

Chapter Activity Report April 2012- March 2013

This year our Executive Committee's vision was to **Expand the reach of ICF Singapore**. We aimed to do that by focusing on two avenues:

We focused on **Building platforms to engage, connect, and serve our growing and diverse members' body**, based on a realisation that as our Membership grows the needs and interests across the experience range of our members are becoming increasingly diverse.

In alignment with the mission of ICF Global, we aimed to contribute to **Creating an attractive and credible voice for ICF coaches in Singapore** by partnering with other organisations, creating more visibility for coaching and ICF in Singapore, and continuing to build ICF Singapore as a high performing chapter.

A few highlights in numbers:

- Current Membership: 298 members (up from 285 in March 2012; accounting non-renewals an increase of 68 new members)). We anticipated a negative impact on membership numbers due to the new Minimum Eligibility Requirements from ICF Global. We are happy to end the year with positive growth.
- Credentialing: we saw a substantial increase in the number of credentialed ICF coaches. As of March 2013, we have a total of 82 credentialed coaches (28% of our members)--55 ACCs, 24 PCCs and 3 MCCs. 31 individuals were awarded a new credential this year.
- Events: we held around 30 events this year, including Monthly Meetings, Special Events, a phone information session, Peer Coaching, New Members Orientation meetings, a Laser Coaching event, and ICF events, which were held in the context of APCC2012.
- ICF Volunteer Coaches: about 45 ICF coaches are now registered as volunteers for pro-bono coaching or for supporting new ICF members.
- APCC2012: ICF Singapore enjoyed another successful collaboration with the Asia Pacific Alliance of Coaches (APAC) in organizing the 2nd Asia Pacific Coaching Conference. The conference attracted more than 330 delegates from 24 countries.

Events and Activities:

Our monthly programs were a good balance of professional development, personal development and business development:

- We kicked off the year with a special event by Christopher McAuliff and a session by INSEAD Faculty Neil Bearden.
- To support members through ICF's new Minimum Eligibility Requirements, we organized our first virtual information session with several ICF Accredited Coach Training Schools. To support members in their Credentialing process, we organised a Coaching Demos and Feedback Session with two ICF Assessors.
- We explored coaching methods and tools such as: Coaching for EQ, Emotional Agility, Aha Moments, and Integral Coaching in a 4 hour special event with James Flaherty.
- Members responded well to including topics that are complementary to coaching, such as: Graphic Note-taking, Organizational Development, and a special event about Tension & Trauma Releasing Exercises with Dr. David Berceci.
- We introduced novel formats, such as concurrent, multiple speakers who shared tips for turbo charging our coaching practice, and speed-dating for coaches to help members practice building rapport and networking effectively.

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- Another practice building session was the Business Development Panel, during which we held a facilitated Q&A session with chartered accountants and professional coaches.
- Our annual December social event focused on the Artistry of Leadership. An interesting mix of music, a conversation about meaningful connections, and wine, resulted in an event that received the highest feedback rating from participants this year.

These events were attended by an average of 30 participants, and all of the meetings earned members valuable CCEU's.

We redesigned the Feedback Form and were able to collect more specific feedback from participants this year. Based on the information from the forms:

- 70% of the participants in our Monthly Meetings were practicing coaches. The rest were aspiring coaches and guests.
- Overall competency of the speakers and their depth of knowledge were consistently the two highest ratings in almost every single meeting (average rating of 4.7/ 5)
- The average rating for "Overall I would rate this as an excellent event" was 4.5/ 5

In addition, we held the following events:

