



Message from the President

Dear Fellow Coaches,

Last year I attended my third ICF Annual International Conference, in Las Vegas, USA.

The ICF Annual International Conference never fails to impress me as a place to re-energise, relearn and unlearn the art, science and practice of professional coaching. Like a United Nations, global speakers and delegates come together for a common purpose.

It was inspiring to learn from top notch speakers with diverse talents, deep wisdom, global perspectives, unique experiences, and transformational ideas, tools and methodologies.

The next ICF Conference will be from 3-6th October 2012 in London, England embracing the theme "Connect, Learn, Inspire"

APAC and ICF are partners for the second Asia Pacific Coaching Conference on 4th & 5th Sept (and the Pre-Conference on 3rd Sept). The theme is "Coaching Beyond Boundaries".

Give yourself an inspirational gift by attending one or both of these professional conferences to deepen your learning, challenge your thinking, maximize your connections, enhance your skills and explore new avenues in coaching.

"Anyone who stops learning is old. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young" - Henry Ford

Lydia Goh

APAC President

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Our Place in the World: Non-Asia Members Explain APAC's Appeal

By Ethan Lee

APAC aims to be the coaching voice of the Asia Pacific and yet in our midst too, are members from other parts of the world. Why have they joined us? What do they hope to gain from APAC? How do they see coaching from their regions?

I chatted with four of them: Barrie Zucal, President/CEO, Global Coaches Network, Frank Bresser, Head of Bresser Consulting, Raija Salomaa, Senior Executive Coach, PCC and Yene Assegid, a Transformative Leadership coach.

Perhaps typically of coaches, they come from diverse backgrounds.

Barrie, from the US, has a background in education, psychology, human development and consulting before she got into coaching. She has also worked as an expatriate in Lebanon, Jordan and Taiwan. Frank, based in Germany, has his own company working as a global coaching consultant helping companies design, implement and optimize coaching initiatives, while Raija worked previously in the travel trade and is

currently pursuing her Ph.D in coaching at Vaasa University Business school in Finland. Raija also acts as mentor coach for credentialing coaches and does executive coaching in her own company. Yene, originally from Ethiopia, has been doing consulting work in areas of economic and social development for the past 20 years. Now based in Beijing, Yene splits her time between coaching, writing and some consulting assignments in Africa.

Increasingly as Asia develops, it is becoming an important destination especially if you are in the

coaching business. So it comes as no surprise that Asia is on these people's minds when it comes to coaching. Frank joined APAC because of "our increasing focus on the Asia-Pacific region" and his interest in understanding Asia-Pacific coaching approaches and practices. Barrie sees APAC "as a one stop shop when I want to recruit coaches in Asia" for projects, while "cross-cultural issues" are of great interest to Raija. Yene's motivation in joining APAC "is to have a community working in Asia" and to expand her own network.

APAC members from this region can also benefit from the perspectives that outsiders bring. Barrie, for example, did a presentation for APAC and uses APAC to find coaches for her coaching projects. Frank, on the other hand, gave "a pre-workshop on the situation of coaching across the globe and facilitated an APAC peer coaching session in 2011", while Yene worked on "pro-bono coaching initiatives" in APAC and hopes to continue to give "more time" this year to APAC.

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APAC: a global hub for Asian coaching

Synergy is the word that comes to mind.

It is a win-win situation. Barrie hopes to find more "qualified coaches" and views APAC as "one of my significant connections" to the world of coaching in Asia. Frank seeks "a deeper understanding of Asia-Pacific specific coaching approaches and practices", while Raija and Yene want to understand Asia better and establish more contacts.

What are some of the ways in which APAC can serve its members better?

Barrie would like the "APAC website to be current

with coach members". Frank is "very happy" with APAC while Yene would like "more concrete business discussions and networking events".

So how does coaching in their part of the world compare to coaching in the Asia Pacific region?

"This is a huge question!" says Barrie. "One difference is in the coaches themselves and how they show up to do the coaching. I notice that Asian coaches working at the senior level make more than coaches doing the same thing in the US." Frank adds that "there is not one Asian or European approach or way of defining and using coaching. However, I would say that in Europe and in particular also in Germany, being a coach is already more accepted as a real profession than it is in Asia. Also, there are many more coaching bodies than in the Asian region. Apart from that, the issues in the coaching industry are the same to a large extent."

