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**Monthly Meditations**

Remember one thing: meditation means awareness.

Whoever you do with awareness is meditation.

Action is not the question, but the quality that you bring to your action.

Walking can be a meditation if you walk alertly.

Sitting can be a meditation if you sit alertly.

Listening to the birds can be a meditation if you listen with awareness.

Just listening to the inner noise of your mind can be a meditation if you remain alert and watchful.

The whole point is: one should not move in sleep.

Then whatsoever you do is meditation.

**Osho**

**Definition of Coaching**

**Life coaching** is a practice of assisting clients to determine and achieve personal goals.

A trained coach will use a variety of methods, tailored to the client, to move through the process of setting and reaching goals.

**Inspirational Quotations**

"What if you might now is the power to do things you never dreamed possible.

This power becomes available to you just as soon as you can change your beliefs."

-- Dr. Maxwell Maltz

"Believe and act as if it were impossible to fail."

-- Charles F. Kettering

**Positive Daily Actions**

Compliment Someone - even yourself!

Read for 30 minutes.

Unplug the TV.

Eat an apple.

Take a 15-minute walk.

Listen more.

Write a letter to a friend.

Send someone flowers.

Make a wish.

And....

Wear a smile.

**Michael Duffy**

**Ice Breakers**

**HUMAN SCAVENGER HUNT:**

The paper will have a series of questions on it (in a bingo format - in squares).

Participants are required to find another participant who can answer "yes" to a question.

They must have that person sign their name within the square.

The object is to meet as many people as you can, and fill a "BINGO" (A complete line either horizontally, vertically, or diagonally) You can cover any cell that participant once.

Note: The centre circle should be a trouble.

Here are some samples:

- Knows their zodiac sign
- Was born outside europe
- Knows when the Queen's birthday is
- Is a member of a society
- Has been a competitive athlete
- Has travelled to Asia
- Knows how to polka.

**Offers & Useful Information**

**Money Saving on utility bills - worth a look!**

The objective is to save customers money by providing significantly better value than they were previously receiving from monopoly suppliers like BT.

They use the collective buying power of lots of individual small users to negotiate bulk buying deals with major suppliers, passing the benefit back to customers. An advanced billing system means the customer receives a single monthly bill covering all the services provided.

Club members benefit from significant savings on the services including:-

- Landline telephone and line rental
- Mobile
- Internet
- Non-geographic numbers (e.g. 0845 and 0870)
- Gas
- Electricity

Members can't choose to use as many or as few services as they wish.

More information at: [utilitywarehouse.co.uk](http://utilitywarehouse.co.uk)

**Great Coaching Questions**

An old one, but a good one all the same:

"If you say 'no' to this, yes or no, what are you saying 'yes' to?"

A good question for ensuring a client at least considers possible consequences to a decision they are making.

**Anon**

**Acronym**

- Crossing
- Universes
- Leads
- To
- Understanding
- Requires
- Everyone

**M.D. 2007**

**Thought of the month**

They asked for a sign, evidence that I sit within their souls, that I conspire tirelessly on their behalf, and that all is exactly as it should be.

Do you think they mean besides simply being alive at all?

Things that make you go, "Hummum"

**Word of the month**

**acuity**  
uh-KYOO-uh-teev.

noun: Acuteness of perception or vision; sharpness

They fail to understand how a person can hold beliefs so contrary to common sense and retain any mental acuity.

-- Charles Krauthammer

"... Why Bush Will Win", Washington Post, November 3, 2000

With unusual acuity, one of the wire service reporters pointed out that possibility with the following question.

-- Alfred Alcorn

Murder in the Museum of Man

Monkeys, diurnal animals that have a high visual acuity -- necessary for finding food and for moving through the trees without bumping into things or missing one's hold on a branch -- have a large visual area of the neocortex.

-- Stephen Budiansky

If a Lion Could Talk

**Humour**

"Well, art is art, isn't it? Sure on the other hand, water is water!"

And East is East and West is West and if you take cranberries and stew them like applesauce, they taste more like prunes than a rhubarb does.

Now, uh... Now you tell me what you know."

-- Groucho Marx

**Footnote in forthcoming newsletters**

**September:**

Coaching - Its image and its future.