- Six Peer Coaching Circle session: including ones that focused on specific topics such as: Parent/Youth Coaching, Emotional Intelligence, Cultural Competence in coaching, and Self Leadership, and ones that featured the traditional facilitation method. The last year of running this was not without any difficulties and we encourage the incoming committee to see this as an opportunity to revise the goals and strategies of Peer Coaching. For several of our members Peer Coaching is the preferred member benefit, and we would like this great value-add to continue to thrive.
- Two New Members Orientation Meetings: one attended by 12 participants and another by 22. Many of them joined subsequent ICF Meetings and several joined as members.
- A Laser Coaching event at INSEAD with alumni of a number of top business schools. This was a great opportunity for business leaders to experience the power of coaching and participate in facilitated table discussions about coaching in organisations. A similar event with SMU alumni will hopefully take place in 2013.
- A dinner event with the leadership of ICF Global co-hosted with the Asia Pacific Alliance of Coaches (APAC): this event took place following the closing of APCC2012 and was an opportunity for our members to connect with the global leaders in an informal setting. Janet Harvey, ICF President, Magda Mook, ICF CEO, Damian Goldvarg, ICF President-elect, and four ICF Board Members: See Luan Foo, Meryl Moritz, Dr. Ajay Nangalia and Dr. Jeffrey Auerbach were invited as honorary guests.

We integrated new PR/ Marketing initiatives in the meetings:

Our registration table regularly features the newly designed ICF Singapore brochure, marketing materials from ICF Global, and copies of the APCC2012 Coaching Resources Guide. We collect contact information from guests and facilitate sign up for the newsletter.

We invited professional photographers and a videographer to document our events. We used these materials in our website, social media, and in the ICF booth at APCC2012.

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We continue striving to create a welcoming atmosphere for newcomers and have received very positive feedback about that. We continue with the ICF Friend initiative, which was re-established last year, and 8 ICF coaches volunteered to support new members this year.

Coaches for Community:

Our major focus in the past year has been on partnering with the Center for Non-Profit Leadership (CNPL). CNPL ran two leadership development programs for about 20 non-profit leaders each and about 20 ICF volunteer coaches participated in one or both of these programs. The time investment on each coach's part was substantial and included:

- Attending a full day training on specific assessment instruments
- Participating in a full day assessment program to observe their assigned leader(s)
- Attending a kick-off 3 hours session during the leadership development program
- Providing 8 hours of coaching in support of each leader's self-development plan

Feedback from CNPL and individual coachees has been extremely positive. CNPL also invited our volunteer coaches to participate in an appreciation event in May 2012.

We also provided five mentors for AWWA's Family Service Center and EXCELeRate programs. Mentors worked with young adults on a range of personal development activities.

Our year ends with nearly 40 coaches registered to participate in volunteer programs. In the coming year, we would like to generate more such opportunities.

Communications and PR/ Marketing:

We revamped all of our communication channels and materials in line with the visual and content standards of ICF Global. We implemented a newly designed logo, a new format for the online newsletter, and fine-tuned elements of the design of our website, social media groups, email signatures, brochure, and name cards. We continue to receive positive feedback from ICF Global and numerous chapters regarding the style, format and content of our different communication channels. We are one of a few chartered chapters that fully implemented the ICF Global branding requirements that were invited to participate in a lucky draw of an iPad.

- Website: the website is regularly updated to ensure that up to date information on events and members is available consistently. We simplified the event registration process and added content, including: FAQ for members, videos of coaching demos for ACC/ PCC level, direct links to materials from ICF Global, and photos from our events.

We continue to offer the facility for all trained and credentialed members to post profiles online. The full list of members is now updated on a monthly basis rather than quarterly.

The process for providing change requests to our website support provider has been standardized, which resulted in cutting expenses on our end.

Website advertising has been increasing over the year with the top banner proving the main focus for our advertisers online.

More than 8100 people visited the site between April 2012- February 2013. 57% of these were new visitors; 34% were from outside Singapore, demonstrating a global interest.