Raija thinks "that the basic differences are related to the "normal" cultural differences which may vary from country to country. Generally speaking, one needs perhaps more trust building and face time in Asia and the Pacific at the beginning of the coaching process, 'western' thinking may be a limitation and there is a tendency to see the coach as a 'guru' and to expect advice." For Yene, "it is mainly about the way we work with clients and what clients expect of their coaches. The main challenge for me has been the use of language and some of the cultural differences both at the individual and organizational levels."

Finally, I asked them if there are any issues pertaining to coaching that they would like to see addressed by APAC.

Frank thinks it is important not to focus too

much only on the coaches (and coaching trainers), but also on providing coaching implementors in organisations with the necessary support. Raija views "professionalism and certifications" as important to her. This is a view also shared by Yene. According to Yene, "for example, there are some requirements with ICF to have mentoring or having a number of hours with a PCC/MCC coach in order to fulfill requirements of credentialing." Could APAC provide some "online system to link people up for such issues?"

We are grateful to the following non Asia based APAC members who have contributed to this article:
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APAC President Wins Top Award

The HRM Awards 2012 are the eminent awards to celebrate great HR professionals and practices and to honour the industry's brightest stars.

The HRM Awards are now in their ninth year and have 21 Award categories, eg "Best Performance and Productivity Practices" and "Employer of Choice".

The winners are "the best of the best" like UBS, HSBC, DBS, Google, Hewlett Packard, The Ritz Carlton, Intercontinental Hotels Group, Resorts World Sentosa, McDonald's Restaurants etc.

APAC President Lydia Goh was honoured with the "Outstanding Contribution to HR" Award 2012.

She has been one of the judges for all categories of the HRM Awards for the past nine years.

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For dates and details, email
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julius@benchmark-consulting.net

Coaching in Malaysia

Towards sustainability in a fast growing market

By Hélène Seiler

One month into my fourth year as an executive coach in Malaysia, I am thrilled to present this overview of the coaching market in my host country. My gratitude goes to Wai K Leong, KF Tang and Tom Chen, who have contributed to this article.

By the way, you will not find much quantitative data in this article: the best way to access it is to check out the annual surveys produced with the International Coach Federation (ICF) or other organizations such as Sherpa Coaching.

Coaches in Malaysia today

Malaysia's interest in coaching as a profession has taken off over the last five years. ICF is the only professional association that has really taken hold, and has grown from about 10 members in 2008 to over 100 now. While there are still too few ICF certified coaches - a grand total of three Master or Professional Certified Coaches - the number of Associate Certified Coaches is growing. In Kuala Lumpur, two ICF certified schools provide training and there are numerous opportunities to get certified in assessment tools such as MBTI or Baron EQ. Coaching is also becoming increasingly popular as a featured topic in conferences.

Incidentally, the next one is coming up on April 4-5 and is organized by the International Association of Coaching. Additionally, a handful of coaches certified with international coaching firms (such as the Center for Creative Leadership) are based in Kuala Lumpur. Government Linked Companies have also taken a keen interest in coaching. For example, Bank Negara has founded ICLIF, a non-for-profit coaching company that focuses on serving the financial services industry. Petronas has trained a pool of internal coaches to support their senior and middle management.

Increasingly, large companies train their senior and middle management to use coaching with their teams: this is done through 3 to 5-day workshops that equip managers with solid basic tools.

Who wants to become a coach?

With low barriers to entry, coaching as a profession attracts a lot of interest in Malaysia.

Consultants and trainers are keen to develop a coaching practice: it is viewed as an opportunity to add a complementary service line to their business, sometimes, by the way, for free.

For those looking for a more flexible and meaningful approach to work,

becoming a coach achieves the objective of continuing their career and earning extra income for the family. We see an increasing number of retirees (retirement age is still at the young age of 55 in Malaysia), corporate HR managers, and professionally experienced expatriate spouses sign up for coaching certification classes in Malaysia or Singapore.

Who is coached on what?

While life coaching has attracted some interest, especially when linked with wellness, the bulk of the growth in the market has come from executive coaching that targets large corporations. Business coaching, for small and midsize companies, is still emerging.

Senior management, and to a lesser extent, middle management of large organizations are the primary beneficiaries. There is increasing interest in offering coaching to a younger generation (high potentials) and women (at manager level). Coaching can improve retention of high potentials (who can be easily poached by competition) and young women managers (who are struggling to meet the demands of their career and family).

