

## ICF Singapore Chapter Activity Report April 2011-March 2012

This year our Executive Committee's vision was Raising Standards. To that end, we saw many process improvements, including online registration and payment for chapter meetings and special events, enhanced features of our website, making it more accessible, and online voting for the new leadership of the chapter – to name a few. We enhanced the credibility of both trained and credentialed coaches by posting them on separate pages on the website.

We ran 4 additional events, featuring pioneers and/or leaders in the field, including Sir John Whitmore and James Flaherty. This was also a year of celebration, with the inaugural Gratitude Awards, acknowledging excellence in various ICF competencies, and thanking those 'pioneers' who made our chapter possible. Reaching out to the business community, we launched the first Speed Coaching for HR professionals breakfast event, with 15 minute speed coaching sessions by credentialed coaches.

This year also saw an increase in contact and exchange within the region: ICF Hyderabad, Japan chapter leaders, ICF Australasia, and ICF Jakarta. All in all, a year of elevating the profile of ICF Singapore and the coaching profession.

### **PROGRAMS**

Our Monthly Programs consisted of sessions focused on professional development, personal development and business development:

- We started the year with a facilitated discussion about what's next for our coaching community and for ICF Singapore
- We looked at trends in corporate coaching across Asia
- We discussed how we can get more clients by using simple and powerful networking rules and by using technology, especially social media
- We experienced coaching methods and tools, such as: co-active coaching, meta-coaching and the use of Matrices, the role of assessments in the coaching process, and using improvisation techniques for coaches and clients.

We also organized four special events:

- A session with James Flaherty about Ontological coaching and the power of integrating our life
- An evening with Sir John Whitmore, one of the founding fathers of the coaches profession
- A panel discussion about Neuroleadership. And:
- Our first ever Gratitude Awards Gala to acknowledge excellence in ICF Competencies, as well as contributions of ICF members to our chapter and the coaching community.

Our monthly meetings were attended by [30-50](#) participants and Special Events drew up to 70 participants. All of the meetings we organised this year earned members valuable CCEU's.

### **MONTHLY MEETINGS**

#### **What's Next for our Coaching Community and for our ICF Singapore Chapter?**

Facilitator: Denise Wright

Monday, 25 April 2011

1.25 CCEU

During this meeting we facilitated an interactive discussion around our collective vision as coaches in Singapore for the next year. We explored such questions as: What do our clients, organizations and

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the planet need to get right now? And hence what do we as coaches need to get right? How do our clients and their organizations benefit from partnering with us? What are key opportunities for us as coaches this year? What is uniquely ours to offer, as a coach?

### **Going Beyond 1:1 Coaching - Latest Trends in Corporate Coaching in Asia**

Speaker: Charlie Lang

Monday, 30 May 2011

1.25 CCEU

This session explored how progressive corporations nowadays can best leverage on the benefits of coaching to develop a corporate coaching culture, manage talents, deal with conflicts and optimize performance. We discussed the latest trends in corporate coaching, coaching approaches (such as: coaching as leadership style, team coaching, group coaching, shadowing, internal coaching, mentoring), and how individual coaches can take their coaching practice to the next level by leveraging on the latest trends.

### **The ICF Coaching Competency of Powerful Questions**

Speaker: Andrew Bryant

Monday, 27 June 2011

1.0 CCEU

In this session we reviewed and practiced the ICF competency of Powerful Questions. We specifically focused on:

- The evolution of questioning skills with increasing competency
- An understanding of what we are questioning - values, beliefs, perceptions, assumptions, decisions, etc.
- The anatomy of a powerful question and the delivery of a powerful question

### **Achieve Peak Performance by Improving Your Memory**

Speaker: Nishant Kasibhatla

Monday, 25 July 2011

1.0 CCEU

In this engaging session Nishant shared how to register, retain and recall information in a fun and easy manner. We specifically focused on how improving memory can enhance the effectiveness of coaching and on practical exercises for memory improvement.

