

## COMENSA Newsletter : MARCH 2025



# NEWSLETTER

Keeping you updated with the  
latest COMENSA news and  
events

## PRESIDENT'S CORNER



**President's Column March 2025: Claiming Our Space – Positioning the Coaches and Mentors of South Africa (COMENSA) and Africa as One of The Leading Industries.**

As we embark on a new month, I am reminded of the tremendous potential that lies ahead for our Association of Coaches and Mentors of South Africa (COMENSA) in South Africa and across the African continent. We are at a critical juncture where we can solidify our position as one of the most highly valued and recognized industries in the region. This is a moment for us to take charge, communicate our value, and lead the way in professionalizing the coaching and mentoring field

The coaching and mentoring industry is a \$20 billion global industry, growing at an impressive rate. Despite its size, it remains one of the most under-regulated sectors in the world, with minimal barriers to entry. While this growth presents tremendous opportunities, it also places

responsibility on us as leaders in this industry to ensure we elevate the standards, credibility, and recognition of our profession. Through COMENSA, we have the unique opportunity to professionalize this industry, positioning it for greater respect and trust among consumers, businesses, and government stakeholders alike.

To achieve this, we must focus on three key areas:

1. **Intense Communication with Prospective and Current Members**

Our first priority should be to communicate more effectively with both prospective and current members. The value we bring as coaches and mentors is immense, yet many potential members may not fully grasp the opportunities and support available to them through our association. We must establish clear, ongoing dialogue, sharing the benefits of joining COMENSA, such as professional development, networking opportunities, and access to a global community of coaches and mentors. By investing in targeted communication strategies, we will ensure that more professionals in the field recognize the critical role COMENSA plays in shaping their careers and advancing the industry. It is for that reason that we look to appoint permanent resource for this position on a full-time basis.

2. **Engaging the Consumers of Coaching and Mentoring Services**

Equally important is our communication with the consumers of coaching and mentoring products and services. Whether it's individuals seeking personal growth, organizations striving for better leadership, or public and private sectors looking for transformative change, we must consistently promote the value of professional coaching and mentoring. Our focus should be on educating the market about the return on investment (ROI) of coaching and mentoring, illustrating how these services contribute to organizational success, employee well-being, and national economic growth.

3. **Building Strong Relationships with Key Stakeholders**

Finally, we cannot underestimate the importance of building and maintaining relationships with stakeholders across various sectors, including both the public and private sectors. Policymakers, businesses, and industry leaders must recognize the immense potential that coaching and mentoring has to drive leadership development, skills training, and overall national competitiveness. By positioning COMENSA as the authoritative body in coaching and mentoring, we can foster collaborations with key sectors to advance our profession and demonstrate the integral role coaching and mentoring will play in shaping the future workforce of South Africa and Africa.

As we continue to grow and strengthen our association, we must remain committed to fostering professionalism and ethical standards that will enhance our credibility. Our mission is to create a space where coaching and mentoring are recognized as indispensable components of personal, organizational, and national development. With a collective effort, we can claim our rightful place as one of the leading industries in South Africa and the African continent. Let us Move Forward with purpose, determination, and a shared vision to transform the coaching and mentoring landscape!

# VICE PRESIDENT

The “**Moving Forward To 2030**” Strategic Plan is providing the Board; Sub-Committees; Chapters Committees and the rest of the Members alike with **Hope!** I heard the KZN Chapter Chair (Alison Coates) at her Face-To-Face “Meet & Greet” Members Breakfast that I was fortunate to attend, refer to Hope as “Cherish Tomorrow’, therefore Future-Focused”.

The Board Strategy Task Team (led by one of our Non-Executive Directors of the Board, who is also a KZN Chapter Member, Farah Ally) was put in place as part of the Outcomes of the Mid-January 2025 Board Strategy Workshop. The Task Team, which constitutes of the Vice-President; the MCSC Chair (Sean Fenn) and SEC Chair (Gerard Mofolo), held its 1<sup>st</sup> Meeting on the 10<sup>th</sup> of February 2025, in preparation for the Approval of the Strategic Plan at the Special Board Meeting of the 27<sup>th</sup> February 2025. The subsequent 2 x meetings prior to the Board Meeting also included an Invite to one of our Master Coaches who is a Thought Leader in Marketing, to provide Guidance in our Conversations, as well as Chapters Chairs & Deputy Chairs (based on their request). Our Task Team Lead was able to present 119 x Identified Actions Items from the Strategy Session, as applicable across the 4 x Strategic Core Pillars (Value Proposition; Governance; Marketing; and Partnerships).