What are the key desired outcomes for coaching?

Developing emotional intelligence,

breaking silos, developing accountability, grooming leaders for a new position, enhancing work-life balance, developing assertiveness with Western colleagues and confidence to think strategically are some of the most frequent topics discussed during coaching sessions.

Still an emerging market

If you are an executive coach working for large organizations, you will find Malaysia quite similar to Singapore or Hong Kong in the sense that clients increasingly know what they want and where to find it. In other coaching specialties, such as small and medium businesses or life, it's still the "wild, wide West"! Too many suppliers with a wide range of abilities and expertise market to too few enlightened clients. There are no standard practices or pricing, a great deal of confusion about what constitute effective coaching, and blurred lines between consulting and coaching.



I don't have a crystal ball, but I anticipate that the executive coaching market will continue to grow fast for the years to come.

Towards a sustainable future.

I don't have a crystal ball of course, but I anticipate that the executive coaching market will continue to grow fast for the years to come. Malaysia, like many other successful South-East Asian countries, is struggling to find the talent it needs and organizations are eager to develop and retain their employees. Coaching is increasingly recognized as a major tool to achieve engagement and retention. This is a golden opportunity for coaches who are willing to do what it takes to become a trusted partner for these organizations.

As the market grows and matures, so does the coaching community need to do so. Malaysia-based coaches need to put even more emphasis on developing inclusiveness and openness, and trusted and collaborative relationships within their professional community. They need to obtain qualifications and certification, and to be committed to continuous learning. This will go a long way towards meeting the needs of their clients and secure them a steady income and successful practice.

I am quite convinced, after many hours of working with engaged clients, alongside Malaysian and expat coaches, that this process is well under way.

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APA Pro Bono Coaching Program

A Coaches Perspective - China

As a young woman I first visited China in the 1970's. One of my most exciting memories was seeing the Terracotta Warriors in Xian emerging from their earthly bed. I was awed by their beauty and splendour.

Little did I know then that over 30 years later

APAC would provide another opportunity for me to visit this city again by way of a pro bono coaching programme. It turned out to be every bit as exciting as my earlier visit.

From July until November 2011 I coached a young woman, an NGO leader based in Xian. In this article I'm not going to describe her experience, but I can say that her report on what she learnt and achieved (and her formal feedback to APAC), speaks eloquently of it being an immensely valuable experience.

What I do want to share is how very valuable the experience was for me and why. With each conversation I got to travel to another part of the world and learn about how it is to be a young woman leader in probably the pre-eminent country of this century. I started to understand what it is like for this generation of leaders to confront such a rapidly developing and changing society – one that is moving so fast that the map for navigating it is being drawn after the event. Indeed this generation are truly pioneers - continually adapting and adjusting as they establish themselves in an ever moving landscape.

This NGO leader so impressed me with her passion to make a contribution to her community and her openness and desire to learn from anyone, anywhere, in order to deliver for her community. A willingness to reach out across the globe and use ideas and experiences to help her successfully navigate the world she lives in.

And I think how good this is, that a young woman in her early 30's in China and a nearly 60 year old woman in Australia can work together, learn together and build a hopeful and inspiring relationship. It doesn't get much better than that!

So, when you next see an offer to do some pro bono coaching for APAC, leap at it – it may prove to be one of the most exciting journeys of your career.

Sue Harper
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What a great “win-win-win-win” experience!

When I first heard about the pro bono coaching programme organized by APAC, I did not really give it much thought, and just replied quickly, “Yes, Cynthia, please count me in.” That is how in June 2011 I come to participate in the programme as a coach and it has been a wonderful experience.

The programme is managed by Cynthia Chan, Chair of Community Relations APAC.

Each assignment lasts for six months and comprises a maximum of six hours of pro bono coaching to needy NGOs in Hong Kong, China and other Asian regions. The aim is to create a platform for coaches to contribute to society at large whilst gaining coaching experience at the same time.

For my assignment I was lucky to be matched with an enthusiastic and committed manager working for the ‘Compassion for Migrant Children’ (CMC) organization in Beijing. The organization dedicates itself to China's urban migrant children, primarily through offering social and educational support. Having seen first-hand the plight of some migrant workers during my stay in Beijing, I found this area of engagement really meaningful and something that I could relate to.

