

## Message from the President

Dear Fellow Coaches,

As of the end of April 2010 the APAC family had a total of 115 members from 23 countries, with 7 corporate members. This is a great achievement for our organization!

To create an even more meaningful organization for the membership, we need to strive for a greater sense of friendship and fraternity between members. Increased personal interaction may be the best approach. The Asia-Pacific Coaching Conference that APAC is co-hosting with ICF Singapore (to be held in Singapore, September 2010 — sign up at [www.apaconference.com](http://www.apaconference.com)), will go a long way towards that.

In addition, APAC committees (Community Relations, R&D, Public Relations, Membership, Programs, Peer Group Coaching and Ethics Committees) offer increased involvement in the organization. Every member is welcome and, indeed, kindly urged to join a Committee.

Membership interaction will help evolve APAC over time, as we seek better to serve both members' needs and the vision of the Founding members: "To make the power and value of coaching widely accessible to every workplace and home through the Asia Pacific Alliance of Coaches and Coaching Organizations."

**Woraphat Arthayukti**  
APAC President  
[woraphat@ksc.th.com](mailto:woraphat@ksc.th.com)

## APCC 2010 — Thought Leadership: Keynote Ideas on Coaching in Asia

by Samira Siddique and Kristen English

On September 1-3, Singapore will play host to the first Asia-Pacific Coaching Conference (APCC) organized by APAC and ICF Singapore. The conference is an exciting learning opportunity for coaches, HR & education professionals interested in the rapidly growing profession of coaching in Asia-Pacific.

'Coaching for Sustainable, Multicultural Communities', is the conference theme, that brings together internationally prominent coaches and thought leaders to exchange ideas that explore, define and build the capacity for coaching in the region.

"This conference is one where a more holistic approach to coaching is envisaged; I believe that coaching can serve as a new paradigm for interaction between people, teams, companies and communities rather than just as a private interaction with an individual," says Omar Khan, one of three keynote speakers at the conference, and Senior Partner of Sensei International, a global leadership development consultancy.

"In Asia-Pacific, coaching is becoming the new leadership paradigm today because what's needed is not just fixing deficits and problems but enabling results, possibilities and growth."

"We need to help liberate leaders to grow in ways that are relevant to their business and stakeholders but also with greater awareness of their impact on their business and partners".

Joining Mr Khan as a keynote speaker is former ICF Global President, Dr Marcia Reynolds, known for her work on emotional intelligence and high-achieving women in the workplace.

"Looking at the bigger picture, now more than ever, we need to learn how to come together as a global community. Coaching crosses all lines like gender, age and culture. There's so much about coaching that helps us bridge differences."

Dr Reynolds will be sharing techniques from her upcoming book, such as those on Appreciative Dialogue, that coaches can use to enrich the communities and organizations they work with.

She will also be challenging accepted wisdom that coaches should guide their clients towards awareness of their one authentic self. Rather, Dr Reynolds posits we have several dominant archetypes that we can pull from and move towards depending on the situation.

Completing the panel of keynote speakers is Kevin Asbjornsen, leadership coach, consultant and musician. He is renowned for his work exploring the creative and artistic dimensions of leadership with the goal of

**“Coaching crosses all lines like gender, age and culture. There’s so much about coaching that helps us bridge differences.”**

creating meaningful connections. He is currently a senior adjunct faculty member at the Centre for Creative Leadership.

"The field of leadership in the region is changing and will require coaching. Therefore, coaches and HR professionals must re-calibrate their roles to be in alignment with that change."

"In the 20<sup>th</sup> Century, there was an emphasis on the linear: analytics and logic. Now, in the 21<sup>st</sup> Century, leaders need to find the synergistic, creative and meaningful connections between people, ideas and approaches. Leaders need to learn to use their creative and artistic competencies in their professional roles. No longer will leaders have to leave that side of themselves at home. It's now about adopting a "whole person" and "well-being" approach to inspiring and engaging people."

"Executive coaches in Asia Pacific have a revised role that requires them to understand the dynamics of cultural competency, business acumen, creativity and innovation in the workplace, as well as leading versus managing change."

The two-day conference also has three programme tracks – leadership, skills development and personal development — with multiple offerings drawing on the experience and wisdom of coaches from across the region. For more details on APCC 2010, please visit [www.apcc2010.com](http://www.apcc2010.com)

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**Thinking of joining APAC?**

**Find out more or sign up today!**

See [www.apacoaches.org](http://www.apacoaches.org)  
or contact  
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## APAC SPONSORED EVENT

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**More details : [www.coachaustralasia.com](http://www.coachaustralasia.com)**

# Mentor Coaching: A Professional Development Perspective

by Belinda Merry

*Q: How do you run a Sustainable and Successful Coaching Business?*

*A: Focus on the 3P's of Sustainable Coaching Success: **Practice development** (Your business skills, your business systems and your ability to follow these systems), **Personal Development** (Your strong personal foundation that keeps you grounded so you won't be uprooted and blown around by the winds of life) and **Professional Development** (Your coach-specific training, your professional association and your coach).*

The diagram of the 3Ps model opposite clearly and simply shows that if you have strength in only two areas, just like a stool with one short leg, your ride will be wobbly and uncomfortable. And with just one area of strength, you are likely to fall off completely!