### **Confusion to Confidence: Getting More Clients Using Technology**

Speakers: Tom Abbott

Monday, 29 August 2011

1.0 CCEU

In this session we discussed how we can use technology to grow and manage our coaching businesses more effectively. Specific topics included:

- How to build a tribe of followers by sharing useful tips, photos and more.
- Effective, cheap and easy to measure ways to reaching target audience and building rapport with prospective clients locally and globally.
- How to keep track of coaching enquiries and coaching clients.

### **The Co-Active Coaching Model**

Speaker: Anne Grete Mazziotta, Douglas Peck

Monday, 26th September 2011

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## 1.0 CCEUs

The speakers introduced the Co-Active Coaching Model, a widely known and used coaching model in North American and Europe but less so in many parts of Asia. We discussed the four Co-Active cornerstones and five contexts (listening, intuition, curiosity, self-management, and deepen the learning/forward the action.) The session included a coaching demo and a question and answer section.

### **Influential Networking - Open doors to new business opportunities**

Speaker: Karen Leong

Monday, 31st October 2011

1.0 CCEU

Building a successful executive coaching business requires one to manage the business of getting new clients, nurturing these relationships and ensuring a healthy flow of referrals in order to stay in business, and keep doing what you love - coaching. This session highlighted simple yet powerful ways to open doors to new client relationships.

### **The Role of Assessments in the Coaching Relationship**

Speaker: Michael E. Kossler

Monday, 28th November 2011

1.0 CCEU

In this session we explored why and when a coach might chose to use assessment instruments in the coaching process. Learning outcomes included: understand the advantages of using assessments in the coaching relationship, ability to determine what type of assessment to use (360 vs. personality), other forms of assessments.

### **Comedy for Coaches!**

Speaker: Alison Lester

Monday, 12th December, 2011

1.0 CCEU

The session introduced participants to the fundamentals of comic improvisation via exercises that improvisers use to develop their mental agility, their spontaneity, their self-trust, and their acceptance of the ideas of others. We experienced exercises are in pairs or small groups, which are perfect for helping clients loosen up and engage with others in productive ways.

### **Start 2012 with a bang!**

Speaker: Janine Daniels

Monday, 30 January 2011

1.0 CCEU

This session served as a brief introduction to the Meta-Coaching methodology and focused on The Matrix Model. Janine explained how The Matrix allows us to understand how we create the structure and content of our thinking. Participants investigated optimal mind states, values, beliefs of 'Self as Coach' and created a personalized Matrix for their coaching practice in 2012.

### **ICF Singapore Gratitude Awards Gala**

Monday, 27 February 2011

This was the first event organised by ICF Singapore to celebrate and appreciate our members' contributions to coaching and the community. Following a voting process by ICF Singapore members, a few of our members were acknowledged for demonstrating excellence in specific ICF

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Core Competencies. We also acknowledged those 'pioneers' who have made the many benefits and accomplishments of our chapter possible.

There were two additional awards voted on by the Executive Committee: Most Active New Member and Most Active in Peer Coaching.

## **Annual General Meeting**

Monday, 26 March 2011

## **SPECIAL EVENTS**

### **The Power of Integrating our Life**

Speaker: James Flaherty

Monday, 18th April 2011

2.0 CCEU

Our complex, dynamic world pulls us in many directions at the same time. Many of us see/feel the pressure of competing commitments, multiple roles and endless tasks. In this session we explored ways to integrate our lives, begin establishing greater clarity and stability, and lay out a foundation of greater meaning and sustainability, both for ourselves and our clients.

### **How Can Coaching Help Organizations?**

Speaker: Sir John Whitmore

Tuesday, 16 August 2011

1.0 CCEUs

Sir John discussed how coaching can help organisations and why coaching can make the difference between good and great leadership. He shared his experience of using coaching to create a culture of empowerment, transparency and shared responsibility, build trust and create ownership. He spoke about trends we are seeing in the coaching industry and how it is becoming the critical ingredient of organisational success in today's fast-changing environment.