**One of the Key Outcomes is the Board’s Urgent Approval of a Paid Marketing Resource to assist in the delivery of these Actions Items over a Short-Term (6 Months leading up to the A.G.M in August 2025), as well as Medium-Term (2-3 years, Year-on-Year) and Long-Term (Up to 5 years and beyond, for the next 10-20 years) ... A Marketing Strategy will be developed by the successful candidate or organisation, as well as implementation.** The Task Team will be finalising the Scope of Work, which will be advertised for all eligible members to submit Proposals, through the Procurement Process with the Guidance of the Audit, Risk & Finance Committee Chair (Theresa Moila).

Once the Strategic Plan is approved by the rest of the Board Members with effect from 1<sup>st</sup> March 2025 (New Financial Year) and aligned to the Budget through our Treasurer (Robin Stone), it will be implemented through the Board Sub-Committees and Chapter Chairs, as well as any additional resources amongst the Members through Volunteerism ... We have already had 3 x Volunteers from the KZN Chapter Members’ Breakfast! The Board will then Monitor the Performance Progress of the Strategic Plan Implementation, by using the Dashboard as a tool for this purpose.

**SAQA (South African Qualifications Authority) – Our MCSC Chair was instrumental in ensuring our Compliance with the Re-Recognition Process as a Professional Body ...** This was “Amazing Teamwork” with further support from the Board Secretariat (Melissa Voller); our National Office Administrator (Tamara Naidoo); and SEC Chair; not to mention our Treasurer. **We await the outcome following the SAQA Board Meeting of March 2025.**

A few of us as COMENSA Coaches have been invited to join other Coaches in the **Focus on Africa Young Women.** As part of the Process, we attended the 1-Year Fellowship Faculty

Induction during a Weekend Retreat, as well as the 1-Day Weekend Orientation for the Young Women (or the Girls, with a capital "g", as they are Deliberately referred to by the Founder of this Movement).

As Coaches, we learnt about **"Collective Effervescence"** - "A sociological concept that describes a feeling of unity and intense emotion that can occur when people come together." (Google) ... We are even offered the platform of monthly **"Community Gathering"** as Coaches, which includes **Supervision**.

The State of Awesomeness and Extra-Ordinary Presence In The Room with the Girls was palpable! ... Do any of them aim to be Coaches and Mentors in their Professional Portfolio, as part of Giving Back? This is an active Alumni of 600 Members now (it's been 6 years), with an additional **2025 Cohort of 111 x Girls** (including Twins) across **15 x African Countries on the continent!**

We are in Awe of our very own COMENSA Member, Dr. Lulu Gwagwa!

## RESEARCH COMMITTEE

### **RPC March 2025 Newsflash Article**

The COMENSA Research Portfolio Committee (RPC) looks forward to Celebrating International Women's Day on March 8, 2025.

We commemorate this special day by dedicating the March Newsflash to understanding how AI can be utilized in the coaching/supervision or mentoring environment for our benefit.

### **What is AI?**

Artificial Intelligence (AI): AI refers to simulations of human intelligence processes by machines, mainly computer systems. These processes include learning through acquiring information and rules for using it, reasoning using rules to reach approximate or definite conclusions, and self-correction. Like any change process, AI raises fears and concerns from various coaches. The RPC addresses some of the fears faced by the coaches as follows:

### **Fears raised by AI coaching**

- **AI will replace or displace human coaches.**

Research shows that this fear is a myth. This fear of AI coaching leads to negative opinions and reduced curiosity about AI coaching.

- **The potential bias in AI training is the fear of embracing AI coaching.**

As a coach/supervisor/ mentor, you should select the AI tool which aligns with the COMENSA Behavioral Standards Framework.

- **A final concern about AI coaching is data security and privacy.**

It remains the coach/ supervisor/ mentor's responsibility to ensure that the client's information remains secure, private and confidential.

### **RPC AI Tips for Coaches**

- **Educate Oneself:**

As coaches, we need to stay informed about AI developments and understand how to integrate AI into our coaching practice.

- **Select Appropriate Tools:**

Choose AI tools that align with our coaching objectives and enhance, rather than replace, the human aspects of our practice.

