



Message from the President

Dear Fellow Coaches,

I am deeply honoured to serve as the newly elected President of APAC. I thank all of you for your expression of confidence in me. Many thanks also to Foo See Luan and to Dr Woraphat, Exco members and members for your unwavering efforts.

As we embark together on this journey for the new term, I appeal for your support in making APAC a vibrant, robust, inspiring, stimulating and exciting alliance of coaches.

I believe in the power of collaboration. Given the diverse talents, expertise and experience of our APAC members and our collaboration with other strategic partners, we are well-positioned to grow.

Let's work together with great team spirit to:

- raise the profile and image of APAC
- shape and build a dynamic APAC
- make APAC an Alliance of Choice
- create an engaged culture
- make a lasting difference to the coaching profession and the community at large.

Individually we are drops, together we are an ocean! I look forward to your active participation, engagement and contribution; with your support we will be able to meet even greater challenges that lie ahead.

Lydia Goh

APAC President

lydiagoh25@yahoo.com.sg

Asian Access: A guide to university-accredited coaching qualifications

by *Hélène Seiler*

As external coaching practitioners, we owe it to ourselves and to our clients to undergo some training at the beginning and at key moments of our coaching career.

The Asian training spectrum

In Asia, coaching schools have developed steadily over the last 10 years. Currently there are many Asia-based coaching programs that are ICF-approved. Additionally, some institutes of learning offer certificated programs for continuing education. However, regarding academic validity there is still a lot of confusion in the minds of aspiring students and prospective clients of coaching.

At the lowest end of the scale, some small local "coaching schools" simply charge a small fee for little more than the right to be listed on the trainers' website for hypothetical adjunct coaching engagements. At the higher end, prestigious private coaching programs enroll senior executives seeking to leverage their vast corporate networks and build a successful, niche coaching practice.

Eleven years ago, when I started to think seriously about becoming a leadership coach, I attended a briefing about the future of coach training. It was said that to acquire legitimacy coaching had to get its act together and be taught in universities. At the time, universities had not yet entered the field, so receiving coach training from a university was simply not an option. I felt disappointed but nevertheless graduated from a solid private program and went on to develop my

coaching practice.

What is the situation now? Definitely, coaching is part of the picture in universities in the US and the UK. Among other things this reflects awareness that many MBA graduates who have entered consulting or banking over the last 20 years had learned very little about soft skills and contributed significantly to driving the American economy into the ground. Over the last few years, leadership development classes at universities have proliferated, in the hope of making future business leaders more self-aware, and able to listen and integrate the needs of a broader range of stakeholders.

But what about pure coaching degrees? Well, we are not there yet, though over the last ten years or so a number of universities have taken steps in this direction. For example, top-tier universities have developed continuing education programs, taught by senior university faculty, that target experienced managers and senior managers in organizations. An example of this would be the Certificate in Leadership Coaching from the Georgetown University School of Continuing Studies.

But universities that have fully embraced coaching and made it part of their offering of degrees are still very rare. According to Graduate School Alliance of Coaching, fewer than 10 institutions offer a full-fledged graduate degree in coaching. In Asia, only one university does so:



Mr Kets de Vries

INSEAD (in Singapore). It will be followed soon by HKU Space, part of Hong Kong University. They are currently developing a MA in Coaching and Mentoring in collaboration with Oxford Brookes University in the UK.

Leading the way: INSEAD Singapore

A few weeks ago I met the founder of INSEAD's coaching program, Mr Kets de Vries (who was accompanied by his wife, Ms Engellau). De Vries is a world-renowned scholar of leadership and holds the Chair of Leadership Development at INSEAD. Engellau is Adjunct Clinical Professor of Management at INSEAD and Director of INSEAD Global Leadership Center. They took time out of their busy schedule to share the story of the program and their thinking about the future of coach training in universities.

The mission of the program is to provide participants with an ability to develop their soft skills for the benefits of their organizations and their teams. The program targets experienced coaches and consultants as well as managers and executives from the corporate world (line managers and HR managers). It is often sponsored by their employer.

