



This report covers the period 1st April 2010 to 28th March 2011

The Executive Committee's shared mission statement for 2010 was Raising Standards and Engaging Members, a progression through the lens of last years mission of *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 our commitment to **Raising Standards** was demonstrated mostly in the form of the information that we made available on the website. There were several key areas on the website that were revamped: the Find a Coach section of the ICF Singapore website by enforcing a minimum requirement of 60 hours of coach-specific training for profiles to be listed and removing all existing profiles that did not meet this requirement. While unpopular, this initiative eventually gained understanding and support from the coaching community and clients as the awareness and appreciation of raising standards in the coaching profession increased. In keeping with our mission to raise standards, the Peer Coaching Circle also requires attendees to have at least 60 hours of coach training compared to none last year. The resulting feedback on raising the bar is that the regular peer coaching attendees are now having a much richer experience. New additions relevant to the coaching community have now been added to the website, namely resources for coach trainings, credentialing, the membership survey, the ExCo roles and responsibilities, email aliases for the Executive Committee enables members to interact directly with the respective chairperson. In line with this initiative we have revisited the the ICF credentialing process, code of ethics and introduced the topic of coaching supervision.

We have **Engaged Members** through the monthly meetings/talks given by experts in their respective fields by offering CCEU credits for almost all the monthly sessions. Our monthly programs were focused on professional and personal development with one extra meeting dedicated to supporting members towards getting ICF credentials. We had special evening talks by visiting experts in the field of coaching, new members coffee mornings, our monthly peer group coaching session, offering 15% discount for many coaching courses being offered through the e-newsletter and conducting a mid term member survey. We have invited members for ICF Singapore to give back to the community via the Community Outreach Project and to collaborate with APAC to bring the 1st Asia Pacific Coaching Conference to Singapore in September 2010.

#### Highlights:

- *Current Membership : 234 members (accounting non-renewals is an increase of 66 new members)*
- *We held 2 offsite retreats for the Exco; one in April'2010 and again mid-term in October'2010.*
- *The attendance at our Monthly Meetings is an average of 25-35 members approximately the same as last year and the special events drew between 50-75 attendees.*
- *Our ICF Chapter newsletter goes out to the wider coaching community in Singapore and we now have over 565 subscribers. An increase of 199 (366 in January 2010) in the past 12 months, averaging around 17-18 new subscribers each month.*
- *The ICF Singapore Chapter collaborated with the Asia Pacific Alliance of Coaches (APCC) to bring the first Asia Pacific Coaching Conference to this region in September 2010. We had over 300 participants and was represented by over 20 nationalities. The entire event was made possible by the large number of volunteers from ICF Singapore and APAC who dedicated their time towards making the inaugural event a success.*
- *We have also actively collaborated with other professional forums and established links with APSS, ASTD and APAC when promoting ICF special events.*

- *In September 2010, at the inaugural APCC, the book, "Coaching in Asia: The First Decade was launched. The book was a collaborative effort by a collective of ICF Singapore Chapter members (N=12) led by a book committee Denise Wright, Anna Leong, Sam Chia and Keith Webb.*
- *The Community Outreach Project launched two new projects in partnership with the Centre for Non-Profit Leadership (CNPL) and Asian Womens Welfare Association (AWWA). 10 coaches were matched with CNPL's Leadership Development Program for Executive Director's for executive coaching and 8 coaches signed up for AWWA's EXCElerate program to coach/mentor youth at risk in the 18-25 age group.*
- *We have given a talk at the Adult Learning Institute about Coaching and Credentialing,*
- *In line with our mission to raise standards, two open houses featured coaching tools and coach trainings. Both were attended with enthusiasm.*
- *We collaborated with Newfield Asia with two extra evenings introducing overseas master coaches in Somatic Coaching and Ontological Coaching.*
- *We continue to be 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 46 credentialed coaches in our membership. ACC-34, PCC-9, MCC-3, an overall increase of 3 in the last year. Several ACC's have now taken their credentialing to the next level and there are 5 more PCC coaches in our membership than last year.*
- *We have differentiated two sections of coaches on the Singapore website. One for trained coaches and one for credentialed coaches. We now have 26 credentialed member profiles and 22 trained coaches listed on the "Find A Coach" page of the ICF Singapore website.*
- *We have increased the information on the website by popular request to include information on coach training programs and links to Global ICF training search services.*
- *We have created guidelines and a process for website advertising and it is now another source of revenue for the chapter including the monthly meetings.*
- *We had three new member coffee mornings during the year to familiarize new coaches with our chapter and ICF. One more than last year.*
- *The Peer Coaching Circle meetings now average 6 attendees on a regular basis. There were 10 meetings hosted at various venues and we have found a consistent venue for the Peer Coaching this year.*
- *We completed a survey of membership needs in September 2010, enabling us to fine-tune Chapter activities/events for the year ahead. Some of the results follow:*

## 2010 Membership Survey

We conducted our annual Singapore Membership Survey from June to September 2010. 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. Just over one third of the membership responded. The report was uploaded on the Singapore website in October 2010.