- **Maintain Ethical Standards:**

Ensure that AI complies with ethical guidelines concerning client confidentiality and data security.

- **Combine AI with Human Insight:**

Use AI to handle administrative tasks and data analysis, allowing more time to focus on building meaningful client relationships.

- **Seek Feedback:**

Regularly solicit feedback from clients regarding using AI tools to ensure they add value to the coaching experience.

### **Benefits of AI in Coaching**

- **Scalability**

AI enables coaches to manage a more extensive client base by automating repetitive tasks and providing resources that clients can access independently.

- **Personalization**

Through data analysis, AI can customize coaching content to meet individual client needs, enhancing the relevance and effectiveness of coaching sessions.

- **Accessibility**

AI-powered coaching tools can be available 24/7, offering support to clients regardless of time zones or schedules

- **RPC Recommended Reading**

The RPC planned four research webinars for 2025 to empower our members. The following news flash will inform you of the developments.

### **Emerging Trends in Coaching/Supervision and Mentoring**

In the RPC monthly newsflash, an article or two will be selected to shed light on new trends and developments in the coaching, mentoring, or supervision space.

RPC is also encouraging COMENSA members who have recently (2023-2025) published peer-reviewed or accredited articles or book abstracts, which they must share with COMENSA members, to provide such material to the RPC committee. RPC will use some of those articles for the news flash, and others will stimulate webinar discussions.

### **Farewell to our past RPC Member**

As the RPC committee, we appreciate a long-serving member who made significant progress on the RPC team last year.

Jacques Myburgh, thank you for your involvement in the RPC. The RPC appreciates your dedication and hard work over the past years. Your contributions have been instrumental to the committee's success, and your ten-year contributions have shaped the committee and its activities—all the best in your new endeavors.

The current RPC Team members, Joyce Baloyi (Chairperson), Dr Marisa Leask, Matjatji Mothapo, and Zonke Cebekhulu, hope to receive your suggested topics and research articles on which you would be interested in learning more.

### **Concluding remarks**

On a lighter note, Enjoy International Women's Month and make a difference in your research activities. We look forward to your continued support in the RPC activities and events.

**SUPERVISION COMMITTEE**



## **SPC Theme: Building Professionalism Through Supervision**

Supportive: Transformative: Qualitative

<b>Our</b>	<b>March</b>	<b>Online</b>	<b>Supervision</b>	<b>Event</b>
This	is	tomorrow	Thursday	the 6th of March
Time:		12h00	-	13h30
Topic:		Ethics	and	Ethicability
Speaker:		Dr	Phil	Ridgwell

### **Affordable Group Supervision Sessions for Non-Credentialed COMENSA Members**

A newsflash was sent out recently with regards to affordable group supervision sessions for non-credentialed members.

### **Already sixteen members have signed up for this initiative.**

Each group includes up to five participants, with a total of four 90-minute supervision sessions held every 2-3 months, led by a qualified COMENSA supervisor. The full fee of R1000 for all four sessions must be paid upfront to the supervisor. To join a group, please email us at [supervision@comensa.org.za](mailto:supervision@comensa.org.za) and we will connect you with an available supervisor.

### **CoP (Community of Practice)**

This is a learning community for supervisors. We now have a second CoP and there is still space for any supervisor who would like to be part of this learning community. The CoP takes place every two months with the next meeting taking place in April. If you are keen to join, please mail Belinda Davies at [belinda@leadershipsolutions.co.za](mailto:belinda@leadershipsolutions.co.za)

### **The following dates for 2025 Events are on the COMENSA calendar.**

- Thursday March 6 from 12.00 to 1.30pm
- Thursday May 8 from 5.00 to 6.30pm
- Thursday July 3 from 12.00pm to 1.30pm
- Thursday Sept 4 from 5.00 to – 6.30pm
- Thursday Nov 6 from 12.00 – 1.30pm

Please note the alternate times of 2025 events – midday and early evenings.

Did you know?  
*Coaching supervision can help you identify the strengths you can leverage in your coaching.*

## AUDIT, RISK AND FINANCE COMMITTEE

### **Navigating the Audit Season: The Path to a Clean Audit for Financial Year 2024/2025**

As we bid farewell to another financial year, the onset of audit season serves as a timely reminder of the crucial role that thorough audits play in our organizational integrity and accountability. At COMENSA, we take our audits very seriously, understanding that they are not merely a regulatory requirement but a vital component of our operational health and transparency.

