



The ECI's Industry Newsletter

www.europeancoachinginstitute.org

Index of Items

- Introduction
- Volunteers
- Accreditation
- Standards and Ethics
- News from Ireland
- Professional Indemnity Insurance
- ECI Conference and Events news
- The Top 10 7 Ways to Get a Life and Still Make Money
- Accredited Training Courses and Workshops
- The 7 Habits of Highly Effective People
- ECI Workshop Sponsorship

Introduction

Hello and Welcome

Welcome to the ECI's first of many coaching industry newsletters.

Coaching is one of the fastest growing professions in Europe. This is, of course, great news for those of us who have long felt that Coaching is an invaluable aid to both individuals and organisations. But, at the same time this rapid growth accentuates the need for the highest standards of professional practice to be maintained.

As members, you will be aware that from its inception in 1999 the ECI, the longest established accreditation body in Europe, remains committed to the need for the Coaching profession to be regulated - either by self-regulation or at both National Government and European Government level. One of the purposes of the ECI is to protect and promote coaching by establishing Coaching as an industry, working with the individual European countries to set, maintain, and monitor European standards and ethics. Another is the ongoing effort to raise awareness about Coaching in the local, national, and European press.

To achieve its purposes, the ECI is run entirely by volunteer Coaches who are members and accredited coaches with the ECI. The ECI's volunteer team structure remains with the ten sections - Standards and Ethics; Accreditation and C.P.D.; Conferences and Events; Marketing and Sales; Public Relations; Research and Development; Consulting; and Operations; Finance; and IT. Our volunteers are rewarded for their commitment to the ECI and the coaching industry. Should you wish to join our team of growing volunteers, please email me on deputy-ceo@the-eci.org.



Barbara
Barbara J. Dalpra, MNMC, FECl
Deputy CEO (Operations, IT, Finance)
deputy-ceo@the-eci.org

Do you fancy writing for us?

We are always looking for authors and contributors for the members and the subscribers newsletters. If you have an article, quote, case study, tip, acronym, etc., or if you would like to give us your feedback or have a question or query, please contact our article resource manager, Michael Duffy on articles-newsletters@the-eci.org.

How about working with our team?

We are looking for people to find great articles for our future newsletters. Please contact either Michael or Milly Shand, our editor on editor-newsletters@the-eci.org if you love research, reading, and being part of a team.

Volunteers!

The ECI is an organisation run by coaches for the benefit of the coaching community. It is for this reason that volunteers fill the roles within the ECI.

The ECI's Conference and Events team is now in the final stages of creating an uplifting and exciting European Conference and are looking for volunteers to assist with the creation and organisation of this exciting event. There are a number of areas that the team would like help with and there are of course lots of benefits for those willing to get involved. This will be a fantastic opportunity to meet a lot of other coaches, network and raise your profile, as well as have lots of fun.

Many of you have showed an interest in assisting with the European Conference in the past, however as time has passed and circumstances may have changed, we would appreciate it if you would re-confirm your interest.

For those of you who haven't been involved in the Conference and Events team previously and would like to get involved in creating and organising this exciting event - just get in touch.

To join the Conference Team contact Gary Adams, Head of European Conferences on conferences-europe@the-eci.org.

We very much look forward to working with you on what is going to be a truly inspiring event.

Tina Sibley, CECI
Intl. Head of Conferences and Events
conferences@the-eci.org

Accreditation

Continuing improvement in Coaching has been a major concern of the ECI since its launch in 1999. Voluntary accreditation of both coaches and coach training organisations is enshrined in the ECI policy as it continues to facilitate access to quality accreditation standards across Europe.

Accreditation of coaches ensures the availability of high standard of coaches, while accreditation of coach training courses ensures the availability of a high standard of training.

The accreditation standards defined by the ECI have been created as an independent evaluation to ensure that we can be proud of our profession.

Selecting to become accredited also provides an Industry Standard that is recognised by all. For coach this can be done by simply login on to our web-site and selecting http://www.europeancoachinginstitute.org/accreditation/coach_accreditation.php.