The MA program is 18-months long. The intake in 35+ participants, the age range is 30-65 years and 50:50 male and female. It is constructed similarly to an executive MBA: students attend a certain number of hours of classes and have to prepare a supervised thesis. During the program they are offered individual and group coaching to deepen their learning. Most of the coaches are actually alumni of the program. De Vries notes that the INSEAD program aims at applying clinical psychology approaches to enhance management skills. The closest comparison is Center for Creative

Leadership approach. He notes the importance of differentiating a university program as there are several ways to frame coaching (as a discrete management skill, or as a health-related topic, for example).

Following in their footsteps

Asked if universities are the future of coaching education, de Vries (who also teaches as an adjunct professor in top-tier universities in Europe, Canada and US) notes that there is an increasing interest from these universities to follow in INSEAD's footsteps.

However, he warns that it will be long process. It took him 10 years to convince INSEAD's management to offer the degree, and this was the culmination of a number of highly successful initiatives he took to position INSEAD as a top-tier provider of leadership training. These initiatives included the creation of the Global Leadership Centre and of the Consulting and Coaching for Change program.

So, are universities the future of coach training? Universities have provided training to leaders for the last 800 years or so and I personally would welcome the development of university-based programs in our region.

If you want to contribute to the discussion, you are welcome to join the LinkedIn discussion on the APAC page!

helenes@helseiconsulting.com

PEER GROUP COACHING CCEU CREDITS

APAC's Peer Group Coaching
is awarding
**ICF Continuing Coaching
Education (CCE) credits!**

**Join the monthly
PGC Sessions**
and gain valuable CCE
hours while you learn!

For dates and details, email
PGC chair Julius Ordonez at:

julius@benchmark-consulting.net

Coaching in Japan

By Susumu Araki, MS. ACC

Coaching in Japan has some strong and unique characteristics. Firstly, Japanese coaches are very domestic oriented; secondly traditional and large Japanese companies accept coaching workshops but are very reluctant to introduce one-on-one business coaching.

The strong national focus is clear from the figures. Japan has 150 International Coach Federation (ICF) members; of those 4 are Accredited Certified Coaches, (ACC) 30 Professional Certified Coaches (PCC) and 50 Master Certified Coaches (MCC). But there are far more coaches in Japan; they prefer to be credentialed by a Japanese organization and the Japanese Coach Association boasts 5,000 members : 2,500 are ACC equivalent, 170 PCC equivalent, 50 MCC equivalent.

When I attended the ICF annual conference in Fort Worth, U.S.A, last year, I noticed that only 20 participants were from Japan. Japanese coaches' tendency to keep their distance from international professional organizations is also reflected in our own Asia Pacific Alliance of Coaches which has very few Japanese members, and very few attended the first Asia Pacific Coaching Conference (APCC) in 2010.

There is only one ICF approved chapter in Japan, the ICF Tokyo

Chapter. It was founded by non-Japanese living in Japan and its members are mainly non Japanese. As a member of this chapter's steering committee for the last two years, I have experienced first hand the difficulties in attracting Japanese coaches.

Why this situation? Firstly, there is undoubtedly a language barrier. Most Japanese coaches speak Japanese only, and do not want to interact with foreigners because they do not feel comfortable doing so.

Secondly, they are happy with the Japanese version of credentials and many consider that international coaching organizations such as the ICF do not understand the specific nature of coaching in Japan. This is a misconception widely shared despite the ICF's flexibility and it may be one of the reasons why, in Japan, very few people are full time coaches.

Thirdly, Japanese coaches believe Japanese are different in terms of culture, business practices and even communication. There is some truth to that: for example, we think that because we share the same business culture and the same references we can understand each other without words. And we probably speak less than people in other countries. While cultural

differences between Asians and Westerners are undeniable -and for that matter between Japanese and other Asians- it is nevertheless equally undeniable that we also share many commonalities. I also believe, based on my personal experience working in Europe and North America, that clarifying the differences between West and East leads to true mutual understanding and to a deeper understanding of one's own culture.