Mentor Coaching is part of your professional development. The International Coach Federation defines it as an applicant being coached on their coaching skills rather than coaching on practice building, life balance, or other topics unrelated to the development of an applicant's coaching skill.

All levels of ICF credential (ACC, PCC, MCC — via ACTP or portfolio track) currently require a minimum of 10 hours of mentor coaching over a period of 3 months so the coach can see/hear/witness your professional development. Group coaching may count towards the mentoring requirement of 10 hours so long as no more than 70% of the required mentoring hours (that is seven hours) come from group coaching. Additionally, the group being mentored may not consist of more than 10 participants.

To meet ICF Mentor Coach requirements, you need to choose a Mentor who either holds an ICF Credential, or is a coach who is actively involved in an ICF Chapter. If you can't find anyone who meets these criteria you are not looking hard enough! That said the ICF will accept a Mentor Coach who is actively involved in another coaching association that holds similar definitions of coaching to the ICF.

Your Mentor Coach will coach you on

demonstrating the ICF's 11 Core Coaching Competencies (see <http://www.coachfederation.org/research-education/icf-credentials/core-competencies/>) A good Mentor Coach will make these 11 Competencies (and the 69 behaviours associated with them) come alive. Be sure to ask your mentor coach to model the 11 Core Competencies and consider choosing someone who can have fun while doing so. Remember that our Core Competency #4 – Coaching Presence requires us to use lightness and laughter.

Many people ask me whether a Mentor Coach listens to you coach. Accept that this can be down-right scary and that it is the best way to get feedback on your coaching!

There are many services and products in the marketplace that assist you in recording your coaching conversations.

If you are coaching and recording face to face, an old-fashioned recording device (remember cassette tapes and mini tapes...?) works well, or there are recorders that work with a Memory Stick that then transfers the recording direct to your computer.

For coaching on the phone there are many web services that provide free

recording and downloading facilities – the only downside is you and your client have to phone a bridge line in



The three Ps model for a sustainable, successful coaching business  
© Belinda Merry

the USA. I know of (very thoughtful) coaches who send their clients a phone card so there is no additional cost to them. The ICF prefers to receive recordings electronically so discuss with your Mentor Coach the best way to do this.

A tip I give my Mentees is to record a number of client sessions – then the pressure is off you for that single session. You can listen to a number of your recordings and choose to send your mentor coach the one that best demonstrates the ICF's 11 Core Competencies.

A good Mentor Coach will give you oral and written feedback on your recording so you can then have that in front of you when you listen again. A good Mentor coach will give you SPECIFIC feedback on each competency. When I was going for my own MCC, I sent a recording to a respected MCC coach to give me feedback and all she said was, "You are missing the magic, Belinda". Even after I got my ego out of the way, I still had no concrete suggestions from my mentor on how to find "the magic"!

If you only do face-to-face coaching, I also recommend that you get phone coaching practice as your ICF exam will be on the phone and you will want to feel comfortable with this environment.

Over the years of mentor coaching, I've received a number of comments from mentees on what specific value mentor coaching brought to them. A selection appears below. I hope you find the right mentor for you and experience the benefits you need:

- Learn to trust my gut
- I don't have to have all of the answers for my coachees
- Loads of practical tips for setting up my business
- Focus my energies to attain my goals much more efficiently and productively;
- My coaching skills have been greatly enhanced; I have deeper understanding and demonstration of 11 core competencies My

personal foundation has built in a more solid manner through WorkStyle Inventory

- My self confidence both as a person and as a coach has been improved through Belinda's assurance and recognition Perspective (I had all I needed to generate more business)
- Courage (to believe I could really do some of the things I wanted to accomplish)
- Performance (ensuring I continue to improve how I coach and keep coming back to the ICF guidelines, the core values)
- Support and acknowledgement a professional, neutral and positive sounding board.
- Developing a week by week strategy working in small steps to help achieve what felt like overwhelming challenges.
- Clarity and energy, focusing on what was important.

*Belinda Merry, MCC —  
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**COLLABORATE ON  
 COACHING & LEADERSHIP  
 RESEARCH FOR APAC**

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## DIVERSITY AND INCLUSION...

**APAC IS AN ORGANISATION CREATED BY MEMBERS, FOR MEMBERS  
 YOU ARE INVITED TO CONTRIBUTE TO  
 THE CREATIVE WORK OF THE APAC COMMITTEES...**

## CONTACT DETAILS BELOW

### New Members

A warm APAC welcome to:  
 Sattar Bawany (Singapore),  
 Martyn Campbell (Australia),  
 Marisa Chuawiwat (Thailand),  
 Chua Chee Seng (Singapore),  
 Ken Gimm (Korea),  
 Susan Gimm (Korea),  
 Marc Antoine Hamet (India),  
 Katherine Handin (US),  
 Kelvin Kew (Singapore),  
 Helen Ko (Korea),  
 Meng Mei (PRChina),  
 Terry Ng (Singapore),  
 Tay Weng Keong (Singapore),  
 Elaine Teo Mosimann (UK),  
 Shane Warren (Australia),  
 Jamie Yang (Taiwan),  
 Jiang Yu (PRChina)

### APAC Newsletter Editorial Policy

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### APAC Exco 2009-11

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**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)

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