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- **Newsletter:** was redesigned in terms of both format and content. It now includes sections for information about upcoming events, various features (e.g., Member of the Month, regional conferences, ICF global initiatives), and a Promotion section, which is proving extremely popular with providers of coaching programs and products.
We integrated all of our email communications to make it easier for members to follow up on information from us and at the same time minimize the number of emails we send. Our distribution list continues to grow and as of March 2012 stands at 762 subscribers.
In addition, we created a New Member Newsletter, with links to relevant information. This is sent on a monthly basis to new members who joined during the month.
- **Social media:** We have created a stronger presence on social media this year in alignment with the strategy of ICF global. Through regular posts about events, news, articles, photos, and materials from ICF global, we have increased traffic and now have 310 members on our Facebook group (from 125 in April 2012), 317 members on our LinkedIn group (from 245 in April 2012) and 86 followers on our Twitter account.
- **PR and Media:** ICF Singapore was featured several times in the media this year, including in: The Berita Harian, Her World magazine, and 93.8 Live.
Our visibility grew by co-advertising through APCC2012 in Human Resources Online and the Graduates Professional Network. We also benefitted from the APCC2012 PR efforts that resulted in 5 radio interviews, 2 TV interviews and 2 editorials.
- **APCC2012 ICF Booth:** we received great feedback from visitors about the presentation and quality of materials as well as the welcoming and helpful Exco representatives.

Regional and Global Presence:

We continued to expand and strengthen connections with other ICF chapters and with ICF HQ:

- **Asia Pacific Coaching Conference 2012:** as mentioned above, more than 330 delegates from 24 countries gathered in Singapore in September 2012. With the vision of exploring "Coaching Beyond Boundaries", a collaborative effort of ICF Singapore and the Asia Pacific Alliance of Coaches (APAC) resulted in a powerful experience full of learning, connections and growth. We were honoured by the participation of Janet Harvey, ICF President, Magda Mook, ICF CEO, Damian Goldvarg, ICF President Elect, and Board members: See Luan Foo, Meryl Moritz, Ajay Nangalia, and Jeffrey Auerbach.
- **The APCC2012 Asia Pacific Chapter Leaders meeting:** this half-day session, which took place before APCC2012, attracted around 50 chapter leaders from the region, including: Malaysia, Indonesia, Thailand, Sri Lanka, Korea, China, Japan, India, Philippines, Taiwan, and Australia, as well as guests from Israel, Turkey and the US.
- Our Immediate Past president, Susan Sadler, participated in the Global Chapter Leaders meeting at the ICF Global Conference in London in October 2012.
- Avital Carmon, ICF Singapore President, participated in the Asia Pacific Chapter Leaders meeting in the ICF Austrasia Conference in March 2013, and also represented our chapter at the conference together with Don Huse, ICF Singapore Hon. Treasurer.

Participating in these meetings not only increases the visibility of our chapter, but also provides us with great learning and sharing opportunities together with regional and global colleagues.

Also this year, we participated in a study by ICF Italy about the organizational structure of chapters, supported the newly established ICF Bangkok chapter, and helped promote events that were organized by the Australasia, Hyderabad, and Bangkok chapters.

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ICF 2nd VP, Maria Pressentin, was our representative on the Global Regulatory Liaisons Network, and Avital Carmon participated in monthly calls organized by ICF global to connect and support chapter leaders worldwide.

Good governance:

We propose a list of amendments to the ICF Singapore constitution for voting at the 2013 AGM, with the purpose of aligning the constitution more closely with the standards of the Singapore Registry of Societies (ROS) and adjusting the clauses that relate to the elections following the introduction of online voting in 2012.

Future projects:

The following projects are either ready for rollout or in advanced stages of planning:

- Membership Survey: the Exco decided to send this in March/ April with the intention of providing relevant and timely information to support the incoming Exco's 1st Visioning Session. The survey will be sent by end March and the information collated by mid-April.
- Credentialing/ Mentoring support program: a program to support a group of members throughout their Credentialing journey by providing a structure for group and individual Mentor Coach hours was designed and approved by the Exco.
- Coaching Week 2013: we are in the process of finalizing a set of activities for Coaching Week, which will take place between 20-26 May, 2013, with the goal of offering attractive sessions both for our members and for the general public.