### Survey Highlights:

- 60% of you have been Coaching for more than 3 years.
- 40% of you are Life Coaches, while 60% are Executive Coaches.
- 40% of you attend ICF Chapter meetings up to 3 times a year.
- 91% of you are members of ICF due to the networking opportunity with other coaches and being kept informed on coaching trends.
- 85% of you are satisfied with the ICF Singapore chapters current offerings and think the offerings were just right.
- 36% of you strongly agree that ICF is perceived as a prestigious organization.
- 44% of you rated the Chapters accomplishment of "Creating a strong sense of belonging and connected" as good.

- Most of you are particularly interested in specific coaching skills development, coaching competencies, coaching philosophies and approaches, and coaching trends and supervision.
- The top categories in order of preference are coaching skills development, monthly meetings, business development and peer coaching.

The 2010 survey gave us rich data about our members' current needs and expectations to help steer ICF Singapore forward in the direction they want for 2011 and beyond. Actions have already been taken since the 2nd offsite retreat in Q4 2010 and Q1 2011 on key points raised.

**Looking Ahead:** Some initiatives include

- **Extra Evenings** - dedicated to showcasing globally recognized Master Coaches.
- **An Upcoming Breakfast Seminar:** "Coaching in Asia - The next level"
- **APCC 2012:** Another conference is in the pipeline and soon to be announced.
- **eCommerce** - We are planning to upgrade the website to enable e-commerce functionalities to the ICF Singapore website for registration to ICF Singapore events as well as purchasing of products
- **A Blog** - To increase the engagement of members, to incorporate blogging functionality directly into the website rather than redirecting members to a third-party blogging site.

## **Chapter Meeting Summary for April 2010 - March 2011**

### **April'10**

Thursday 8 <sup>th</sup>	Peer Coaching Circle
Monday 12 <sup>th</sup>	1 <sup>st</sup> Executive Committee Offsite Retreat
Monday 26 <sup>th</sup>	The State of Executive Coaching Today by Hermann Ditzig

### **May'10**

Thursday 6 <sup>th</sup>	Peer Coaching Circle
Monday 31 <sup>st</sup>	Unlocking the Untold Story by Mukul Deva

### **June'10**

Monday 7 <sup>th</sup>	New Members Coffee Morning
Monday 14 <sup>th</sup>	ICF Special Event - An Evening with Chris Balsley on Somatic Coaching
Thursday 17 <sup>th</sup>	Peer Coaching Circle
Monday 28 <sup>th</sup>	Solution Focused Coaching by Debbie Hogan

### **July'10**

Thursday 8 <sup>th</sup>	Peer Coaching Circle
Monday 26 <sup>th</sup>	Visiting the ICF Ethical Guidelines with Dennis Heath ACC

### **August'10**

Thursday 5 <sup>th</sup>	Peer Coaching Circle
Monday 30	ICF Credentialing Evening by Nancy Verhoeven PCC & ICF ACC Examiner & Denise Pang PCC

### **September'10**

Thursday 1-3	<b>ASIA PACIFIC COACH CONFERENCE 2010 - SINGAPORE</b>
Monday 27 <sup>th</sup>	Awakening the Dreamer - ICF Global Vision for sustainable communities by Paul Zaman

**October'10**

- Wednesday 6<sup>th</sup> New Members Coffee Morning
- Thursday 7<sup>th</sup> Peer Coaching Circle
- Monday 11<sup>th</sup> 2<sup>nd</sup> Executive Committee Offsite Retreat
- Monday 25<sup>th</sup> An Opportunity for Professional Social Responsibility through Coaching in Community Outreach.  
by Mark Sng ICF Singapore Chapter Community Project Chair

**November'10**

- Thursday 11<sup>th</sup> Peer Coaching Circle
- Monday 15<sup>th</sup> ICF Special Event - An evening with Julio Olalla. Why Coaching? Why Now?
- Monday 29<sup>th</sup> Navigating Change to find its Potential by Joanna Brill ACC

**December'10**

- Monday 13<sup>th</sup> Chapter Christmas Social and market place of Coaching Tools and Models to take you to your next level of practise.

**January'11**

- Friday 21<sup>st</sup> New Members Coffee Morning
- Monday 31<sup>st</sup> Experience the Power of Action Learning by Ng Choon Seng

**February'11**

- Thursday 10<sup>th</sup> Peer Coaching Circle
- Monday 21<sup>st</sup> Coaching Schools Open House

**March'11**

- Monday 1<sup>st</sup> Coaching Supervision, Creating a Reflective Space By Jacki Nicholas
- Thursday 10<sup>th</sup> Peer Coaching Circle
- Monday 28<sup>th</sup> **10<sup>th</sup> ICF Singapore Chapter 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 2010-2011 who volunteer their time and energy towards shaping the world of coaching in Asia.

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

Sabreena Andriesz ACC

President 2009-2011  
ICF Singapore Chapter