



### Coaches and Coach Training Providers Accreditation Body *creating excellence in the coaching profession*



Dawn Campbell  
Head of Membership Communication  
e: [dawn-campbell@the-eci.org](mailto:dawn-campbell@the-eci.org)

It is with pleasure that I'm able to share with you the another interview with the ECI leadership team – this interview is with Barbara Cukjati, PECE – Head of Slovenia, Croatia, and Serbia.

Over the coming issues, I'll be pressing the team for information that I think fellow members want to know. Got a question you'd like to see answered? Then send it to me, and I'll ask it!

This feature is for your benefit, so if you want to have a better understanding of what the ECI is doing regarding how they are able to represent and support you, then this is the forum for you!



How did coaching in Slovenia develop in recent years?



*5 years ago coaching in business and life were still in minority. Today the interest in coaching is growing. The appetites of various providers, qualified or not - too. Often still being confused with consulting and therapy - when it comes to life coaching – it is clear that characteristics and qualities of coaching need to be communicated to the decision makers in the companies and individuals interested in coaching. Initial misunderstanding of what coaching is and isn't can lead to disappointment on the side of client, therefore it is important to build awareness of the coaching standards and importance of accreditation of coaches.*



The case for coaching in business

Rapid changes in business, implementation of new more effective staff development programs, change of values towards more balanced life style, the desire for self development have been the key drivers of the development of coaching in Slovenia. The nature of managing in companies is changing to inclusion of more soft HR approaches, values are more and more important; employees are seeking for a higher purpose. In rapid changing business environment there is a need for workforce that will be highly efficient in producing ideas for continuous improvements. As a result companies invest more and more in the personal development of the staff. After exploiting other options of staff development, coaching is becoming interesting for companies and individuals.



In the research of use of coaching in Slovenia (Infekta in cooperation with Manager magazine, 2007) 54% of respondents reply that coaching is being used in the company. In majority it is provided internally, 25,7% by a line manager, 9,5% by a company specialized in coaching, 6,8% by a company specialized in HR consulting and 5,4% by qualified external coach.

The results of research also show that there is still much needed to be done to build a common understanding of coaching, the importance of appropriate training and benefits of using an external coach with respect to business environment.

In majority respondents replied that they would expect from a coach the ability and knowledge how to encourage people, exploiting challenges, the ability of clear communication, creating an atmosphere of trust and respect. Surprisingly only 8.1% respondents would expect a formal qualification of a coach.



The case for life coaching

A friend of mine formulated this really well – it has become a fad that one is searching some higher purpose of oneself, getting in touch with oneself and nature, bio and organic is absolutely a must, Secret is a bestseller. But what makes a case for coaching is the goal orientation and discipline. Where does all internal exploration lead if there are no conclusions or next steps to it? As a coach I have people coming to me who have tried self-help books, courses, but still need someone who will assist them to make the change in the way they perceive their role in the world, their interaction with the world and feedback they are getting. When people realize they want to take the responsibility for their lives, the case for life-coaching opens.


To avoid presenting only my own opinion as a head of country and accredited coach in Infekta on the topic of



#### ***Included in this issue...***

***click on the heading to read the article!***

- Interview with Head of Slovenia, Croatia and Serbia – Barbara Cukjati
- Meet the team!
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- International Coaching Register
- Asia-Pacific – The Inaugural Australasian Coaching Conference
- Case Studies
- Global Coaching Conference – July 2008
- Research and Development
- The ECI Needs **YOU!**




development of coaching in Slovenia, I have asked also three different coaching providers in Slovenia and managed to acquire a viewpoint of Branko Zunec, CEO of BMC International, who leads a team that follows highest professional standards and Tatjana Dragovic, NLP Coach, Senior Lecturer in Leading Professional Development in Glotta Nova, Slovenia, consultant researcher at the Open University, UK and a guest lecturer at Faculty of Education, Cambridge University, UK.