For coach training organisations looking to have their coach training course, short courses or workshops verified email info@the-eci.org for the details.

Cherry Claus MECI
Intl. Head of Accreditation
accreditation@the-eci.org

Standards and Ethics

'Being self-employed doing something you love which enriches the lives of others' sounds almost too good to be true. But that is the reality for many members of the coaching community.

Coaching is a dynamic young profession which is making great strides, moving forward at an exciting pace. The number of practicing coaches, the variety of training providers and the range of organisations embracing coaching are all increasing rapidly. These are great days to be involved in coaching. There is energy, expectation and hope. But all of this is within a setting of no regulation and it may be that the time has come for a more focused response to the issues of standards and accreditation.

Regulation is bound to come. The culture in which we live will demand it. Public perception and professional competency will require it. The only question is, perhaps, where will it come from? Will the coaching community take the lead and proactively put in place systems which will lead to effective regulation, or will it be forced upon the profession from without. If it comes from outside, the approach, and therefore the rules and regulations, are likely to be less benevolent than if we grasp the nettle ourselves.

Resistance to regulation is understandable. No one likes rules. But as the string is needed to keep the kite flying, so carefully developed regulation will enable coaching to soar and achieve its potential.

The path to regulation is via the putting in place of processes for the accreditation of coaches, training providers and coaching organisations, and the creation of standards for the conduct of coaching as a profession. These two areas, accreditation and standards, are essential for the future well being of our profession.

Public opinion is pretty fickle. It takes time and effort to build a reputation. It takes no time at all to destroy it! Raising the public profile and perception of coaching is in all of our interests. Everyone benefits from coaching being seen in a good light, with the benefits being clearly understood and appreciated. It is important that coaches are regarded as well trained professionals who hold and practice high standards. In order for the public to trust the coaching profession, they need to know that someone, somewhere, is ensuring that coaches are accountable to a professional body. We are not loose canons or unregulated cowboys. We are professionals.

Public perception is important for all sorts of reasons, not least because it is the public who hire coaches! But how does one decide who to hire?

I imagine that hiring a coach is becoming a bit like buying soap powder.

I have learnt to keep shopping simple. I am a man. Tell me exactly what I have to buy, the item, the brand, the size and I will be fine. But please do not send me to the supermarket with some vague instruction to 'buy some soap powder.'

There is a wonderful variety and an excellent range. I have even been known to admire the colours. But the supermarket shelves present a choice which makes me dizzy, and leaves me with a conviction that I might well have selected the wrong item but won't really know until it's too late.

The range and variety really is very exciting. Coaches from a whole variety of backgrounds, trained by growing number of organisations, many with their own specialities and all bringing a positive approach to ensuring that each one of us, individually and corporately can be helped to 'maximise our potential' (or some other catchy phrase!) How do you choose?

I have in my mind it should be a bit like hiring someone to come and repair your gas boiler. Somewhere in the national consciousness there is the knowledge that the only safe gas fitter is a Corgi gas fitter! Perhaps we should be moving towards a situation where potential clients, individual and corporate, become aware that the most secure way to hire a life coach is to select one who is a fully paid up member of a professional body which ensures their accreditation and professional standards.

But accreditation and standards are about much more than public perception and getting new clients. They are also vital for our professional competency, and therefore our self respect and pride in our profession. As coaches we all want to be and to do the very best. We have a responsibility to our clients, to our profession and to ourselves, to produce excellence in all that we do. There is therefore an onus upon each one of us to ensure that we are trained and maintained to a high standard.

How do we ensure that high level of training and maintenance? Only by working with our colleagues and by submitting to agreed authority can we really hope to avoid the dangers of subjective evaluation.

If we will work together we can achieve great things for ourselves.

For the benefit of clients and coaches alike we will do well to address the topics of standards, accreditation and regulation. An unregulated profession leaves itself open to all sorts of dangers ranging from poorly trained practitioners having a detrimental effect on clients, to all coaches being tarred with the same brush. Regulation will allow the profession to raise and maintain standards and profile, thereby enhancing our standing and our ability to enrich the lives and businesses of our clients.