The challenge for me was to support for real change in the limited time frame without deeper understanding of the expectations of the NGO and the individual. To address this, at the beginning of the assignment there was an information exchange call to answer all kinds of questions. The programme was also very flexible and allowed me to conduct my sessions in the way I believed to be best. It turned out to be a four-win experience!

First win for myself

Not only gaining the phone coaching experience which is invaluable for me as a new coach; it is

particularly rewarding as I consider myself being helpful in promoting coaching in China. I see that the more coaching is done, the better it is accepted as an effective approach for people development.

Second win for the coachee

"I am more confident in public speaking and I feel I attract people's attention...I recommend the coach programme to people who would like to improve themselves, both in work or personality related matters. You will discover yourself and think deeper about yourself and you will have more courage to deal with future problems."

My coachee has gained both personal and professional insights and managed to attain the confidence she needed for better presentation skills at work. She is very satisfied with the programme, and she achieved her intended goal and result. By learning more deeply about herself, she was positively surprised by the relevance of this coaching to her personal growth.

Third win for the coachee's colleagues and her organization (CMC)

Within the organization, people see her becoming an effective manager, more mature and confident. The assignment was well received by CMC and their management has requested further pro bono coaching by APAC. Jonathan Hursh, Executive Director of CMC, was happy with the result and commented, "She is positioned to much more effectively take over a leading role in her department after the six months of coaching, gaining more confidence in her key areas of strength."

Fourth win for the migrant children

It is more relevant than it seems that the better the performance of the employee, the better the performance of the organization in benefiting this under-privileged group of the population.

Thanks to the strong commitment from the coachee and a fully supportive organization, this pro bono coaching has had a very encouraging result. Imagine if there is no limit for coaching, how many more people can benefit from it? Let the coaching effects ripple outward, and let's create the four-win effect. They will become significant together.

Catherine Eidens

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Interested in the pro bono program?

**Please contact cynthiac@iohk.com
or visit www.apacoaches.org**

Second Coaching Survey in China

Co-sponsored by the HR Forums of the European Chamber of Commerce in China and by the Asia Pacific Alliance of Coaches (APAC)

4-30 April 2012

In English and Chinese

https://www.surveymonkey.com/s/2nd_Coaching_Survey

Participants will receive a copy of the results



**4th & 5th Sep 2012
Save the Date**

Early Bird (till 31 May 2012)

ICF/APAC Members: SGD \$730

Non-Members: SGD \$830

For More Information

www.apcc2012.com

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Coaching Across Cultures

by Philippe Rosinski

Global trends brought cultural diversity to the top of the agenda for organisations. Managing a diverse workforce has become one of the most important challenges for managers and leaders alike. To be able to adequately support and creatively unleash the potential of their clients, coaching professionals themselves must understand cultural intricacies, and recognise and rid themselves of their own stereotypes and prejudices.

One of the books that all coaches working with today's leaders should read is *Coaching Across Cultures*, by Philippe Rosinski. First published in 2003, the book is as relevant today as it was then, bringing a depth of cultural awareness to the complexity we all face today.

From the very beginning the author draws the reader in on a journey of both self-discovery and practical skills training. His approach to coaching as a *humanism*, valuing well-being and fulfilment is a fresh approach to the discussion of coaching in a business context.

After finishing a book I always like to note down the lessons I can take away from the experience; whilst reflecting on Rosinski's writings I was inspired by three "take-aways"...

(I) In exploring how we can leverage cultural difference, the author sets out a very neat Cultural Orientations Framework. This framework is explained in a very easy to apply method, equipping us as coaches with tools to better understand how our coachees may be influenced by their culture.

(II) This further leapfrogs into a discussion about how we as coaches can leverage a coachee's sense of identity in a number of culturally specific areas.

(III) Finally, I was touched by Philippe Rosinski's concept of humanity and how when one reaches into one's own humankind a coach can be an even more powerful facilitator for his or her clients.

It does not surprise me at all that this book has been a featured book for recommended reading by the Harvard Business School many years running!

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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:

- Charles Lang, Hong Kong
- Jasmine Keel, Switzerland
- Peter Seidler, Thailand
- Deborah Huisken, USA
- Bois Dongelmans, Vietnam
- Laurent Vuiber, Singapore
- Ian Claffey, United Kingdom

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