## Development of coaching in recent years

Branko Z.: *"Many more companies offer coaching in their portfolio and many more companies are searching for coaching of their management and sale staff. My estimation would be that about 6-8% of companies use coaching for developing their managers and about 4-5% of companies for sales staff. Life coaching is still in the beginning. Business and executive coaching are being used on individual level (1 on 1 coaching) but there is a lack of skilled coaches and especially certified coaches. That is the reason why "every consulting company" offers some kind of coaching which really isn't coaching. They have a lack on skills, tools, methods, models and true understanding the role of a coach. There is a common belief that coaching can afford only companies with a lot of money."*



Tatjana D.: *In Glotta Nova, a further education centre in Slovenia, we decided together with our colleague from the UK, Kurt Andersen from the Open University, to introduce NLP Coaching in Slovenia five years ago with our first year-long international NLP Coach Certification Programme, which follows the curriculum and ethical guidelines of ICF (Internationally Coach Federation). That was the first international coaching programme in the country. Due to many Slovenes either attending coaching programmes abroad or in the country, coaching has become popular among individuals and particularly companies as one of the modalities for the professional and personal development of their staff.*

My view: *"In Slovenia we have some great sport psychologists and integrating sports and culture to business comes quite natural to us, therefore I am surprised that coaching in business hadn't spread more even before. Coaching in corporate world became more popular with the increase of coaching style of leadership and not knowing exactly how this should be done in reality. There are several companies on the market that today offer coaching services, but only one is a member of ICF and as far as I am aware I am still the only coach with accreditation at ECI. This confirms also Branko's claim on "every consulting company"... I think we agree that a skilled coach needs additional training in coaching skills and models. Life coaching is even more new on the market. When I explain to people that I am a life-coach they often mix it with therapy or more alternative spiritual things, but when I explain about the concept of life coaching – a lot of people can find themselves in it.*




## A look to the future

Branko Z:

*"We need 3 things to move coaching to the next level:*


- 1) More certified and experienced coaches*
- 2) More coaching success stories from Slovenian business that have to be distributed through different channels: magazines, internet, conferences, coaching courses etc.*
- 3) Coaching literature in Slovenian language with adjusted models and tools for Slovenian business environment. I definitely believe that coaching deserves the right image and opportunity in Slovenian business since it is "the most powerful way to develop human potential in order to ensure future business competitiveness on a higher level".*




Tatjana D.: *With more and more companies interested in developing their business beyond the borders of the country and investing in their employees, it is likely to expect that both executive coaching and personal coaching will develop further. Consultancy has been quite widely accepted in Slovenia for many decades and it looks like coaching is finding its place in the corporate world. As for personal coaching, individuals are seeking that extra 'spice' in their lives, and I believe more and more Slovenes would like to apply coaching as a means for own personal development and growth.*

My view: *Slovenia is a small 2 mio market, and if there are only a few bad experiences in coaching in respective companies, this can harm the reputation of coaching overall in the business market. The decision makers in companies need to be informed about what they are to expect from a good coach. What I also see is more and more psychologist being moving from the classical therapeutic approach to self learned coaching. NLP society is also quite strong. For the future development of the coaching industry in Slovenia, I believe it is important that the serious coaching providers on the market know each other and specialize and excel in a specific field. ECI's platform can be very useful in developing coaching as profession, but locally we need to adapt the coaching models to Slovene environment and organize training for coaches in local language. Currently the nearest training for executive coaching is in Croatia, for life coaching still not present.*

I believe Branko and I share the view that coaching providers in Slovenia would need to be formalized in some form in the future.