I take this opportunity to thank all those who took part in making this year a success:

- All the speakers and facilitators who volunteered their time to contribute to our events.
- The Asia Pacific Alliance of Coaches (APAC) and especially Lydia Goh, President, for a successful collaboration this year and more generally for promoting a sense of alliance and partnership between our organisations.
- The APCC2012 Organising Committee for your efforts, which resulted in a wonderful learning and community building event and helped continue position Singapore as a regional hub for the coaching profession. Special thanks to Sabreena Andriesz, co-Chair, and Don Huse, Deputy & Treasurer, who led the long process of designing and making the conference happen with remarkable dedication, passion and grace.
- The ICF Executive Committee members 2012-2013: Denise Pang, Maria Pressentin, Deborah Lightwood, Don Huse, Brigitte Deden, Russell Bennet, Laurel Grey, Elfarina Zaid, Susanne Goldenbeck, Ana Maria Sarmiento, and Douglas Robinson. Special thanks to Susan Sadler, ICF IPP, for your mentoring and support throughout the year.
- Our ICF Singapore members for giving us an opportunity to contribute to the development of the community this year. We hope you feel that we served you well.

Avital Carmon, PCC

President 2012- 2013

ICF Singapore Chartered Chapter

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List of Events for April 2012 – March 2013

21 April, 2012	1 st Executive Committee Visioning Session
26 April, 2012	Special Event - Breakdown: How to move yourself and your clients from stuck to action! Christopher McAuliff
19 April, 2012	Peer Coaching Circle - Parent/Youth Coaching Mark Sng
30 April, 2012	Monthly Meeting- The Importance of Naming Things & the Principle of Charity Professor Neil Bearden
10 May, 2012	Peer Coaching Circle - Coaching Emotional Intelligence (EI) Mark Sng
28 May, 2012	Monthly Meeting - Dress, Romance, Voice: Tips to Turbo-Charge your Coaching Presence Sharon Connolly, Andrew Chow and Cynthia Zhai
05 June, 2012	Phone Information Session with ICF Accredited Coach Training Schools
14 June, 2012	Peer Coaching Circle - Cultural Competence in Coaching Penny Morris Hardee
25 June, 2012	Monthly Meeting - Graphic Note-taking Brenda Tan
12 July, 2012	Peer Coaching Circle - Self-Leadership Andrew Bryant
30 July, 2012	Monthly Meeting - Coaching for Higher EQ Maria Amerstorfer
15 August, 2012	Speed Coaching Event with INSEAD Alumni Association
27 August, 2012	Monthly Meeting - Coaching for Burned-Out Overachievers: Remaining Emotionally Agile and Resilient Carol Courcy
29 August, 2012	1 st New Members Orientation Meeting
03 Sep., 2012	Asia Pacific ICF Chapter Leaders Meeting
04-05 Sep., 2012	APCC2012
05 Sep., 2012	Dinner with the Leadership of ICF Global
13 Sep., 2013	Peer Coaching Circle – Structured process
24 Sep., 2012	Monthly Meeting - Speed Networking: Practice Building Rapport Quickly and Effectively to Promote Your Coaching Practice

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29 Oct., 2012	2 nd Executive Committee Visioning Session
29 Oct, 2012	Monthly Meeting - Aha Moments Kevin Cottam
15 Nov., 2012	Peer Coaching Circle – Structured process
26 Nov., 2012	Monthly Meeting - Everything You Wanted To Know About OD But Didn't Know Where to Start Douglas OLoughlin
10 Dec., 2012	December Social Event - The Artistry of Leadership - Creating Meaningful Connections Kevin D. Asbjörnson
23 January, 2013	2 nd New Members Orientation Meeting
28 January, 2013	Monthly Meeting - Business Development Panel George Matthew, Geetha A, Dennis Heath, Chin Tze Meng. Moderator: Anisha Kaul
25 February, 2013	Coaching Demos and Feedback Session with ICF Assessors Nancy Hughes, Tony Latimer
03 Mach, 2013	Special Event - Tension & Trauma Releasing Exercises: Self-regulating Exercises that Restore Calmness and Increase Resiliency Dr. David Berceli
11 March, 2013	Meet the Candidates evening
23 March, 2013	Special Event - Life Beyond Work: Integrating What You Care About James Flaherty
25 March, 2013	AGM