



Message from the President

Dear Fellow Coaches,

For members who usher in the year of the Dragon on 23 January 2012, Happy Lunar New Year! May the new year bring good health and prosperity to one and all.

I would like to build on APAC's strong foundation and bring us to a new level of relevance and respect. With that in mind, APAC will focus on 3 key areas this year:

Attraction and Retention of members: We seek to attract quality members with diverse skills and experience, as well as providing value to retain our existing members.

Building the APAC Brand: We will create awareness of the APAC brand to build our appeal and differentiate ourselves from other groups, alliances and associations. To raise the image and profile of APAC we will collaborate with other professional bodies globally, to provide a space for collective intelligence and to further the practice of professional coaching with an Asian perspective.

Member Engagement: We will encourage inclusiveness and stronger member engagement to leverage on the unique expertise of our members. The annual plans proposed by our committee chairs will focus on creating better communication, teamwork and team dynamics.

"Alone we can do so little, together we can do so much." - Helen Keller.

Lydia Goh

APAC President

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The Meaning of Life Coaching

By Dolly Yeo

As a Life Coach I am asked by clients for assistance in dealing with their personal issues. These range from seeking a way to connect with one's own children to looking for more meaningful and more fulfilling employment, from wishing to discover one's passions to doubling one's income or seeking to be in a committed relationship.

Clients might also hope to discover what they really want in life, or how to get out of a life in a downward spiral. I am asked to help provide choices for those who hate their jobs but love the pay, and people come to me seeking to boost their self-confidence and develop a positive attitude.

I have worked on life coaching assignments with a variety of clients: Senior VPs, heads of department, real estate directors, HR managers, doctors, trainers, consultants, insurance managers, counselors, parents, aspiring coaches, and college students. How exactly does the coach help? "Setting goals to cover many aspects of my life has allowed me to get a balance which I was previously lacking," said one client. "Consistent sessions with my coach to do a goals-audit definitely propelled me to phenomenal growth within a short span of 10 months," commented another.

Skills and Values

Earning a client's trust is vital to a life coach. One client described the relationship of trust this

way: "During the darkest and most vulnerable moments of my life, you had generously shared your spirit of supporting, giving and caring through your coaching profession. You were sensitive in stretching me to realize my strengths and yet balanced with endearing support and tenderness to keep me in momentum."

Useful skills for a life coach include rapport building, strong active listening, empathy, compassion and trustworthiness. Additional skills may include intuition, inquisitiveness, giving positive feedback and being seen by the client as someone who can change his or her life. Life coaches must also be non-judgemental, totally honest, and able to maintain strict confidentiality.

The Rewards of Life Coaching

I feel deep satisfaction when the people I help do succeed. This increases my motivation and commitment to my particular line of coaching. As a result I have gained self-confidence and inner strength and discovered, along with my clients, that simple things found in everyday life can yield great joy and happiness.

I first discovered the benefits of life coaching ten years ago as a client myself, and I learned immensely from the process. That experience taught me how to trust, which deepened my self-belief and gave me the freedom to be myself and connect with my inner self. I learned what rapport between two people meant. The process led to a self-discovery of my own disempowering habits, disempowering beliefs and disempowering thinking that held me back from taking action to achieve



A Life Coach supports and encourages the client to forge ahead

what I had deemed to be out of my reach.

I also experienced a mindset shift that allowed me to create new possibilities for myself. I was able to achieve in a single year goals that I had only dreamed of for the previous five years; goals that I had never even started to work on. That year of life coaching felt like a life bonus for me, and it inspired me to become a life coach myself.

Elements of Life Coaching

A major element in life coaching is shifting the client's mindset by breaking patterns of disempowering thoughts and replacing them with empowering beliefs which boost confidence levels.

"I am in my early thirties and had been suffering from low self-esteem. I had a problem acknowledging the talents and strengths that I possessed. Being harsh and critical towards myself was a norm," explained a client with whom I worked for three months. "Now I have begun to gain a greater self-awareness and confidence and am actively working towards achieving all my goals. It has never occurred to me that life coaching could be such a transformational journey."

This transformation can greatly impact clients' lives and those of their families.

An invaluable experience for any aspiring life coach is to experience life coaching oneself and to experience what a personal breakthrough feels like. The other learning experience is to be shown how to explore areas of one's life that may have been overlooked.

Having been coached myself, I have also learned to incorporate the power of intuition during coaching, quite a useful tool in the life coach toolbox. I now coach more powerfully by asking very probing questions that help my clients

discover their real selves, their true inner values, their beliefs and their sense of well being -- all previously hidden within their subconscious.

Basically, a Life Coach supports and encourages the client to forge ahead while maintaining client accountability.

Dolly Yeo

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Coaching in Indonesia A Local Perspective

By Michael Weichert

Indonesia is remarkable in many ways: with a population of about 240 million, it is the fourth largest country in the world with an average projected economic growth of 6% per year through 2013. Geographically spread (with more than 17,000 islands), most of the country's economic life is concentrated in Jakarta, where we find the headquarters of all large multinational and domestic companies. So most business coaching happens in Jakarta.

Let's focus on coaching in Indonesian companies, as we find some unique conditions here compared to multinationals. Having worked with over 600 Indonesian leaders from first, second and third level within some of the biggest state-owned companies, we would like to share our experience, though we don't claim it is definitive.

The Past: One-Way-Coaching for Performance

The word 'coaching' has existed for quite a while as part of management development efforts in Indonesian companies. However, when we gave a seminar in a large Indonesian financial institution about 'Coaching as a Management Tool', all participants

seemed to be confused about the basic definitions of 'pure' coaching.