## Quality coaching provider needs constant professional development, which at the moment is acquired abroad



Branko Z: *We organize trainings and coaching sessions with trainers and coaches from USA and UK, we additionally buy a lot of "self learning" materials, books, models. I must admit that most of our learning comes from direct interactions with our participants of coaching trainings and sessions. Coaching is a skill best developed when used in real life situation. We invested around 250k euro in last 4 years in development of leadership, coaching and customer service skills of our staff.*


Tatjana D: *Our coaches are involved in so called 'coaching chains' where they constantly work both as coaches and*



clients thus exploring further their own issues and developing further their own coaching skills. This is often used for an ongoing peer-vision, where they explore their own coaching practice. The majority of them are members of The Slovenian NLP Society and its Section for NLP Coaching where they have regular 'Study meetings' with the aim of furthering their professional development.



My view: I have acquired my knowledge in coaching in UK and keep updating it with the help of English coaching and NLP books, online courses, ECI, EMCC, my own research and writing for the Personality magazine, blogs, newsletter. The training for coaches is still much underdeveloped, because of the smallness of market.




General public image of coaching in Slovenia



*Branko Z.: New, fashionable and expensive! Not as a true development skill for every business (profit and non-profit).*



My view: "Coaching is very soft approach, how does it show on results?" Coaching as a term is used all over. I would refrain from saying that it has a specific image.



3 most common reasons why organizations use coaching

*Branko Z: Lack of business and management techniques! They want to try something new. Traditional management and leadership courses don't bring desired results and/or improvement.*



*Tatjana D: The organisations that hire me usually emphasize the following reasons:*

- *to get to the cutting-edge within their field through setting and achieving goals*
- *to improve the organizational culture and climate*
- *to explore their own resources and use them more efficiently and effectively.*




My view: For younger managers at promotions from a good professional to a manager/leader, female executives: to balance their private and business life.




Why do most individuals use coaching?

*Branko Z: More personal success as managers or sales professionals, want to try it (because they read about it or heard good things), exploring new business opportunities, career change..*



*Tatjana D.: The individual clients usually want to: take their life into their own hands, discover what they really want in their lives and achieve it, explore their own identity.*



My view: In life coaching many have tried it because they have read about it and wanted to try it, because they have tried some other forms of help, but it didn't help.



Most of the coaching models are of US or UK origin




Both Branko's company and I use models of UK and US origin, such as Basic "Trust" model, Coaching & Counselling circle, GROW model, I CAN DO...




According to your experience, what are Slovene cultural specifics that you = encountered in coaching?


*Branko Z: Communication habits, that comes from up-bringing (individual orientation, lack of empathy), fear of true personal success, lack of listening skills and fear of trying new ways in doing business and communicating with others.*




*Tatjana D: According to my experience Slovenes sometimes find it challenging to explore and find their own answers rather than hear a piece of advice. Since there is a strong Germanic influence in Slovene culture (which is pretty apparent in the language itself, as well), there is a lot of focus on 'to do' rather than 'to be'. Thus many clients believe coaching to be all about helping them to go through their 'to do list'. It usually takes at least 4 sessions before they get from 'what to do and how' frame to a 'bottom line and what's next' frame. And in Slovenian culture there is a tendency to focus on the past rather on the present and the future.*




My view: In communication it takes longer time to establish direct communication and honest feedback. I observe that coachees make a lot of negative statements, are very demanding to oneself, they often take on a passive role, because they fear to stand out.



What are the most widespread concerns when hiring a coach?




*Branko Z.: It won't bring the desired results (it won't work), too expensive (lack of clear objectives that represent add value - what wants to be achieved with coaching), that the coach isn't skilled enough to understand the true problems in the company and the fear of revealing business secrets to an outside person (ethical issues).*



*Tatjana D.: From Business coaching contexts: confidentiality, impact on other employees. From Personal Coaching context: what if this does not work for me, fear of change (Am I going to become a different person?)*

My view: How will it contribute to business results? How to communicate it to the coachee (from the side of the sponsor)? In life-coaching – will this help me?



Thank you Barbara for your time and sharing your thoughts with us, I look forward to talking to you on behalf of the members again another time.

I hope I asked at least some of the questions you wanted, to make sure your questions are addressed in future, please send them to me at [dawn-campbell@the-eci.org](mailto:dawn-campbell@the-eci.org).