**Missed a copy? If you've missed an earlier edition of our newsletter, don't worry, you can catch up by accessing our Newsletter Archive**

**Please don't forget to promote the ECI to like-minded friends and clients by forwarding them a copy.**

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# The ECI Newsletter

Keeping you informed with each other

August 2007

## Different Cultures = Different Coaching?

### Coaching Top Tips for Cross Cultural Communication

Here are some simple tips to help you improve your cross cultural communication skills:

- 1. Slow Down**  
Even when English is the common language in a cross cultural situation, this does not mean you should speak at normal speed! Slow down, speak clearly and ensure your pronunciation is intelligible.
- 2. Separate Questions**  
Try not to ask double questions such as, "Do you want to carry on or shall we stop here?" In a cross cultural situation only the first or second question may have been comprehended. Let your listener answer one question at a time.
- 3. Avoid Negative Questions**  
Many cross cultural communication misunderstandings have been caused by the use of negative questions and answers. In English we answer 'yes' if the answer is affirmative and 'no' if it is negative. In other cultures a 'yes' or 'no' may only be indicating whether the questioner is right or wrong. For example, the response to "Are you not coming?" may be 'yes', meaning 'Yes, I am not coming'.
- 4. Take Turns**  
Cross cultural communication is enhanced through taking turns to talk, making a point and then listening to the response.
- 5. Write it Down**  
If you are unsure whether something has been understood write it down and check. This can be useful when using large figures. For example, a billion in the USA is 1,000,000,000,000 while in the UK it is 1,000,000,000.
- 6. Be Supportive**  
Effective cross cultural communication is in essence about being comfortable. Giving encouragement to those with a weak comprehension of English provides confidence, support and helps to build rapport and trust.
- 7. Check Meanings**  
When communicating across cultures never assume the other party has understood. Be an active listener. Summarise what has been said in order to verify it. This is a very effective way of ensuring accurate cross cultural communication has taken place.
- 8. Avoid Slang**  
Even the most well educated foreigner will not have a complete knowledge of slang, idioms, jargon, abbreviations or local sayings. The danger is that the words will be understood but the meaning missed.
- 9. Watch the Humour**  
In many cultures business is taken very seriously. Professionalism and protocol are constantly observed. Many cultures will not appreciate the use of humour and jokes in the business context. When using humour think whether it will be understood in the other culture. For example, British sarcasm usually has a negative effect abroad.
- 10. Maintain Etiquette**  
Many cultures have certain etiquette when communicating. It is always a good idea to undertake some cross cultural awareness training or at least do some research on the target culture.

Cross cultural communication is about dealing with people from other cultures in a way that minimises misunderstandings and maximises your potential to create strong cross cultural relationships. The above tips should be seen as a starting point to greater cross cultural awareness.

Neil Payne  
[www.kwintessential.co.uk](http://www.kwintessential.co.uk)

Neil Payne is Managing Director of Kwintessential.

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### Editor's Letter

Welcome to our August newsletter.



Different cultures mean different types, or styles of coaching - or do they?

Having worked with, and coached, teams made up of people from Europe, Asia and beyond, my findings are, that while there can be differences, they are only surface deep.

Yes, some Asian people were direct, some Europeans were aloof, yet when it came to values, beliefs and goals there were obvious similarities and consistencies. All of humanity wants to achieve great things- some with good intentions some not so good, but all want to achieve something with their life that will make it meaningful to them and those around them.

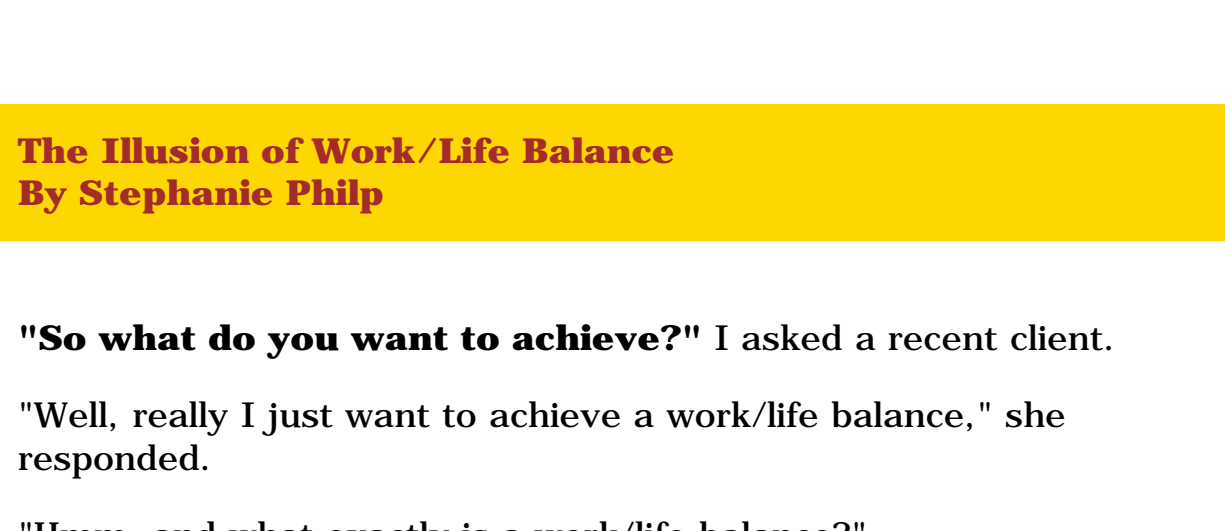
Because we have a growing readership and contributors from 19 different cultures, we trust this month's offerings will both inform and interest you.

