



Message from the President

Dear Fellow Coaches,

This newsletter issue features a most interesting article on the current weak emphasis on credentialing in coach selection in Asia: a situation that runs counter to the trend for credentialing requirements elsewhere in the world.

In order to continue providing insights into coaching in Asia Pacific, APAC's Research & Development sub-committee has issued an announcement in this newsletter inviting individuals to contact the sub-committee's chairman about research projects they may wish to develop and disseminate jointly with APAC. Furthermore the sub-committee on Ethics is reporting on the scope of its work in striving to develop a code of ethics by which members of APAC will abide in their coaching practice.

I'm delighted to announce that the website for the first Asia Pacific Coaching Conference (1-3 September 2010 in Singapore) is now in operation (www.apcc2010.com) and an early bird registration fee offering a substantial discount is available until 28 May 2010. We expect some 250 coaches and corporate human resource professionals from Asia Pacific to attend the event and we hope you'll be one of them!

Woraphat Arthayukti
APAC President
woraphat@ksc.th.com

Certifying Asia's Coaches: Why and How?

APAC board members, Hélène Seiler (Malaysia) and Luke Wardle (China) share their perspectives on what certification of Asian coaches means for clients and the coaching community.

Coaching is a relatively new phenomenon and for that reason not all organizations have a standardized process for selecting coaches. This is especially true in Asia where coaching is even newer than in the developed economies. We, as formally trained coaches in Asia, wish that organizations would use a standardized process for selecting coaches that includes things like years of experience, education, training, and in particular a recognized certification. The fact of the matter is very few organizations are that savvy and thus rely on less predictable and more relationship-oriented criteria when selecting a coach. We believe that this is not a sustainable practice.

Coach selection and accreditation

In some APAC countries, having a working understanding of the competencies of the ICF (International Coach Federation) or the IAC (International Association of Coaching) are recognized selection criteria, but in our combined 20 years as coaches in Asia or for Asian clients, we have rarely been asked to show any sort of credential proving our ability to coach.

We are not alone in this, in our research we asked coaches from across the region what their experience is and many responded in similar terms to coach Susumu from Japan: "[in] descending order from very important to less important the criteria used by corporate decision-makers to select a coach are: corporate business experience, introduction and recommendation by their acquaintance,

number of years as coach, relevant industry segment [experience], credential in coaching, fee... Certification is not important." This is alarming!

On the other hand, and somewhat surprisingly that's not what coaching users say when surveyed. Sherpa's 2010 executive coaching survey (1050 participants from 45 countries) states: 76% of HR professionals worldwide say that formal training and certification is either very important or absolutely essential – up from 62% in 2007. To verify this we also asked several coach selection decision-makers in the region what they have in mind when selecting a coach. All of them stated that using a standardized and trusted certification criterion would help them make better coach selections. The trend here is obvious and positive because it will push industry standards upwards.

Bottom line: Asian users of coaching may not yet practice what they preach. The idea that certification is not at the top of the selection criteria list at this point is a wakeup call to all of us to put a bit more emphasis on educating the client on what coaching is, what a good coach is and how to select a good coach. We can all help to push our industry forward by working towards and attaining certification.

Why certify? What's in it for me?

Additionally, we coaches benefit greatly from pursuing accreditation.

Formal certification from ICF or a reputable university is the way forward



Indeed, this provides an ideal structure for professional and business development because it requires:

- *A certain number of hours of coach training.*

This develops the network with other HR and business professionals. Training courses today are not just for beginners. An increasing number of specialty courses are designed for experienced coaches.

- *Peer supervision and coaching.*

This is an invaluable support in our professional growth, and shows our personal commitment to coaching!

- *Tracking the number of paid coaching hours and client references.*

This process allows coaches to stay in touch with past clients and better understand what makes us valuable in their eyes. Knowing the number of hours we have coached can also be a powerful marketing tool.

- *Renewal of the credential (every 2 to 3 years).*

Since coaching is developing as a discipline, this allows us to stay current in our profession.

How to get certified

Once a coach has taken the decision to get certified, the next step is to find the right accrediting organization.

Many APAC coaches are either already accredited by the ICF or are pursuing accreditation. In the Sherpa Coaching survey mentioned earlier, 20% of the respondents indicated that they favoured ICF and 20% preferred university-based management training. All other organizations received ratings under 5%. The ICF credentialing system has been in existence since the late 1990s. It is the oldest and most globally recognized certification, with 6,000 credential holders. ICF does not deliver coaching training but screens and approves programmes for the purpose of credentialing.

The system is currently undergoing revisions to strengthen its competence measuring standards. The current 3-tier process will stay in force until 2012. (For further information on this, see the website: <http://www.coachfederation.org/research-education/icf-credentials>).

Worldwide, coaching certificates from renowned management universities are getting more and more attention from the corporate HR community which is used to recruiting through them. Some universities have chosen to become approved by the ICF.

Some believe that leading universities will, in the near future, come together under the umbrella of a standardized coaching "MBA-like" diploma that will compete directly with the ICF.

As the profession continues to mature, our recommendation would be to investigate management universities that deliver a certification compatible with the ICF accreditation.

Good luck in your accreditation journey. We are happy to continue the discussion online with you.