Finally, traditional Japanese companies tend to favor coaching skills training workshops rather than one-on-one business coaching. These workshops are well accepted because they are seen as a way to help develop managers' leadership capability, especially their communication with their subordinates.

Japanese executive coaches including myself deliver one-to-one coaching mainly for multinational companies, so called "new economy companies" and medium size privately owned companies.

Traditional Japanese firms still hesitate to bring in one-on-one executive coaching. When I asked one of my clients, the board director of large IT Japanese company, the reason behind this choice his answer



Japan coaches meeting

was unequivocal. "We senior managers do not need external coach's views for our own growth. We can do it by ourselves. If not, we are not qualified as senior managers".

Once we overcome this resistance and break these misconceptions, the potential of coaching in Japan should grow hugely. Only then do I believe traditional Japanese companies will become truly global and Japanese coaches conscious global coaches.

susumar@sepia.ocn.ne.jp

APCC Conference 2012

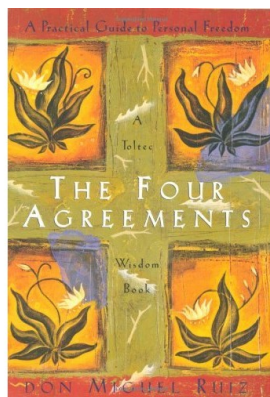
Save the Dates
4th & 5th September 2012
In Singapore

Book Review: The Four Agreements: A Practical Guide to Personal Freedom

By Don Miguel

Don Miguel experienced a near-death experience that changed his life in the 1970's. He fell asleep at the wheel of his car and crashed into a concrete wall. After this accident he let go of his career as a medical surgeon and devoted himself to the mastery of ancient ancestral wisdom, studying with his mother (a healer) and learning from a powerful shaman in the Mexican desert.

In his book "The Four Agreements" Ruiz shares a powerful code of conduct, which he says has the potential to rapidly transform our lives to a new level of consciousness and awareness.



Developing consciousness and awareness is at the heart of the coaching profession, for ourselves as coaches and for our clients, and this book identifies the first steps towards this transformation.

While The Four Agreements seem simple at first, it is by trying to apply them to our lives that we realize both the potential they hold and how hard they are to put into practice. The Four Agreements are certainly not easy to implement unless we are willing to let go of our prior beliefs and remain mindful of our ways of living, working and simply being. On the other hand, applying the Four Agreements will certainly help us to transform the quality of our lives to a more conscious, mindful and awakened level.

The Four Agreements can be summarized as follows:

- **Be Impeccable with Your Word:** Speak with integrity. Say only what you mean. Avoid using your word to speak against yourself or others. Use the power of your word in the service of truth and love. This is the most important agreement. Don Miguel mentions how often we overlook the power of words and how words have the potential to hurt our own selves as well as others. In fact, many of our fears and self-limitations can often be directly linked to other peoples' words, opinions and thoughts about us.
- **Don't Take Anything Personally:** Nothing others do is because of us or who we are. It is a projection of the reality they are experiencing. Not taking anything personally makes us immune to others' opinions and actions and thus allows us to avoid needless suffering.
- **Don't Make Assumptions:** Find the courage to ask questions and to express what you really want. Communicate with others as clearly as you can to avoid misunderstandings, sadness and drama.

- **Always Do Your Best:** Whatever we do, we have the choice and capacity to do our best. Doing our best in all things avoids negative energies such as possible guilt, blame, self-judgment, and most of all regret.

The Four Agreements is easy to read and easy to understand. In fact it is possible to miss the author's message because it is written in such an accessible way. The beauty of the book is that readers from all walks of life, of all ages and all sorts can learn powerful life lessons. I would go as far as to say that throughout our lives our interpretation of the Four Agreements might change and evolve as we evolve in our thinking and being.