### **The Neuroscience of Coaching**

In collaboration with the NeuroLeadership Institute

Facilitator: Aran Dadswell

Monday, 03 October 2011

1.0 CCEUs

This was an interactive event, featuring a panel of professionals currently enrolled in the Post Graduate Certificate of the Neuroscience of Leadership (PGCNL) program, who shared ideas on why coaching is so effective as well as tips, tools and techniques based on neuroscientific knowledge to enhance coaching.

### **Speed Coaching for HR Professionals**

Thursday, 8 December 2011

This event brought together ICF credentialed coaches and HR professionals for a round of laser coaching, over breakfast and networking. We created an opportunity for HR professionals to bring their challenges and experience coaching. For ICF members, it was an opportunity to mix and mingle with fellow coaches and HR professionals and learn about the challenges and opportunities they're facing.

## **COMMUNITY OUTREACH**

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After attending the ICF Global conference and Chapter Leaders meeting, I was inspired by the South Africa chapter's concept of Coaching Caravan. We took this idea and formalized our non-profit efforts into a sustainable program, dubbed Coaches for Community.

Our major focus in the past one year has been on establishing an interactive page on the ICF-Singapore website, "Coaches for Community". This will better support the growing interest among our ICF members in performing pro bono coaching services to potentially a broad range of NGO's and other volunteer organizations. Our website program allows ICF members to register their interest in serving as pro bono coaches. It also allows members to post specific pro bono opportunities that they would like to sponsor, describing the requirements for coaches in some detail. In this way, members can directly contact project "sponsors" and sponsors can directly contact interested coaches. It is hoped that this website platform will help to facilitate an expansion of ICF pro bono activity.

The Coaches for Community committee would like to especially thank Laurel Grey for her hard work and patience in getting this platform up and running.

Community volunteer work in 2011 included participation in the first leadership program run by the Centre for Non-Profit Leadership for a group of volunteer agencies in the Health Care sector. A total of ten ICF-Singapore volunteers served as assessors and then coaches for these leaders. The program began in August of 2011 and ended in February of 2012. CNPL has schedule two additional runs of this program for 2012 and has already asked for ICF volunteers to "stand by".

A second activity under way in 2011 involved ICF-Singapore members acting as mentors for young people under the auspices of the Asian Women's Welfare Association EXCElerate program. Mark Sng made a special contribution by delivering a series of 6 talks on life-skills to these 20-something young people. Expansion of this program into 2012 is currently under review by AWWA.

### **INTERNATIONAL COACHING WEEK**

The thrust of International Coaching Week for the Singapore chapter was the launch of Coaches for Community. We held an Information Meeting to brief and encouraged members to get involved with our community outreach efforts via a newly designed page on our website.

We also created a viral Facebook campaign, involving self portraits (photos) of "Why I Coach".

### **WEBSITE**

This past year, ICFSingapore.org was thoroughly revitalized in line with the ICF Global visual and content standards. Our website now provides our members in Singapore with:

- Up-to-date news updates from our local chapter and ICF global.
- Real-time event registration to all of our events (monthly meetings, special events and peer coaching) online, with an option to pay online or at the door. Front page display of our upcoming events makes it easy for members to see what's happening at ICF Singapore over the next several weeks.
- Clear display of our esteemed Trained and Credentialed coaches, featuring a front page display of a featured Credentialed member along with a short bio. Members can now submit their profiles online as well.
- Dedicated pages for each of our initiatives during the 2011-2012 year:

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- Coaching Week 2012
- Gratitude Awards 2012 - featuring online voting for the award recipients
- APCC 2012
- Annual General Meeting (AGM) 2012 - featuring online voting for the candidates and complete slate information on the page
- Coaches For Community - featuring online registration for interested Pro Bono Coaches as well as Non-Profit Organizations with an updated listing of the current projects and coaches to facilitate in matching the two
- ICF Friends - featuring online sign-up by new members who wish to request an ICF Friend and an updated listing of the members who are offering the service
- Integration of social media (Facebook, Twitter, LinkedIn) completely through the ICF Singapore website, making it easy for members to share specific updates and pages through social media.
- Integration of Google Analytics for our entire site, to help ICF Singapore track the most commonly accessed information and tweak our online content to suit member requests. Some key data collected so far:
  - 1372 unique visits to the site since February 24th 2012
  - 5219 unique pageviews
  - Half of the visitors to the site return again for multiple visits
  - 75% of our visitors come from Singapore, while other popular countries are the US and Malaysia
- The ICF Singapore Executive Committee has full control over the content and menus of the site and can make amendments to the site independently to suit the needs of the chapter and our members