Stephanie Philp of New Zealand has written something for us that demonstrates the life work/balance thing is as big an issue down under as it is up here in the northern hemisphere. Carmelo de Silva discusses US and European values in his short but interesting contribution. Enjoy all our articles this month and please do keep responding via your excellent feedback.

**Michael**

Michael Duffy, Editor  
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### 1. Would you like to write and be published in your industry newsletter?

Whether you're a published writer or not, share your contributions with us (articles, quotations, case studies, tips, acronyms, book recommendations and industry news, offers etc.) @ [articles-newsletters@the-eci.org](mailto:articles-newsletters@the-eci.org)

### 2. Got a Question?

Post your question, queries or concerns to Milly Shand on [articles-newsletters@the-eci.org](mailto:articles-newsletters@the-eci.org)

### 3. Feedback

Send us your feedback to [articles-newsletters@the-eci.org](mailto:articles-newsletters@the-eci.org)

### 4. How about working with our team?

If you enjoy reading, browsing the net, then we want you to join our growing newsletter team by finding us more great articles for our future newsletters. Just contact @ [articles-newsletters@the-eci.org](mailto:articles-newsletters@the-eci.org)

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### ECI - Some of the Benefits

### Professional Indemnity Insurance

Working with Westminster Indemnity the ECI can offer an extremely attractive professional indemnity insurance scheme. The Professional Indemnity Insurance Policy is an all encompassing indemnity and liability insurance scheme for Coaches and includes cover for:

- Public Liability
- Product Liability
- Professional Indemnity (malpractice and errors and omission)
- Libel or Slander

As well as coaching, this policy covers a variety of therapies which include but are not exclusive to NLP, Aromatherapy, Counselling, Homoeopathy, Training, Personal Development, Reflexology, Reiki, and many more.

Your selected cover is based upon your selected cover, annual turnover, yourself or yourself and your associates/employees, and annual turnover.

All administration of your insurance policy is sleek and streamlined and is done by Westminster Indemnity. Your insurance application is conducted entirely on the web and your policy will be put into force once you have completed your application (applied for it, paid for it, and Westminster Indemnity have received it.

Go to the specific [ECI website page](#) for details.

### Get Known Now

21 leading coaches all agree - one of the absolute 'must have' keys to building a profitable and full coaching practice is getting known. Here's the proof. Recently, 21 leading coaches with the uncanny ability to get known (names I am sure you will recognise ...) were interviewed and all agree on one thing ...

Getting known is the best long-term strategy and fastest way for any coach to attract new clients fast, raise their rates, and start living their own dreams.

Curious to who the 21 coaches are?

Want to benefit from some of their FREE Get Known Fast tips?

Go to the specific [ECI website page](#) for details.

### Coaching Hours Log

Your coaching hours log is an important record of your coaching practice. As part of each coaching application you will be requested to submit your Coaching Hours Log.

To download your Coaching Hours Log, Members can :- Log in to the Member's only area of the [ECI's website](#), select 'Business Building' from the side menu, then 'Coaching Hours Log', then 'Click to download .doc file'. Save the document to your own computer.

### Continuing Professional Development

Your CPD log is an important record of your coach training, learning, research, studying, and updating, and should be kept in a safe place. This CPD log allows you to update all aspects of your coaching development - training, reading, teleconferences, workshop, conferences, events, mentor coaching, articles written, etc.

To download your CPD log, Members can :- Log in to the Member's only area of the [ECI's website](#), select 'Business Building' from the side menu, then 'Continuing Professional Development - C.P.D. log', then 'Click to download .doc file'. Save the document to your own computer.