Yene Assegid
yene.asegid@gmail.com

*The Four Agreements: A Toltec Wisdom Book by Don Miguel Ruiz
Published by Amber-Allen Pub
ISBN: 978-1878424310 (Amazon paperback price US\$8.72)*



New Look Website
Coming Soon

We are in the final stages of uploading our content onto the new website. The site looks great and we're excited to show you the end result.

Thank you Kian Seck for all your hard work and thank you to Axon Technologies.

APAC Newsletter Editorial Policy

The Editor reserves the right to shorten and/or edit articles for clarity and to fit space restrictions.

Opinions expressed in the APAC Newsletter, whether in articles, paid advertisements, or other content, are those of the authors/advertisers, not APAC. Publication in the APAC newsletter does not necessarily imply the endorsement of APAC.

The author retains copyright in materials published in the APAC newsletter. However, agreeing to publish in the APAC newsletter confers the right on APAC to upload the material to its website and for APAC members to reproduce and distribute

HELP APAC G-R-O-W ...

- A global voice for Asia's coaches
- Unique regional community
- Professional development & support
- Research & development insights

Share the benefits;
sign up your colleagues today!

Contact: KF Tang on kwaitang@gmail.com

We welcome ideas and submissions for future editions
of the APAC newsletter

Please contact edith.coron@eoc-intercultural.com

New Members

A warm APAC welcome to:

- Thomas Hou - Beijing, China
- Suzi Wood - Thailand
- Eunice Chan - Singapore
- Prabhakaran Pankuny - Malaysia
- Rajiv Mathews George - Malaysia
- Tang Wee Hen - Malaysia
- Foo Chee Thong - Malaysia

APAC Exco 2011-13

President: Lydia Goh (Singapore)

IPP: Dr Woraphat Arthayukti (Thailand)

1st VP: Belinda Merry (Australia)

2nd VP: Hellen Hettinga (Indonesia)

Hon. Sec: Dennis Tay (Singapore)

Hon. Asst Sec: Prabhakaran Pankuny (Malaysia)

Hon. Treasurer: Tay Kay Han (Singapore)

Hon. Asst Treasurer: Koh Chin Seng (Singapore)

Sub-Committee Chairs:

R&D: Ajay Nangalia (India)

ajaynangalia@globalcoachtrust.com

Community Relations: Cynthia Chan (HK)

cynthiac@iohk.com

Ethics: Shane Warren (Australia)

shane@shanewarren.com

Public Relations: Edith Coron (China)

edith.coron@eoc-intercultural.com

Programs: Sabrina Park (Korea)

ceo@sabrinacoach.com

Membership: KF Tang (Malaysia)

kwaitang@gmail.com

Peer Coaching: Julius Ordonez (Philippines)

info@benchmark-consulting.com

AP Coaching Conference 2012:

Simon McKenzie (Singapore)

mac@bridge-partnership.com

Nomination: Belinda Merry (Australia)

belinda@belindamerry.com

Deputy Chairs:

R&D: Kevin Gan (Malaysia)

kevingan12@yahoo.com

Community Relations: Yene Assegid (China)

yene.asegid@gmail.com

Ethics: Dina Zavrski-Makaric (Australia)

dina@novadirections.com

Public Relations: Helene Seiler (Malaysia)

helenès@helseiconsulting.com

Programs: Jass Malaney (Singapore)

jass@acquirecoaching.com

Membership: Martyn Campbell (Australia)

martyn@askercampbellconsulting.com

Peer Coaching: Issa Kumalasari (Indonesia)

issa@nlp-starfield.com

AP Coaching Conference 2012: Denise Wright

(Singapore)

denise@xtendcoaching.com

Nomination: Barbara Anderson (Australia)

barbara@shirecoachingtraining.com.au

Ordinary Committee Members

Barbara Anderson (Australia), Sally Dellow (Hong Kong), Gerald Abeyawardena (Sri Lanka), Dina Zavrski-Makaric (Australia), Susumu Araki (Japan), Dirk Ebert (Japan), Jeff Hasenfratz (China)