Standards and Accreditation must be practical. While we all are agreed that we want to see excellence throughout the profession, with coaches displaying integrity and transparency, we need to know what all of this actually looks like in every day coaching work. Fine words in our Codes of Standards are great, but what does 'excellence' look like where the rubber hits the road. What are good practises? What are bad practises? How do we audit our professional work? Should there be systems for internal and external audits?

There is some great work being done in the fields of Ethics, Standards and Accreditation by a number of coaching organisations. But there are many other questions and issues which will need to be addressed as we work together to move the coaching profession forward. These are wonderful and important days. We have the opportunity to build solid foundations upon which the profession can flourish. I suspect that the process might cause us to feel insecure or threatened at times, but that should not deter us from taking responsibility to shape the future of coaching and through accreditation and standards move towards the regulation of the coaching profession.

The benefits of regulation.

Good for clients,

- giving them the confidence that the coach they are hiring
- has a solid background,
- has undergone accredited training by an accredited training organisation,
- is part of a professional body,
- holds professional insurance,
- is undertaking Continuing Professional Development,
- is running their practice on a professional basis.

Good for coaches,
allowing them to confidently promote their services alongside
colleagues who have a mutual understanding and who provide
peer support.

Good for business and society,
making top quality coaching more easily available to as a wide
a market as possible.

Stephen A. Blakey, SECI

The ECI's Standards and Ethics can be found at
http://www.europeancoachinginstitute.org/about_eci/standards_and_ethics.php

Curly Martin FECEI
Intl. Head of Standards and Ethics
standards@the-eci.org

News from Ireland

The ECI takes great delight in welcoming Ann Lohan to the position as Head of Ireland. Ann is looking to build a team of volunteers who will work with her to promote the ECI, to organise and run local events, and to support the European Conference.

Ann Lohan
Head of Ireland
ireland@the-eci.org

Professional Indemnity Insurance

A Christmas offer:

On offer is one of the best **Professional Indemnity and Public Liability** insurance policies available to Coaches and NLP professionals on the market today.

If you are going to do it - Apply and pay Now - and you will receive a £5 book token as our Christmas Present to you. Spend it as you please.

Providing your application is properly and genuinely made and payment received by midnight 17th December 2005.

There are special rates to European Coaching Institute members - so a double bonus for you.

Everything is on-line. <http://www.westminster-indemnity.co.uk/From/eci3.php>

Ensure you use this link to gain the ECI discount and the book token.

An important element of this policy is Public Liability included at no extra cost.

A real story of what could have been a claim.

A client of ours had a client. That client fell over and broke her wrist whilst engaged with our client in his professional capacity. "It was just one of those things". Our client fully expected a claim, especially as he knew his client was involved in the insurance world! He was surprised that his client was quite adamant that the accident was her fault and attached no blame to our client.

Had his client not taken that view, there could well have been a claim to cover pain and suffering, loss of earnings - and who knows what else!

ALL would have been covered under the policy, including the cost of lawyers if needed. So – whilst a claim did not materialise - it could easily have done so.

The policy covers:

- Professional Indemnity
- Public Liability
- Premises you rent
- Libel and Slander
- Loss of your client's documents whilst in your possession.
- Product liability
- Defense costs

The site has been rewritten to make it even easier to apply. The system first takes you to the quote, then straight on to apply and pay.

We look forward to welcoming you as a client, happy reading of the book of your choice.

Any queries, please telephone.

Gordon Piggott
Westminster Indemnity Ltd

Direct dial: +44 (0)1323 502 436
gp@westminster-indemnity.co.uk

<http://www.westminster-indemnity.co.uk/From/eci3.php>

ECI Conference and Events news

The Conference and Events team is in the final stages of creating it's European Conference. We are in the process of finalising the venue and as soon as it is agreed, we'll put the dates in your diary.

We are also reviewing our schedule of workshops for 2006 and are looking for venues to run our events. If you know of a good venue or would like to get involved in organising and running an event, please let me know.