### **NEWSLETTER**

Our e-newsletters continue to be the prime method of communication to our members for monthly chapter meetings, Peer Coaching and special events. According to our membership survey, this is by far, the primary means for information and connection for our members, followed by the website.

We instituted a 'Member of the Month' profile, featuring a different credentialed coach each month.

### **MEMBERSHIP**

The Singapore Chapter has continued to grow. By March 2012 total members registered to Singapore amounted to 285 (taking account of 37 lapsed memberships at 31/3/11). The membership has had access to the revamped website and the multiple initiatives of the Chapter's numerous Sub-Committees over the year. We anticipate an impact on membership numbers from the ICF Global new requirement for members to have at least 60 coach training hours although this is likely to have most effect during the 2012-13 year.

#### Initiatives

This year's Membership Sub-Committee has focused on providing simple and clear initiatives over the year, to make it easy for members to be increasingly engaged. For example, we began identifying new members at Chapter meetings with the use of a mini coloured label attached to their name label, making it easier to seek out and welcome newcomers in line with the Chapter's theme of 'You are Welcome'.

#### Events

We introduced a New Members Orientation Breakfast meeting based on a simple format of participants buying their own breakfasts at a centrally located Starbucks. A range of information to

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introduce the Chapter was provided by the Co-Chairs and attending ExCo members, followed by a Q&A session. This informal approach proved successful with a minimum of 6 new members attending each of the three sessions held bi-monthly over a 6 month period – a significant increase in the number of new members attending specific new member events compared with previous years. The feedback on the topic and content provided over the three events was very positive with an average response of 4.4 out of 5.

We also re-introduced the concept of a 'Buddy' system under the ICF Friends banner whereby new or existing members can connect with another member for moral support and as a source of information about the Chapter. This process of matching Friends and Seekers has been simplified through use of the updated website and a specific ICF Friends tab. To date we have 8 volunteer Friends and 3 members seeking Friends.

### Membership Survey

2011-12 Membership Survey key points:

- Nearly 20% of respondents had been members for less than 1 year, with >30% being members for 4 or more years.
- 84% of respondents either hold, or plan to obtain, an ICF Accreditation.
- The main reason for joining ICF Singapore stated by 89% of respondents was to be part of a professional community. 84% ranked the outcome as 3+ out of 5.
- 64% of respondents quoted a key joining reason as 'to have access to latest coaching philosophies & approaches' and 71% ranked the outcome as 3+ out of 5.
- More than half of respondents selected other main reasons for joining of: to develop my coaching skills, to support me in becoming an ICF credentialed coach, to establish or improve my network.
- Only 40% of respondents accessed our old website monthly or more frequently and only 22% agreed that it added value to their membership and we anticipate a more positive response to our revamped site.
- Social media networks are becoming more important to our members and the Chapter has been making increasing use of these media through its various initiatives.
- Many comments were provided on desired input for 2012's Asia Pacific Coaching Conference and were fed-back to the organizing committee demonstrating the strong alliance between APAC and ICF Singapore and a unified desire to deliver the best conference possible.
- Nearly three-quarters of respondents had attended 2 or more Chapter meetings, with more than half attending at least 1 Peer Coaching events indicating a strong springboard from which to further enhance the engagement of our membership. 60 % rated the comment 'generally getting value from monthly events' at 4+ out of 5.
- Respondents provided numerous suggestions on adding value to members, including:
  - o Events for experienced coaches
  - o Special Interest Groups for specific coaching niches e.g. life coaching
  - o Coaching Facebook for members
  - o 'Setting up your coaching business' event
  - o Coach supervision
  - o Volunteer coaching
  - o Research
  - o Members to play a role to increase vibrancy
  - o Networking with non-coaches

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- Avoid sales presentations at monthly meetings

A number of these ideas have been already incorporated into the Chapter's offerings.

