

For full information of the tour, visit [www.mindfulness.org.za](http://www.mindfulness.org.za) or contact Karin on +27 (0)83 2709219.

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### Give us feedback

E-mail COMENSA Newsletter and let us know what you would like to see in this newsletter.

There are opportunities for you to contribute to the newsletter in various forms; this includes writing articles that will benefit members and publicise events that you are organising. Please drop me a note by hitting reply if you would like to contribute in some way.

Newsletter compiled by COMENSA Executive Committee

Dale Williams [President]

Edith Sievers [Vice President]

Saul Goldblatt [Treasurer]

Michelle van Reenan [Secretary]

Dennis Jackson [Chair Gauteng]

Marianne Vorster [Chair KwaZulu Natal]

Brent Combrink [Chair Western Cape]

and Michelle Clarke [Chair of Marketing]

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### Attachments:

Assessing the effectiveness of coaching - taking the learning paradigm :  
an article by Mongezi C. Makhalima

[administrator@comensa.org.za](mailto:administrator@comensa.org.za)

[www.comensa.org.za](http://www.comensa.org.za)

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