Audits provide an essential framework for assessing our financial practices and internal controls. They help ensure that our financial statements accurately reflect our operations, safeguarding the interests of our stakeholders. A proper audit can identify areas of improvement, enhance our financial reporting, and ultimately promote trust in our organization.

It's important to distinguish between a qualified audit and a clean audit, as both serve different purposes and convey different messages. A clean audit, often referred to as an unqualified audit, indicates that the auditor has found no significant issues or discrepancies in the financial statements. This is the gold standard we aim for, as it reflects a high level of confidence in our financial reporting.

On the other hand, a qualified audit suggests that the auditor has identified certain issues or limitations that need to be addressed, which could potentially affect the reliability of the financial statements. While a qualified audit does not necessarily imply wrongdoing, it does highlight areas that require attention, making it essential for organizations to take corrective actions promptly.

As we look ahead to the Financial Year 2024/2025, our focus is unwavering: we are striving towards achieving a clean audit. This goal is not just about compliance; it's about fostering a culture of excellence, accountability, and transparency within COMENSA. By adhering to best practices and diligently addressing any potential risks, we can enhance our financial reporting and reinforce our commitment to our members and stakeholders.

In conclusion, as we enter this audit season, let us recognize the importance of proper audits and the value they bring to our organization. Together, we can navigate this process with diligence and integrity, ensuring our path towards a clean audit in the coming financial year. We



look forward to giving our valuable membership a clean audit. We are on track for the audit process for the year ended 28<sup>th</sup> of February 2025.

Theresa Vivian Moila  
Chairperson: Audit, Risk and Finance Committee

## SOCIAL AND ETHICS COMMITTEE

### **The Benefits of Building a Reflective Coaching Practice:**

One of the greatest benefits of being a professional coach is distinct capability to develop and practice self-reflection. Many would agree that this is probably one of the hardest skills to develop as a coach. The coach's responsibility is to support the client's capacity to adapt and sustain change. Tracy Fuller (2021) argues that much of coaching success is dependent on coach's ability to reflect and expand the client capacity. She shares insightful reflective questions below.

According to McKinsey (2020) using powerful reflection practice has several benefits at different stages of engagement with the client:

"Reflection that promotes learning happens in three primary moments - before, during and after a task. Forecasting a cognitive task simply means looking ahead. In these moments, we are thinking ahead about how we might tackle as a task, how we will approach a problem, or what we will say during a difficult conversation. We are reflecting on what's coming. This process of forecasting or planning primes us to learn.

When we reflect during an event, we can correct our course and make adjustments. We notice what is happening even as we are "in the arena" and can learn and experiment in the moment. Finally, retrospective reflection lets us look at a past situation, consider how effective our actions were and then project forward to how we would approach a similar event in the future."

As such, coaches must continue to use and adapt different kinds of reflection questions to expand their efficacy and client's capacity:

- What went especially well?
- What didn't go as well as I'd like?
- What would I do more of, less of, or differently moving forward?
- What was missing?
- Where could there have been a better balance? What am I noticing?

*"The more reflective you are, the more effective you are."*

## PROFESSIONAL CONDUCT COMMITTEE

A Quiet Year.

How do you interpret the statement, considering this is the Professional Conduct Committee and the monthly communication in which we share insights with members?

A committee and team working behind the scenes to resolve complaints against members, adhering to the organisation's by-laws and Memorandum of Incorporation while answering to the members.

A quiet year for us is a concern. While we assume our members act with the necessary integrity and ethical standards, it seems odd that we have not received any complaints related to members' activities.

So, what does the committee do in a Quiet year? We continue to refine our processes, reexamining previous processes and systems, and seeking to improve our individual skills related to the committee's terms of reference.

As a committee, we wonder if it has been a quiet year because perhaps no one knows that clients can lodge complaints. Do we, as members of the organization, inform our clients that they can formally lodge a complaint, either during the normal process of setting up the engagement, at contracting, or even when there is a dispute?

So perhaps, as an appeal to members, list this aspect as a differentiating criterion as part of your existing engagement with clients, even at the initial exploration stage. Then, during your coaching sessions, remind your clients of this right.