This is why: In what is quite a paternalistic and hierarchy-driven organizational culture, 'coaching' was the vocabulary used when a senior person was telling their subordinates, what they were doing wrong and what they should be doing instead. Subordinates were then sent off to follow instructions, without the opportunity to have a real two-way discussion.

For that reason 'coaching' had a very bad reputation, and many employees were scared when they were called to be 'coached'. A manager meeting a coach would very probably first ask, 'So, what is wrong with me?' and would then wait for the coach to present a set of solutions to the 'problem'.

Changing Perceptions - Support from the Top

To change that perception of coaching takes patience and a continuous educational approach. It is most important to gain support from the very top - if the CEO or the Board do not believe in the merits of true coaching, a subordinate coachee is likely to pay lip service to a coaching

intervention, (largely because the concept of 'Harmony' is very important in Indonesia), but their commitment to change will be superficial and they may not actually taking the process seriously.

Responding to Culture - Coaching and Islam

As 87% of the Indonesian population is Muslim, there is an additional interesting twist to coaching and the use of language, especially when talking about coaching concepts such as "intrinsic motivation" or "deep values". For example, discussing sincerity, attitude and truth can require a lot of time and explanation in English, but for those who understand the culture of Islam, and the Indonesian language, it can be enough simply to mention the word 'Ikhlas', which is a religious expression encompassing exactly those concepts. When applied well, using Indonesian expressions or concepts can be very powerful during coaching, as they resonate very strongly with most people, and avoid the need to circle around within the conversation.



Using Indonesian expressions can be very powerful during coaching. © John Yavuz Can

Looking to the Future

We believe that coaching has a great future in Indonesia, not only in the multinational- or expatriate environment. However, it is critical to understand and respond to the cultural framework as described above, to address some of the misperceptions about coaching. Many Indonesian leaders are realizing increasingly that the traditional one-way, top-down management style will not create that additional boost of engagement needed for their organizations to compete for talent and to create sustainable high performance in the long run. They are becoming more open to the idea of using 'real' coaching as a powerful developmental and management tool.

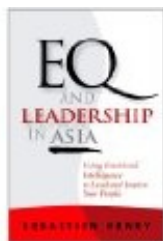
Some additional great news about coaching in Indonesia, to conclude: the ICF Indonesia - Jakarta Chapter has launched recently. We are planning a variety of activities (including during 'International Coaching Week' from February 5 to 11) to raise awareness about coaching and to encourage professional standards.

Michael Weichert, Asian Leadership Centre
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EQ and Leadership in Asia

by Sébastien Henry

Sébastien Henry, a leadership coaching and training practitioner in Hong Kong, has lived and worked in Asia for many years. In his book, *EQ and Leadership in Asia*, he makes the case that, by developing their emotional intelligence, Asian business leaders will unlock their true potential and offer a powerful alternative to Western ways of leading.



While his targeted audience covers primarily managers and leaders working in Asia-based organizations, his book also provides food for thought for the coaches and trainers who support them. After reviewing the general concepts of emotional intelligence as developed in the Western world, he elegantly combines them with the Tao philosophy, to offer a new approach for leadership: the Asian way.

Henry advocates three key ways of being: Compassionate Enforcement to ensure accountability, Assertive Helpfulness to facilitate collaborative work, and Frank and Diplomatic Communication to allow powerful negotiation. He also encourages Asian Leaders to develop emotional fluency and use this awareness powerfully to handle interactions with teams, peers and management.

The book ends with a very useful and rare review of leadership development books that can be recommended to Asian leaders.

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EQ and Leadership in Asia by Sébastien Henry
Published by Wiley
ISBN: 978-0470829868 (Amazon paperback price US\$22.76)

APAC's Dr. Ajay Nangalia elected to the ICF international board.



Dr. Ajay Nangalia, a founding member of APAC and chair of our R&D Committee for several years has recently been elected to the ICF international board. He answered the newsletter managing editor's questions.

Edith Coron: Why is your election to the International Board of ICF important ?

Dr Nangalia: Being on the ICF Global Board is an important opportunity for me to contribute my time and effort to this professional body to help develop the profession of coaching, especially in Asia. This role will strengthen ICF's vision of being a globally representative body and along with See Luan Foo from Singapore, the Board now has an improved diversity since I am from India.

EC: What will you bring to the board ?

Dr. Nangalia: I would like to bring to the Board the importance of Asia as an emerging center for users of coaching services and for coaches - indeed, for the profession of coaching. I hope to encourage the Board to consider increasing support to build ICF's visibility through regional events, and other brand building events. I would also encourage setting up ICF chapters across all the major locations in Asia.

EC: What is the state of coaching in India ? How does your election contribute to enhancing the coaching profession in India and in Asia?

Dr. Nangalia: Coaching in India - as in many parts of Asia - is still in an emerging state. So across Asia, I would like to create an awareness of the importance of coaches getting trained in programs that are globally

recognized such as the ACSTH and ACTP approved programs of ICF. In addition, it is important for the users of coaching to appreciate the benefits of working with coaches who are credentialed. I want to encourage coaches to become members of peer led professional associations such as the ICF so that we can all work together to build the profession of coaching.

EC: You are a founding member of the Asia Pacific Alliance of Coaches and have headed our research committee for several years, what kind of synergies do you see between APAC and ICF ?

Dr. Nangalia: I believe that both organizations have complementary goals with tremendous alignment and synergy. This resulted in the very successful APCC Conference in 2010 in Singapore. The next one is planned for September this year. Both organizations are committed to building up the profession of coaching and to upholding an ethical code of conduct for our coaches.

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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

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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:

- Rajiv Mathews George, Malaysia
- Tang Wee Hen, Malaysia
- Foo Chee Thong, Malaysia

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