Don't forget to apply for ECI Workshop and/or Short course sponsorship. What workshops are you planning for 2006 that you would publicised? Just apply as below.

Tina Sibley, CECI
Intl. Head of Conferences and Events
conferences@the-eci.org

The Top 7 Ways to Get a Life and Still Make More Money

1. Become a knowledge worker.
2. Become an entrepreneur.
3. Add value to millions of people's lives, not just to several hundred lives.
4. Become the best at what you do and create new ground.
5. Get yourself on the Irresistible Attractive Track.
6. Eliminate/delegate 80% of the tasks, duties, and "shoulds" in your life.
7. Become an expert problem solver or delegate this function to a Problem-Solver Coach.

Thomas J. Leonard

© Copyright 2000-2005 CoachVille, LLC.

May be distributed if full attribution is given and copyright notice is included.

Accredited Courses and Workshops

CTECI - Full Coach Training Programme

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

Further details on all these courses and workshops can be found at
www.europeancoachinginstitute.org/coach_training/

SCECI - Short Courses

- Quantum Goal Achievement
Noble Manhattan Coaching
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

Further details on all these courses and workshops can be found at
www.europecoachinginstitute.org/coach_training/

The 7 Habits of Highly Effective People

These are the 7 habits of highly successful people:

1. Pro-Activity
2. Begin with the end in mind
3. 1st things 1st
4. Win-win
5. Seek to understand before being understood
6. Synergy
7. Sharpening the saw

1 - Pro-activity is about the power of freedom and the ability to choose. We all have this ability.

2 - Begin with the end in mind is about checking you're climbing the right ladder:

- What do you want to be
- What do you want to do
- What do you want to have

3 – 1st things 1st work out what tasks you are doing that are:

- Urgent and important
 - Urgent but not important
 - Important but not urgent
 - Not important and not urgent
- Which describes your workload?

4 - Create 'win win' situations and develop a bank of trust with the person you're interacting with. A deposit could be respect, feedback, compliments and asking for support etc. Withdrawals are failed promises, taking advantage, criticising or not listening etc.

5 - Seek to understand before being understood rather than listening with the intent to reply i.e. finishing other people's sentences.

This principle is about listening actively, there are 5 levels of listening:

1. We can ignore the speaker
2. We could pretend we are listening
3. We may be selective about what we hear
4. We could be attentive
5. Or we could empathise with what's being said

6 – Synergy is about finding a third alternative, a better way of moving forward towards a co-operative solution. The essence of synergy is valuing and respecting differences then viewing them as opportunities for learning.

7 – Sharpen your saw is about the renewal of self, taking time out to look after ourselves, because we understand that we are our most valuable asset.

For more information about this please contact bernardgenge@hotmail.com.

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 its members, to be fully supported by sponsorship.

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 on conferences@the-eci.org with 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.

Copyright

Articles and illustrations remain the © copyright of the originator; reproduction in any form is prohibited without their written permission. All other material is copyright © of The ECI 1999-2007. All Rights Reserved

Disclaimer

The opinions and the views expressed in The ECI's newsletter are those of the individual authors or contributors and are not necessarily those of the Editor or of The ECI. The ECI assume no liability for accuracy, errors or omissions in editorial or offer content. No advice or information given by contributors, The ECI or any other party shall create any warranty or liability. The ECI cannot accept any responsibility for any loss or damage that may arise as a result of any errors, omissions or inaccuracies in this newsletter.

If you have any articles, success stories, or any input that you would like to contribute towards the members and/or subscribers newsletters, please email your contribution to [Michael Duffy](mailto:Michael.Duffy@the-eci.org)



The ECI Industry Newsletter

A force for good in coaching!

The ECI, P.O. Box 407, Ashford, TN24 8WS, UK

www.europeancoachinginstitute.org
newsletters@the-eci.org info@the-eci.org

Registered Office

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

Unsubscribe instructions

We respect your wishes to no longer receive emails or the newsletter from The ECI; therefore we ask that Members login to The ECI's members section with their registered email address and password, click on the 'Edit Details' button and uncheck the 'Wish to receive emails' option. Thank you.