# ECI Australasian Coaching Conference, Sydney 2008

## You are invited!

We want as many people from every corner of the coaching industry to participate in this extraordinary event.

Why? Because we believe that, as a profession, we need to be as inclusive as possible. This is particularly crucial in times of increasing economic uncertainty when markets are changing so rapidly and when so many coaches are giving up on their dream, quitting coaching and going back to working for someone else.

It is just when our profession and our colleagues need us so much that we each need to take up the challenge to become leaders within our industry. It is for this important reason that we have chosen the theme of this year's inaugural conference.

### The Future of Coaching Embracing the Opportunities of 2010s

This theme addresses and incorporates the following key topic areas:

- Keynote – The Future of Coaching – Co-Creating our Vision
- Spotlight – Looking at the Health of Our Industry Today
- Spotlight – Exploring where the Marketing is Going
- Spotlight – Understanding why Change is Necessary
- Spotlight – Accepting Personal Responsibility
- Keynote – The Future of Coaching – A Call to Action

There is a wealth of information packed into this invitation, and I thank you for sharing your time to review it and also for forwarding it onto fellow colleagues, as I know you will.

I look forward to meeting all of you at this exciting event.



Sarah Hue-Williams, PECE  
Head of Asia-Pacific  
e: [australia@the-eci.org](mailto:australia@the-eci.org)  
m: +61 (0)412 534 762



[http://www.europeancoachinginstitute.org/conference\\_2008/](http://www.europeancoachinginstitute.org/conference_2008/)

## Meet the Team!

In the previous issue we incorrectly stated that Newsletter Editor – Anna Cairo - was based in South Australia. We apologise for this inaccuracy. Anna is based in Melbourne, Victoria and can be contacted by emailing her on [anna@the-eci.org](mailto:anna@the-eci.org).

### Head of Slovenia, Croatia, and Serbia – [Barbara Cukjati](#)

Barbara is the ECI's Head of Slovenia, Croatia, and Serbia. In this role Barbara works closely with Gerard and the International Team, and guides the Slovenia, Croatia, and Serbian team.

Barbara is passionate about coaching, because she has directly witnessed courageous changes in people and in companies, which lead them to more wealthy life. With wealth she does not mean only material goods. She is referring to wealth as to an ability to exploit the given potential and learn to enjoy it with satisfaction and inner strength without narcissistic ego.

Barbara joined the ECI as a volunteer in 2007. Barbara is based in Slovenia and can be contacted by emailing her on [barbara-cukjati@the-eci.org](mailto:barbara-cukjati@the-eci.org).



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Members offer  
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Barbara J. Dalpra,  
FECI

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(DipNMC)

[Noble Manhattan Coaching](#)

## Head of PR for Slovenia, Croatia, and Serbia – Merusa Grah

Merusa has recently joined the ECI Team. Her role involves working closely with Barbara to promote the ECI.

Merusa is based in Slovenia and can be contacted by emailing her on [marusa-grah@the-eci.org](mailto:marusa-grah@the-eci.org).

## Head of Marketing for Slovenia, Croatia, and Serbia – Vesna Siftar Kos

As Head of Membership Communication, Dawn is responsible for the Coaching Industry Update. She works closely with the Directors and Leadership Team to get the ECI's news out to you.

Vesna joined the ECI's volunteer team in 2008 and works closely with Barbara Cuktaji. Vesna is based in Slovenia and can be contacted by emailing her on [vesna-siftar-kos@the-eci.org](mailto:vesna-siftar-kos@the-eci.org).

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## Case Study

***promote yourself - send your case study to [Dawn Campbell](#) for publication***

The ECI has received the following request:

*'I am in a big rut and am keen to make significant changes to my life. I do not have a lot of spare income as I have many outgoings and was wondering if any of your coaching students needed to work on someone like myself as a case study. I would be happy to be a guinea pig to a female trainee in her forties as I feel life experience is as important as academic qualifications. Can you help me? Thanks [Sally Kadir](#).'*

Please contact [Sally](#) directly.