### The Illusion of Work/Life Balance

By Stephanie Philp

"So what do you want to achieve?" I asked a recent client.

"Well, really I just want to achieve a work/life balance," she responded.

"Hmm, and what exactly is a work/life balance?"

Like many others, she seemed confused. Her mumbled something about, "having more time for herself" and then conceded she didn't really know. I told her I thought that the concept of work/life balance was a load of nonsense and in trying to achieve it, we're faced with yet another source of stress and angst.

### An analogy

Imagine for a minute, a circus performer, high above the crowd walking a tightrope. To be successful she must maintain perfect balance by having total concentration and by tightening and relaxing muscles all over her body. And if that's not demanding enough, there's always the threat that a fall could result in death!

Maintaining perfect balance is very stressful on your mind and body and only a small number of people achieve it, and even then, only for short periods while performing or practising.

If ropes were easy and comfortable, we would have tight ropes strung between tall buildings so people could take short cuts across the city! Most of us would become pretty stressed, strung out on a tightrope every day! Yet I've seen countless people get strung out because they fear they don't have the magical work/life balance they seek.

Look at the concept more closely and it becomes apparent why problems arise. There are some intriguing language presuppositions (assumptions) buried within the statement, "**I want to achieve a work/life balance.**" For example that:

1. Work and life are separate from each other
2. They can actually be balanced
3. Work is something that exists apart from life
4. Life is something that exists apart from work
5. Such a balance is achievable (and desirable)
6. The person doesn't currently have a balance.

Examine each assumption further and you begin to see how unrealistic striving for balance really is:

1. **That work and life are separate from each other.**  
Do you not experience "life" while you're at "work"? Do you ever "work" outside where or while you officially designate "work" to be?
2. **That they can actually be balanced.**  
Let's see if this is possible. Make a note of all the things you do in a day and the amount of time you spend doing them.  
Example:
  - o Sleep - 7 hours
  - o Eating - 1.5 hours
  - o Cleaning teeth - 5 mins
  - o Exercising - 1 hour
  - o Travelling - 30 mins (You wish!)
  - o Watching TV - 1 hour
  - o Talking on the phone - 1 hour
  - o Washing/showering/ablutions - 30 mins
  - o Physically at "work" - 8 hours
  - o Spending time with partner and family - 2 hours
  - o Household chores -1 hour (see - why do we call them chores if they're not work?!)!

Now categorise each into Work or Life. The example list adds up to over 23 hours and for most of us, there are a lot more things that we fit into and do. And no doubt we would each classify those activities differently. For some people exercising is "work" for others it is "life". Even if we overlap them and multi task there are some things it couldn't be "cool" or even vice to combine; cleaning teeth and eating, for example, could be a bit messy!

When you're able to do two things at the same time, like watching TV and eating, how do you categorise each activity? What about the time you are asleep? Presumably sleeping is not "work" so must be "life"! But it wouldn't be much of a life if you slept all the time! When you've classified each of the activities into "work" and "life" do the number of hours spent in each "balance"? Do they even add up to 24?!

3. **That work is something that exists outside of life.**  
One of the issues many face is how they think about work. For example, at the moment I'm writing this article. Is it work? Well, some people would probably say "yes". Yet I'd much rather be writing than pulling out weeds, sweeping the yard or ironing. It doesn't feel like a chore because I'm enjoying what I'm doing. So maybe I should include it in the "life" category?
4. **That life is something that exists outside of work.**  
If you feel you "live" only when you're not at "work", it's definitely time to change your "work". It's about 40 hours a week and consider that time NOT to be part of "life", how does this type of thinking affect your general health and wellbeing?

5. **That such a balance is achievable (and desirable).**  
See numbers 3 & 4 above!
6. **The person doesn't have a balance at present.**

They're probably totally stressed from trying to achieve it!

### O.K. Here are some "stupid questions" for you to ponder:

- If you totally enjoy your "work" as much as anything else you do, does that mean you should stop "work" and do something else - related to "life" - that perhaps you don't enjoy to achieve that illusive balance?
- If you don't enjoy your work, why on earth are you doing it?
- What does the "life" part of the "work/life" balance consist of for you?
- What does the "work" part of the "work/life" balance consist of for you?
- Is it realistically possible, sustainable and desirable, to accomplish this balance?

**And the point is?** Maybe, it's more about combining different and essential aspects of our lives. It's about using common sense and consideration for the "important others" who we participate in our life's journey. And being consciously aware of how we're using each of the precious moments we have.

