



This report covers the period 1st April 2009 to 31st March 2010

The Executive Committee's shared mission statement for this past year, was "**3 D**"; *Developing Professionally-Developing Business-Developing Community* whilst keeping in sight our Chapter vision, Bringing the Power of Professional Coaching to Singapore. In this past year have looked at Developing Professionally by learning, practising and credentialing; Developing Business through alliances and opportunity and Developing Community by creating 'a place for coaches' by improving the benefits to our members and increasing the visibility of coaching in Singapore through a vibrant and caring coaching community.

Our commitment to the professional and personal development of our members was generated through the monthly meetings/talks given by experts in their respective fields, offering CCEU credits for almost all the monthly sessions, special learning track evenings devoted to ICF credentialing, special evening talks by visiting experts in the field of coaching, offering 15% discount for many coaching courses being offered through the e- newsletter and conducting a mid term member survey.

We focused on developing business and opportunity by updating and improving the ICF Singapore Chapter website, establishing a dedicated Linked-In portal and extending our visibility through four radio shows.

We are developing a caring coaching community evident in a more friendly meeting location, new members coffee mornings, the implementation of a buddy system, our monthly peer group coaching session, indemnity insurance for ICF coaches and collaborating with APAC to bring the 1st Asia Pacific Coaching Conference to Singapore in September 2010.

3 D Highlights:

- *Current Membership : 168 members (accounting non-renewals is an increase of 79 new members)*
- *We held 2 offsite retreats for the Exco, in April'2009 and again mid-term in October'2009.*
- *We have changed the location of our monthly meetings from SMU to the American Club.*
- *The attendance at our Monthly Meetings has risen to an average of 35 members compared to 25 last year.*
- *Our ICF Chapter newsletter goes out to the wider coaching community in Singapore and we now have over 415 subscribers. An increase of 145 in the past 12 months, averaging around 8-9 new subscribers each month.*
- *The ICF Singapore Chapter now has a dedicated page on Linked-In.*
- *We have 44 member profiles listed on the "Find A Coach" page of the Singapore website.*
- *We had four radio interviews on coaching in October 2009 on 938 Live with panelists representing ICF Singapore Chapter. All four talks are on the Home page of the Singapore ICF website.*
- *Our monthly programs were focused on professional and personal development with two extra meetings focused on supporting members towards getting ICF credentials. Most meetings earned members valuable CCEU's.*
- *We have been used as a resource by coach training institutions and government organizations when sourcing for reliable coaches which has provided the coaching community a chance to develop alliance partners .*
- *We now have 45 credentialed coaches in our membership. ACC-39, PCC-5, MCC-1, an increase of 19 in the last year.*

- *We had two new member coffee mornings during the year to familiarize new coaches with our chapter and ICF.*
- *A Buddy System is now in place for new members who seek to know more about the workings of ICF and what our local chapter has to offer.*
- *We continue to have monthly peer coaching sessions and these meetings average 10-12 participants compared to 5 last year. Each meeting earns attendees 1 CCEU.*
- *We have secured Professional Indemnity Insurance at a preferential rate for ICF coaches.*
- *The ICF Singapore Chapter is currently collaborating with the Asia Pacific Alliance of Coaches (APCC) to bring the first Asia Pacific Coaching Conference to this region.*
- *We completed a survey of membership needs in June 2009, enabling us to fine-tune Chapter activities/events since 2007. Some of the results follow:*

2009 Membership Survey

We conducted our annual Singapore Membership Survey from June to September 2009. This is one of the most important ways we gather feedback and information from members regarding what they like, don't like and what they hope and wish for from ICF Singapore. 25% of the membership responded. A link to the full report was sent to all members in September 2009.

Survey Highlights:

- 41% of you have been coaching for under 3 years.
- 40% of respondents are Life Coaches, while 60% are Executive Coaches.
- 23% of you do Career Coaching and 43% do Corporate Coaching
- Most of you are particularly interested in specific coaching skills and competencies, coaching philosophies and approaches, and coaching trends and research.
- 91% of you are members of ICF for the networking opportunity with other coaches and keeping informed on coaching trends.
- 78% are members because of the credibility of belonging to an international coaching body.
- 85% of you are satisfied with ICF Singapore

The 2009 survey gave us rich data about our members' current needs and expectations to help steer ICF Singapore forward in the direction they want for 2009 and beyond. Actions have already been taken since the 2nd offsite retreat for Q4 2009 and Q1 2010 on key points raised. Some initiatives include:

- Increasing the profile of coaching through the media.
- Completing the ICF Singapore coaching book to be published by Q4 2010.
- Encouraging more involvement of members wanting to be actively involved in ICF Singapore. A number of members are currently involved in bringing the 1st Asia Pacific Coaching Conference to Asia.
- Seeding SIG's and the 1st small interest group Transformational Coaching is since underway.
- Advertising on the Singapore Chapter website as an additional avenue of visibility for coach specific training schools.
- Taking community projects to the next level by seeking new projects with greater participation from the membership.

Chapter Meeting Summary for April 2009 - March 2010

April'09

Monday 13th 1st Executive Committee Offsite Retreat

Monday 27th A New Map for A New Age – Why a Corporate Coach Culture is the Right Map
By Charlie Lang

May'09

Monday 25th Masterful Coaching with Michelle Duval
By Dennis Heath ACC & Andrew Bryant

June'09

Monday 1st "Scaling Questions in Conflict Coaching-Coaching a single client who has conflict with another party".
By Peter Szabo MCC

Monday 29th "Cant wait to get out of bed each day"
Building "High Engagement Coaching" by harnessing the Power of Positive Psychology & Happiness Research
By Philip Merry

Thursday 18th Peer Coaching Circle (open to practicing coaches who are ICF members)

July'09

Monday 27th Peer Coaching Circle
Moderator Dennis Heath ACC

August'09

Monday 31st How to Make the Media Love You
By Paul Carr

September'09

Monday 28th Ontological Coaching and Mood Leadership
By Helene Seiler MCC

October'09

Monday 12th ICF Credentialing workshop
By Nancy Verhoeven PCC & Keith Webb ACC

Monday 19th 2nd Executive Committee Offsite Retreat

Thursday 22nd Peer Coaching Circle (open to practicing coaches who are ICF members)

Monday 26th HR Panel Forum

November'09

Friday 13th New Members Coffee Morning

Thursday 19th Peer Coaching Circle (open to practicing coaches who are ICF members)

Monday 30th Selling Strategies for the 21st Century
By Raymond McConnell

December'09

Monday 14th End of year social evening
Easier said than done, making better choices for an easier life.
by Avi Lerain

January'10

Monday 25th NLP, Beliefs and Coaching
by Joel Lee Tye Beng (Ph.D)

Monday 29th New Members Coffee Morning

February'10

Thursday 25th Peer Coaching Circle (open to practicing coaches who are ICF members)

Monday 22nd Top 5 Reasons Coaches Struggle with Sales
by Tom Abbott

March'10

Monday 8th Credentialing Evening
by Nancy Verhoeven PCC, Keith Webb ACC and Tony Latimer MCC

Thursday 18th Peer Coaching Circle (open to practicing coaches who are ICF members)

Wed 31st **9th Annual General Meeting**

I take this opportunity to thank all our speakers who volunteered their time to contribute at our monthly meetings and the Executive Committee of 2009-2010 for a phenomenal year of collaboration and team work.

As the visibility and presence of ICF Singapore continues we look forward to an exciting year ahead with your support.

Sabreena Andriesz ACC

President 2009-2010
ICF Singapore Chapter