All the ECI asks is that you produce the case study and let us publish it. The information provided in the case study will be that agreed by both yourself, as the coach, and Sally, as the client.

ECI's  
[Complaints Process](#)

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ECI's  
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WSECI  
Results Coaching  
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## Global Convention on Coaching!

ECI members are participation in the Global Convention on Coaching.

Coaching has moved well beyond a management fad—it has been a growing area of personal, professional, and organisational development since the early 1990's. It is now one of the largest areas of Leadership Development and Organization Development spending in today's organisations. Both practitioners and consumers are expressing a clear need and desire for the professionalisation of the coaching industry—to give some measure of certainty to individuals and businesses around standards and training, and to ensure that coaching will continue to meet their needs into the future.

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Various coaching organisations including the ECI have developed/are developing definitions of coaching, codes of ethics, competency models, training guidelines etc. To avoid a worst case scenario for the coaching industry itself to fragment into a multitude of disparate directions a global convention has been formed. The GCC is a year long process in which all the key stakeholders in coaching (major coaching consumers, practitioners, educators and industry bodies) are gathering together to discuss the difficult issues facing us in 'professionalising' coaching.

This is a world-wide collaborative dialogue that seeks to understand the needs of coaching consumers, practitioners and educators in order to develop commonly agreed understandings, guidelines and frameworks for the practice of coaching and the training of coaches. Members of the ECI including the

head of Ethics and Standards for the ECI are included in this dialogue process and are part of the GCC - that articulates the sort of future we want for coaching.

We will keep you informed of the progress of the GCC and where appropriate some of the findings of the working groups we are taking part in.

Curly Martin  
Intl. Head of Standards and Ethics  
[curly@the-eci.org](mailto:curly@the-eci.org)

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## Global Coaching Conference – July 2008

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Rainbow  
Promise Health  
Dawn  
Campbell, CECI

There is phenomenon called "The Mastermind Alliance" it is where a group of like minded people get together with a common aim and purpose.

Just such an event happened in Dublin early July. It was called the Global Coaching Conference 2008 and was the first ever coming together of some of the major players in the coaching world. Attendees included Argentina, Chile, Canada, South Africa, Japan Sweden, United Kingdom, USA and many more from every part of the coaching world including, accreditation and standards bodies and training organisations from academia and from the corporate world.

I was honoured and delighted to be part of what was a unique gathering and representing the ECI.

During those seven days, we discussed every aspect of coaching imaginable. There were working groups covering such diverse topics as coaching as a profession, coaching in the workplace, coach-training standards, definition of coaching, code of ethics, etc.

As a result of that incredible week, a declaration has been created which will enable the coaching world to move together in a cohesive and empowering way.

Here below is just a **small extract** from part of the declaration:

***We, the delegates to the Global Coaching Convention hereby declare that the individuals and organizations that represent the global coaching community need to:***

1. ***Establish a common understanding of the profession through creation of a shared core code of ethics, standards of practice, and educational guidelines that ensure the quality and integrity of the competencies that lie at the heart of our practice.***

2. ***Acknowledge the multidisciplinary roots and the nature of coaching as a unique synthesis of a range of disciplines that creates a new and distinctive value to individuals, organizations and society. We also need to add to the body of coaching knowledge by conducting rigorous research into the processes, practices, and outcomes of coaching, in order to strengthen its practical impact and theoretical underpinnings.***

3. ***Respond to a world beset by challenges for which there are no predetermined answers by creating a space wherein new solutions can emerge. In doing so we are stepping into our power as coaches and inviting our clients to do the same.***

4. ***Move beyond self-interest with courage and engage in this conversation with renewed intensity among ourselves and with all stakeholders in order to address the critical issues facing our field.***

***Signed by the Delegates of the first Global Coaching Convention renamed the Global Community of Coaches. Dublin. July 11th 2008.***

This declaration is merely a starting point. There is a lot more to share with you all over the weeks and months as the delegates work together more thoroughly on the full declaration and finding a way forward.