Hélène Seiler — helenes@helseiconsulting.com

Luke Wardle — lukew@hcgchina.com

COACHING & LEADERSHIP RESEARCH FOR APAC

**Initiate or collaborate in research on
coaching or leadership in Asia!**

**To initiate research and present the findings
for APAC, send your proposal to
the R&D Chair, Dr. Ajay Nangalia on:
ajaynangalia@globalcoachtrust.com.**

**Articles, research and other resources will be
made available to APAC members through the
Resources section of the APAC website for
APAC members only.**



www.coachustralasia.com

**Build Coaching Skills and Receive
Coach Education Units**

Core Essentials Coaching Program
May 2010 - Hong Kong
September 2010 - Singapore
Early Bird Special AUD\$3900

6-day program covering individual, business & organisational coaching courses with a wealth of tools, skills & resources
6 months optional (included) ongoing learning to support implementation & fine tuning
Gain 77 hours towards any ICF credential

Coaching Clinic Licensed Facilitator Program
September 2010 - Singapore
November 2010 - Hong Kong
Early Bird Special AUD\$3395

4-day program to discover coaching as a powerful model of management, mentoring and leadership
Be able to deliver the 2-day Coaching Clinic and apply rapid learning within the workplace
Gain 31 hours towards any ICF credential



APAC: Ethically speaking...

A word from the Ethics Sub-Committee

According to the International Ethical Business Registry, there has been a dramatic increase in the ethical expectations of businesses and professions over the past ten years.

Having in mind that ethics refers to a code of conduct that guides an individual in dealing with others, and the fact that coaching is not yet regulated, in June 2008, the APAC Ethics Sub-Committee was formed. The purpose was to define guidelines to reflect what coachees and other stakeholders could expect when dealing with APAC coaches.

Members of that Committee (See Luan Foo, Susumu Araki, Cynthia Chan, Lydia Goh and myself), formulated the APAC Code of Ethics, which was published on our website in mid-2009.

The APAC Code of Ethics is not a static document, and will be reviewed from time to time based on developments in ethical understanding within the general community and coaching as it is shaping into a profession. Consequently, the role of the Ethics Committee is an important and ongoing one.

Recently we welcomed two new members to our team: Sally Dellow and Daisy Tse.

I'd like to take this opportunity to thank other members who volunteered to help, and will call on their expertise as

we roll out the online communications 'netiquette' and the APAC disciplinary procedure over the coming months.

Should members, or clients of APAC have any queries, comments or suggestions regarding ethical issues, I ask that they do not hesitate to contact me or any of the members of the Committee.

Dina Zavrski-Makaric —
dina@challengingdirections.com

APAC-SPONSORED EVENT

Coaching Across Cultures

Advanced International Seminar Certification Cultural Orientations Framework Assessment

Global leadership expert and author, Philippe Rosinski, delivers his highly acclaimed seminar in 2010 in:

Hong Kong, China: 25 - 27 August

Amsterdam, the Netherlands: 29 September – 1 October

Specifically designed for seasoned coaches, consultants and trainers, senior executives and HR/LD professionals, working in our globally connected world.

DATES FOR YOUR DIARY! COACHING FOR SUSTAINABLE, MULTICULTURAL COMMUNITIES

*Asia Pacific's First Coaching Conference
Co-hosted by APAC and ICF Singapore*

**EARLY BIRD DISCOUNT ENDS MAY 28!!!
REGISTER AND PAY AT WWW.APCC2010.COM**

Cultural dimension is integrated with the traditional managerial and psychological coaching perspectives, to maximise opportunities from diversity and achieve superior results when working in global environment.

Widely acclaimed by seasoned participants worldwide, the seminar includes a rich mix of experiential activities, favouring an action learning approach.

Participants learn in-depth about *Coaching Across Cultures* methodologies and application of new tools (Global Scorecard and Global Coaching Process), become certified to use and administer the Cultural Orientations Framework (COF) tool for individuals, teams and organisations, and join the CAC Global Alumni with the purpose of networking and creating new business opportunities.

APAC members receive 15% discount off Early Bird/Standard rate, if they register by due dates.

15+ ICF Continuing Coaching Education Units

For details about the content, key benefits and how to enrol go to <http://www.philrosinski.com>.



New Members

A warm APAC welcome to: Chua Chee Seng (Singapore), Sara Lord (Australia), Stefan Lammar (Germany), Clare McNamara (UK), Penny Morris-Hardee (Singapore), Pang Yee Beng (Malaysia), Jasbindar Singh (New Zealand), Mark Sng (Singapore), TV Srinivasan (India), Tay Weng Keong (Singapore), Hannah Wilder (USA), Cai Zhuohan (Singapore)

APAC Exco 2009-11

President: Dr Woraphat Arthayukti (Thailand)

1st VP: Belinda Merry (Australia)

2nd VP: Susumu Araki (Japan)

Hon. Sec: Hellen Hettinga (Indonesia)

Hon. Asst Sec: Kwai Fun Tang (Malaysia)

Hon. Treasurer: Hasril Noordin (Malaysia)

Sub-Committee Chairs:

R&D: Ajay Nangalia (India)

Community Relations: Cynthia Chan (HK)

Ethics: Dina Zavrski-Makaric (Australia)

Public Relations: Edith Coron (China)

2010 APCC: See Luan Foo (Singapore)

Programs: James Voon (Singapore)

Membership: Koh Chin Seng (Singapore)

Peer Coaching: Koh Puay Eng (Singapore)

Ordinary Committee Members

Gerald Colin Abeyawardena (Sri Lanka), Sally Dellow (Hong Kong), Lydia Goh (Singapore), Charlie Lang (Hong Kong), Thomas O Moore (Japan), Helene Seiler (Malaysia), Gary Wang (China), Luke Wardle (China),

Submissions: apaceditor@gmail.com