I believe that it's perfectly O.K. - NO! - More than O.K. - it's completely natural to be out of balance in how we run our lives. Make sure you love your life and your work so much that any boundaries dissolve. Then worrying about whether you have a perfect balance will become irrelevant. Spread the word because the quicker the majority of us realise this, the sooner we'll be able to chill out, relax and enjoy a fun life.

Stephanie Philp  
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Stephanie Philp is an experienced coach and NLP Trainer based in beautiful Auckland, New Zealand.

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### Accredited Training Courses and Workshops

**CTECI -**

#### Full Coach Training Programme

- Life & Executive Practitioner Coach Diploma (DipNMC)  
Noble Manhattan Coaching  
[info@noble-manhattan.com](mailto:info@noble-manhattan.com)
- The LCH Diploma in Life Coaching  
Achievements Specialists  
[enquiries@achievementspecialists.co.uk](mailto:enquiries@achievementspecialists.co.uk)
- Diploma in Personal and Executive Coaching  
Executive Coaching  
[info@executivecoaching.ie](mailto:info@executivecoaching.ie)
- Diploma in Life & Business Coaching  
Mindstream  
[info@mindstream.ie](mailto:info@mindstream.ie)

#### SCECI - Short Courses

- Quantum Goal Achievement  
Noble Manhattan Coaching  
[info@noble-manhattan.com](mailto:info@noble-manhattan.com)
- The Body Transformation Programme  
Scintilla
- Coaching Human Potential and Peak Performance  
Scintilla
- Coaching Futures! Innovation and Strategic Creativity  
Scintilla

#### WSECI - Workshops

- Results Coaching  
Noble Manhattan Coaching  
[info@noble-manhattan.com](mailto:info@noble-manhattan.com)

Further details can be found at [www.europancoachinginstitute.org/coach\\_training/](http://www.europancoachinginstitute.org/coach_training/)

### Cultural Concerns and Leadership

By Carmelo Di Salvo

There was once a time in business when organisations were recognised by country of origin. The list of major organisations that were distinctly American was in the hundreds, perhaps thousands. Every home had Sears appliances, RCA televisions, GE light bulbs, and clothing for the family from J.C. Penney. The management style was written and practised by Americans, and proved to be very successful.

Today, many writers on management believe that the American culture and values which have influenced our management style, have caused harm in other cultures that differ from the United States. In the 1950s and 60s, the prevailing belief in Europe and the United States was that management was universal and could easily be replicated across cultures. Many of the principles of management and leadership came primarily out of the United States, where executives expected them to fit easily anywhere in the world. Different cultures that exercised this universal style of management were thought to lead to societies becoming more alike.

The reality that the "convergence theory" could not erase the regional and cultural differences in organisations became evident in the 1970s. Organisations like the European Common Market, which used the model of the convergence theory, recognized that national differences were unique and permanent. By this time it was obvious that national and regional cultures were a part of an individual's makeup and would always present challenges for management in multinational and multicultural organisations.

What Hofstede calls "collective mental programming" and Brake and Walker call "thinking patterns", become ingrained and common ways of thinking. Our thinking is heavily influenced by government, education, work relations, family, religion, sports, literature, architecture, and scientific theories. These influences affect leadership strategies no less than other aspects of a culture.

Carmelo Di Salvo

Carmelo Di Salvo was born and raised in Buffalo, New York and received his B.A in economics from that State University.

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### ECI Workshop Sponsorship

**How would you like The ECI to sponsor and support your workshop?**

The ECI is providing the opportunity for each workshop and/or course run by it's members, to be sponsored and supported.

What this means is that The ECI will promote your workshops and/or courses, provide a logo for your promotional material, and allow reviews to be printed following your workshop.

To benefit from the sponsorship and support of The ECI please email Tina Sibley using her email address - [conferences@the-eci.org](mailto:conferences@the-eci.org) - the following details:

- a. Course and/or Workshop Title
- b. Organisation Name
- c. Outline description of the course and/or workshop
- d. Name of coach
- e. Membership status with The ECI
- f. Date or dates that the course and/or workshop and/or event is scheduled.

On receipt of this information, the application will be processed through our sponsored course and/or workshop process and Tina will provide you with the details of sponsorship you will be getting.

### Recommended Reading

**Coaching Across Cultures: New Tools for Leveraging National, Corporate, and Professional Differences by Philippe Rosinski**

Coaching Across Cultures provides an insight into coaching at both corporate level and across borders. An excellent resource for any coach, who seeks to expand his or her boundaries, and enter the global world of coaching.



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