The members in Dublin were clear they wanted to take the dialogue forward as a cohesive community and have come up with a number of exciting ways to do this. Consequently, I'm delighted that the ECI has been part of this process from the very beginning and is helping to craft the future of coaching throughout the world.

\*\*\*\*\*  
Gerard O'Donovan  
CEO  
[gerard@the-eci.org](mailto:gerard@the-eci.org)

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## Coaching Achievements Award!

[http://www.europecoachinginstitute.org/eci\\_awards/index.php](http://www.europecoachinginstitute.org/eci_awards/index.php)

### The ECI Awards for Coaching Excellence

The Coaching Achievement Awards are coaching's most prestigious awards for coaching from the ECI for success and achievement through coaching. If as a coach you are proud of your achievements why not gain international recognition by asking your clients to support your entry to the ECI's Coaching Achievement Awards.

The Coaching Achievement Awards celebrate the achievements of coaching clients by awarding the coach with an internationally recognised Coaching Achievement Award. These awards highlight the

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Resolution  
for Life  
Margit Jones-  
Hochstrasser,  
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vision, the commitment, and the will to succeed of those who have used coaching to ensure achievement. Get the international recognition that your coaching deserves. If your clients think you've got what it takes to become a winner, ask them to tell us about your coaching and their achievements and you could be collecting your Coaching Achievement Award in November, 2008.

### WHAT ARE THE COACHING ACHIEVEMENT AWARDS?

The ECI's Coaching Achievement Awards are internationally recognised awards for coaches who have worked with their clients to lasting success and achievement. Effective coaching enables clients to achieve their dreams, their aspirations, and their goals. The ECI's aim is to recognise coaches who create this achievement through their coaching skills – to give you the reward and recognition that you deserve.

Being recognised through the Coaching Achievement Awards builds your professional reputation, and all Coaching Achievement Awards finalists will be celebrated at the next International ECI Conference. The use of the Coaching Achievement Awards logo on your website, stationery, and literature is a mark of your coaching excellence.

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"Wisdom at  
Work"  
Noel Posus,  
Assoc

The quality that all winners of the Coaching Achievement Awards show is that they will all be able to demonstrate the success and achievement of their clients. Coaches may be coaches who are working with clients in an organisation or coaching individuals. Winners show, not only their coaching skills, but also the outstanding results achieved by their clients.

### HOW TO ENTER THE COACHING ACHIEVEMENT AWARDS!

Enter the [Coaching Achievement Awards](#), using this [application form](#), by sending your entry by email to [awards@the-eci.org](mailto:awards@the-eci.org) or by post to Coaching Achievement Awards, ECI, P.O. Box 407, Ashford TN24 8WS, UK. Each application will be acknowledged by email.

**Closing date for application is 31<sup>st</sup> August, 2008.**

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## Research and Development

### White Paper - Coaching Methodologies and Models

The ECI is collating a White Paper on Coaching Methodologies and Models and is inviting you to take this opportunity to publish the details of the methodology and/or model that you use in your coaching or coach training. This White Paper is to be published as a resource to all members and to the world of coaching.

Please take the time to include your methodology and/or model, rather than assume that someone else may publish it on your behalf.

Please send us a word document or acrobat file including:

1. name of your methodology and/or model
2. the objective of your methodology and/or model
3. a description of how to use your methodology and/or model
4. the originator of the model, if known
5. your name, membership status, and email address

The **cut-off date** for inclusion in this White Paper is the **31st August, 2008**, so please send your input to [PaTrisha Anne Todd](#) as soon as possible. This will allow the ECI to publish the White Paper by the end of August, 2008.

Thanking you in anticipation.