While we do enjoy a quiet year, let's ensure it is quiet because of the benefits our clients gain, rather than because our clients are not aware of a fundamental right they have when working with a member of COMENSA.

Here's to a peaceful year, for the right reasons.

As a final appeal, if anyone is willing to put their hand up and assume the role of Secretary for the Committee, please contact us.

David Davis – member of PCC/Acting Secretary

---

## CHAPTER CHATTER



**Subject:** Join Us for an Inspiring Session with Rosieda Shabodien – March 20

### **Greetings from the Western Cape!**


March is a time of change—the leaves begin to turn, the days grow shorter, and a crispness fills the air. For some, this shift is invigorating; for others, it's a reminder that colder days are ahead.


As the saying goes, *“If you do not create change, change will create you.”* What can you do this season—this year—to spark positive transformation?

This March, we are privileged to welcome **Rosieda Shabodien**, CEO of Actualize and Success Lab and author of *What Women Want Coaches to Know: A Gender-Intelligent Coaching Approach*. With her extensive experience in coaching and her passion for empowering women leaders, Rosieda will explore the relevance of gender-intelligent coaching today. She will discuss why this approach is critical in the coaching landscape and what we, as coaches and mentors, need to consider when supporting those we work with.

Join us for an insightful and enriching conversation!

 **Date:** Thursday, 20 March 2025

 **Time:** 18:30 - 20:00

 **Venue:** Online (Zoom link to follow)

We look forward to seeing you there!

At COMENSA, we believe in the power of community. If you're interested in joining the **Western Cape Chapter Committee**, shaping our direction, or sharing your expertise as a speaker, we'd love to hear from you. Please reach out via the [About Us](#) page on the COMENSA website.

**Best wishes,**

Paul, Yolanda, and Merlinda



**COMENSA**  
KWAZULU NATAL

**MARCH 2025 NEWSFLASH – KZN CHAPTER**

Greetings from KZN.

On 27<sup>th</sup> February we hosted our first online event for the year, with over 50 attendees. As is the practice in KZN, we started out with a mindful moment reflecting on the concept of appreciation, which we learned is more than just gratitude as it is recognizing and affirming the inherent value in people, efforts and moment.

Our speaker for the event was Industrial Psychologist Michael Cloete, also a KZN Member, whose topic was “The impact EQ on leadership success – a valuable coaching lens”.

Our takeaway from the session was a great definition of emotional intelligence as being an “emotional handbrake” or the ability to understand, manage emotions, solve problems under pressure and “think before you react”. During the session we used Mentimeter as the interactive tool to facilitate a co-created learning experience. The most important lesson from the “coaching lens” perspective was that we must coach the person and not his/her EQ.

In June/July we are hoping to host a face-to-face event which will form part of the KZN provincial roadshow. This fits in well with our vision of a bi – annual meet up of members.

**KZN DATES for DIARIES:** 27 March 2025 our next “Coffee Meet Up”, which will be hosted by one of our members at a local café/restaurant. KZN - please watch your inbox for RSVP Link.

Our next on line event will be on 23 April 2025 (note this is a Wednesday).

We hope you all enjoy the public holiday for Human Rights days on 21 March making it a long weekend for many. Enjoy a mini break with your loved ones.

Mindful Reflections

Alison Coates (Chair), Rajeshree Dessai (Deputy Chair)



# COMENSA

## LIMPOPO

### COMENSA Limpopo Chapter March 2025 Newsletter

#### Greetings from Limpopo!

We hope this message finds you well and thriving. As we enter March, we want to take a moment to reflect on the blessings we've experienced in our beautiful province. We've been fortunate to receive plenty of rain, and we are deeply grateful for this gift from nature. It's always refreshing to witness the land coming to life again, reminding us of the cyclical nature of growth and renewal.

#### February Virtual Event Recap:

In February, we hosted our first virtual event of the year, and it was a resounding success! We were privileged to have Speaker Bernard Van Der Spuy lead a captivating session on **“The Value of the Elements of The Time To Think Environment in Coaching.”**

Bernard's presentation provided invaluable insights into the **Time To Think** practices, which were developed by **Nancy Kline**. The focus of the presentation was to explore how we, as coaches, show up using the elements of Time To Think, and how these principles can help our clients expand their thinking to achieve meaningful solutions.

The attendees engaged actively, and the session was filled with thoughtful reflection and interaction.