### **PEER COACHING**

Peer Coaching has been established as the 'preferred member benefit' in 2010-2011 ICF Singapore Survey. This member benefit is a stable and sturdy event that takes place 10 months a year, with consistent professionalism and safe-learning circle for our participants. Some of the Peer Coaching *achievements* in the last 2.5 yrs were:

- Being voted the '*best benefit*' in the Chapter through the ICF Singapore Survey 2010
- The introduction of new facilitation/coaching approaches and models in our standing monthly event
- Raised the bar for professionalism in Peer Coaching through the 60 Hour coach-training prerequisite
- The ICF Singapore Chapter has approved to sponsor our monthly events and we have now identified a regular venue for Peer Coaching.
- It is continuously a source of new membership attraction and a frequent drive for new membership sign up!

The mode of conduct in this running fiscal year was focused on multitude of innovative facilitation methods allowing greater knowledge sharing and peer practice:

### **2011**

**14 July** – Traditional Moderation Method

**11 Aug** – Jane Grafton – Mindfulness Group Learning

**8 September** – Louise Tagliante - Supervision

**13 October** – Nancy Verhoeven – Credentialing

**10 November** – Denise Wright – Supervision

### **2012**

**9 Feb** – Anisha Kaul – Solutions Focused Facilitation

**15 Mar** – Dennis Heath – Supervision

### **Planned/Planning**

19 Apr – Mark Sng – Youth/Parental Coaching with EQ

May – Andrew Bryant – Self Leadership Coaching

June – Penny Morris Hardee – Cross-Cultural Coaching

### **PUBLIC RELATIONS/MARKETING**

#### Social Media

The PR committee actively enhanced the presence of the ICF Singapore Chapter via Social Media – Facebook, LinkedIn and Twitter. We regularly post and create traffic and have 125 members on our chapter's Facebook page. Our LinkedIn Forum has attracted coaches from all over the world to participate in the discussions and to actively post. We're increasing awareness of our monthly chapter meetings, Peer Coaching and special events via social media.

#### Advertising



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We conceptualised and created a small space ad campaign on a monthly basis to actively promote ICF Singapore via *Human Resources Magazine*.

### Events

One goal this year was to get coaches closer to business opportunities. We created an experiential HR Speed Coaching Event, with 20 HR members attending a breakfast event, to experience speed coaching (15 minute sessions) by credentialed coaches. What better way to explain what we do than coach? For those not participating in coaching, there were various facilitated group discussions on topics such as Coaching in Asia, ROI of Coaching in Organisations, Creating a Coaching Culture, Navigating Multi-generations in workplace and Influence without Authority. Feedback was very positive, we plan to hold another Speed Coaching event later this year.

Our PR Chair gave a presentation on the Coaching Profession to the Institute of Adult Learning. The profile of members who attended were HR professionals, L&D, trainers. Their feedback was that they received clarity and a better understanding of the coaching industry and some are pursuing coach training.

We also promoted the ICF Singapore Chapter at various networking events, including inviting members of the IAL, APSS and the Editor of the Human Resources Magazines to attend our events.

### Publicity

We are currently investigating the feasibility of hiring an external PR professional to publicize our chapter. We have developed the scope for a Request for Proposal and are soliciting quotes/proposals with potential PR agencies which will be discussed in the March Executive committee meeting.

### Press

ICF Singapore was also featured in The Straits Times newspaper in April 2011. An updated the Press Room presence on the Website in alignment with Global is underway.

Our President appeared on 93.8 LIVE and was interviewed about the value of goals, as well as the value of ICF trained and credentialed coaches. We are in discussion for additional radio appearances with Media Corp to create potential publicity opportunities for our members. Details to be finalized.