*PaTrisha Anne Todd*

PaTrisha Anne Todd, Assoc  
Head of Research and Development

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## International Coaching Register

The International Coaching Register is for any individual who trades as a coach, who help individuals and/or organisations for example, establish a work life balance, manage stress levels and build communication skills amongst many other specialist areas.

Everyone who has qualified as a coach with a recognised coach training company should now take the opportunity to register. This will dramatically cut down on any misrepresentation that goes on within the industry. Many people have websites and call themselves coach but have no actual qualifications. The register will stop these people and raise the profile of genuine coaching and how it can transform people's lives.

C.E.O. of the ECI Gerard O'Donovan said "the register has been administered by the ECI for the benefit of the world of

coaching and coaching clients. It is also a great way for coaches to get business as members of the public can search for registered coaches in their area. It brings coaching transparency at last."

As members of the ECI have you published your details on the International Coaching Register? To do so:

- Select the 'ICR Register Edits' menu option on the left hand side of this screen.
- Create your entry by selecting:
  - Insurance - enter your Professional Indemnity Insurance details here.
  - Training - enter the details of all the training courses you've completed here.
  - Workshops - enter the details of all the workshops you've attended here.
  - Accreditation - your ECI Accreditation details will automatically be included here. You also have the opportunity to enter the details of all the accreditations/credentials you've been awarded, as an independent verification of your coach training and experience.
  - Business Details - select or enter all types of coaching you include in your Coaching Business/Practice.
  - Organisation Membership Details - enter the details of all Business Organisations in which you hold a membership these could be other Coaching Bodies, Chamber of Commerce, or any type of organisation that is appropriate to your business.
  - Display - don't forget to DISPLAY your details. Selecting 'yes' your details will be displayed on the International Coaching Register. For ECI Accredited Coaches, your details will also be displayed on the ECI's Coaching Referral programme.

We look forward to seeing you on the International Coaching Register.

To display your details on the ECI's Coach Referral Service, if you are not an accredited coach [email](#) Cherry Claus, Intl. Head of Accreditation for details on how to become accredited.

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## The ECI needs YOU!



Be part of your International Team  
email [barbara@the-eci.org](mailto:barbara@the-eci.org) to join!

The ECI are pleased to announce that there are volunteer positions in the ECI's leadership and development team. Should you wish to, or you know someone who wishes to, join the ECI's leadership and volunteer team and take up one of these roles, contact the person responsible for the division.

These roles include:

- Accreditation - to work closely with the Intl. Head of Accreditation - contact [Cherry Claus](#)
- Country Heads and Teams - contact [Gerard O'Donovan](#)
  - Head of Country
  - Head of Marketing, Sales and PR, and team members
  - Head of Accreditation, and team members
  - Head of Affiliate Team, and team members.
- Intl. Head of Conferences and Events - contact [Barbara J. Dalpra](#)
  - Head of Teleclasses - contact [Gerard O'Donovan](#)
- Intl. Head of Marketing - contact [Gerard O'Donovan](#)
- Public Relations team members - contact [Gerard O'Donovan](#)
- Intl. Head of Sales - contact [Gerard O'Donovan](#)
- Membership Communication team members - contact [Barbara J. Dalpra](#)
- Research and Development Teams - contact [Barbara J. Dalpra](#)



**If you want to have a better understanding of what the ECI is doing regarding how they are able to represent and support you, then this is the forum for you!**

We look forward to hearing you voice an opinion, starting a debate or just raising an issue with us.

Send your submission to [Dawn Campbell!](#)

The ECI, P.O. Box 407, Ashford, TN24 8WS, UK  
[www.europeancoachinginstitute.org](http://www.europeancoachinginstitute.org)  
[newsletters@the-eci.org](mailto:newsletters@the-eci.org) [info@the-eci.org](mailto:info@the-eci.org)

Registered Office  
ECI Accreditation Limited, Roper Yard, Canterbury, Kent CT2 7EX, United Kingdom.  
Registered in England and Wales: 5009757

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