We are thrilled with the turnout and the positive feedback we received, and we look forward to continuing to offer such valuable learning experiences in the future.

#### Looking Ahead:

As we move forward into March, we remain committed to providing valuable resources and events for all mentors and coaches in our community. We encourage you to stay connected, continue growing, and keep exploring new ways to support your clients in achieving their best selves.

We're excited about what's ahead and look forward to another fruitful month of learning, sharing, and development.

**Stay Inspired, Stay Connected!**

**Warm regards,**

**COMENSA Limpopo Chapter Committee**  
**Mia De Bruyn**  
**LIMPOPO CHAPTER SECRETARY**  
**COMENSA**



**COMENSA Gauteng Chapter March Newsletter**  
**Empowering Coaches | Inspiring Growth | Building Community**

**Message from the Chairperson**

Dear COMENSA Members,

The world is facing one of its toughest challenging era when it comes to leadership. This can be seen through various unending conflicts which are causing a number of forced migrations and hunger. Unfortunately the people that suffer the most from these leadership ills are women and children. As human beings, one of the greatest gift we have is Love and our event for much, our topic was Leading with Love: The Power of Emotional Intelligence in Executive Coaching: How Emotional

Intelligence and Conscious Capitalism Transforms Leadership. We also described how our highest vibration after Love is Authenticity.

The attempt with this topic was to remind us as coaches that we play a far bigger role in society than we sometimes believe. The ills that are referred to above, are due to self-centred leadership that are not conscious about some of the strategies they employ in their effort of generating income.

There was a total of 103 members that registered and we had 89 members attending with a fair majority attending throughout the session. This was a tremendous success and we would like to thank each one of you for making time. We are looking forward to even more members

attending COMENSA events and sharing ideas and insights to increase our wealth of knowledge. In the March, The GP Chapter will be hosting another event discussing a topic that affects all of us. The topic will be based on tax matters and will be presented by our chapter member Motshidisi Leotloenyane.

The details are:

**Date:** 25 March 2025

**Time:** 18:30 to 20:00

**Presenter:** Motshidi Leotloenyane – COMENSA Credentialed member

**Topic: Know your TAX framework ( Basic Information for Coaches, Mentors & Trainers)**

As we step into March, we are filled with excitement and gratitude for the continuous growth of our chapter. We welcome all **new members** who have recently joined us and those who have renewed their memberships. Your commitment to professional development and coaching excellence is what strengthens our community.

At COMENSA, we believe in lifelong learning and development. We encourage all our members to take the next step in their coaching journey by becoming **credentialed coaches**. More information on the credentialing process is available on the **COMENSA website**.

### **Why Credentialing Matters in Coaching**

COMENSA encourages all members to **pursue credentialing** as it enhances credibility, demonstrates commitment to professional growth, and provides access to greater opportunities. Credentialed coaches:

- ✓ Stand out in the industry with recognized qualifications
- ✓ Gain trust from clients and organizations
- ✓ Receive continuous learning and professional development support

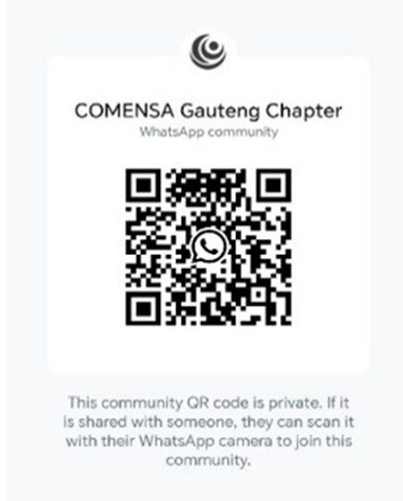
For more information on **how to become a credentialed coach**, visit the **COMENSA website** or reach out to us for guidance.

### **Stay Connected with COMENSA Gauteng Chapter**

✉ **Join our WhatsApp Community** for real-time updates and networking.

We invite all Gauteng Chapter members to join our WhatsApp community to stay informed about upcoming events, coaching opportunities, and more. Connect with like-minded professionals, share knowledge, and build your network in real-time.

Join Via the link: <https://forms.gle/qzWriqox28gQazxv7>



Warm regards,  
The COMENSA Gauteng Chapter Team

---

Mohau Mphomela  
COMENSA President

Mpho Modisaesi  
COMENSA Vice President

