Dear Fellow Coaches,

December 2010 is two months into our fourth year as a registered organization, with a growing membership base and expanding activities.

I would like to acknowledge See Luan Foo, whose vision and leadership made it possible for APAC to be what it is today. The driving force behind the establishment of APAC and a pillar of wisdom enabling us to work together throughout the years of APAC’s existence, See Luan will soon be leaving the APAC Executive Committee to sit on the Global ICF Board of Directors.

His election to this prestigious position in the world of coaching shows the ICF’s high regard for the importance of coaching in Asia Pacific. See Luan takes up his post on 1 January, 2011.

To keep See Luan’s APAC legacy alive and thriving into the future I look forward to increased interconnectedness among all APAC members. This can be effected in a number of ways, foremost by joining and helping one of the several APAC committees, also through membership and participation in our newly created LinkedIn group: “Asia Pacific Alliance of Coaches”, and through direct communication with me or other EXCO members.

I look forward to connecting with you at the Annual General Meeting on 8 December, 2010.

Woraphat Arthayukti
APAC President
woraphat@ksc.th.com

Coaching has a bright future in China, as a new phenomenon in a dynamic market. Clients in China value it and plan to use it more, but coaching will need to become more disciplined and more professional if it is to fulfill its potential in “The Middle Kingdom.”

Those are the key findings of the first comprehensive coaching survey in China, carried out jointly by APAC and the European Union Chamber of Commerce in China, whose results have just been released.

It is hard to say exactly how many coaches are working in China three years after the profession first began to make its mark there; probably several hundred. The survey – which asked 100+ companies and coaches about their experience – found that 82% of coaches said they had been trained, but only 29% are accredited by an international professional organization.

A growing number of companies in China are using their services. 63% already have coaching programmes in place and almost all the others said they plan to follow suit in the near future.

How do they find coaches? As with so much else in China, through ‘guanxi’ – relationships. 95% of firms say they choose coaches they have heard about through word of mouth; that is double the normal rate elsewhere in the world.

But companies in China are not as happy with their coaching experiences as we might like, the survey revealed. 75% of clients said they were “more or less satisfied”, but fully one third said their coaching had been only “fair.”

That might partly be the clients’ fault sometimes: 73% admitted that they never check a coach’s certification or credentials. But executives said they would prefer to see a well established coaching association to regulate the industry in China, which would give them confidence.

Some of the reservations that clients expressed in the survey can be put down to coaching’s short history in China – that there are not enough qualified coaches, especially qualified and experienced Mandarin speaking coaches for example, or that top management and coachees themselves do not yet properly understand the purpose and value of coaching.

The top three improvements that companies would like to see, the survey found, are more follow-up, more coaches with industry experience and more realistic expectation management.

If coaches in China do not meet all their clients’ expectations, businesses in China have their own under-
The Case for Coaching Supervision

by Barbara Anderson

Coaching Supervision is popular in the UK/Europe, emerging in Australia/New Zealand, and perhaps still being questioned in Asia where the word “supervision” may carry hierarchical overtones. I recently saw an article that talked about “Shared Reflective Practice” (SRP) that used the term “intervision”, which may be more comfortable for Asian coaches. However, in this article, I will use the term “coaching supervision”.

What is Coaching Supervision?

A working definition of Coaching Supervision is: guided reflection on coaching practice, with the intention of learning for current and future client benefit. (2009 ICF Working Party)

Coaching Supervision involves a broadening and deepening of the foci of attention through a number of filters. These filters include:

1. self awareness
2. relational awareness
3. systemic awareness

Alison Hodge, UK Coach & my Coach Supervisor (email: alison@alisonhodge.com) says of Coaching Supervision: “For me, supervision for coaches is a collaborative learning process supporting personal and professional development.

While the ICF standard for a coach is that “I will maintain the strictest levels of confidentiality with all coachee and sponsor information”, ten per cent of companies in China expect a coach to share everything that he or she does with a coachee, and 30% expect to be told at least some of what goes on in coaching sessions, according to the survey.

Clients trust their coaches by sharing their thoughts and aspirations, as well as information and concerns about issues of concern in their lives. This underpins the need for the coach’s ethical and responsible practice. Coaching Supervision although focused on best serving the needs of the client also provides a great opportunity for the coach’s development.

Mentor Coaching has similarities and differences from Coaching Supervision. Simply, I believe the differences revolve around the overall intention and the role of the mentor/supervisor – both assist the coach be more self-aware – while the Coach Mentor focuses on Coaching Skills and ICF Competencies, the focus of the Coach Supervisor is on the Client, Relational awareness and Contextual/environmental awareness.

Why have Supervision?

Through ongoing supervision, the professional coach regularly reflects on his/her practice, particularly their relationships with clients, their knowledge and skills and the wider context within which
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“IT was the best of times. It was the worst of times. It was the age of wisdom. It was the age of foolishness. It was the epoch of belief. It was the epoch of incredulity. It was the season of hope. It was the season of despair.”

That’s how Charles Dickens began his book, A Tale of Two Cities. Dickens’ contrasting views could equally have been describing the era in which we now live.

The worst of times
The need for coaches has never been greater. Like their clients, today’s coaches live in a fast-changing world. Today’s expert is left in tomorrow’s dust. The pace of change is accelerating. Established business models, ways of doing things and even ways of thinking are rapidly becoming irrelevant and redundant. The more successful and experienced coaches become, the more they have to recognize that their own methods and approaches need to evolve and adapt; there are no more “off the shelf” approaches—we have to create a development plan of our own.

The best of times
As Program Chair for APAC, my objective is to source monthly speakers who are seasoned professionals from whom we can learn, and who can provide clarity in a sea of information and a mechanism for managing change by making decisions based on a well-defined vision of the future. In the last nine months, attendees at the monthly phone-in talks have received insight and skills that are instantly applicable in both the work and home spheres.

The more successful and experienced coaches become, the more they have to recognize that their own methods and approaches need to evolve and adapt.

Barbara Anderson, MCC – babara@shirecoachingtraining.com.au

Through ongoing supervision, [coaches reflect on]… their relationships with clients, their knowledge, skills and the wider context within which they operate.

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Time) every 3rd Wednesday of the month. APAC members (and invited guest) can dial in on +17124323100 (conference code: 830202). Guests are entitled to attend 3 talks free after which, they would have to become APAC members.

Recent speakers and topics include:
1. Mind Chi — Vanda North (www.mindchi.com)
3. Global Nomadic Leaders — Dr. Katrina Burrus (www.mkbconseil.ch)
4. The Principle of Relevance — Stefania Lucchetti (www.stefanialucchetti.com)
5. Leadership Lessons from the Home Front — Dr. Yvonne Sum (www.dryvonneus.com)

Each talk has been archived by APAC (contact the Honorary Assistant Secretary for access details).

Coaching is recognized as a critical ingredient of any individual or team’s success in elite sport, business, leadership, entrepreneurialism, innovation, and personal fulfillment. It is a unique partnership that brings heart into business and gives the spirit of success to individuals. Coaches who don’t seize every opportunity to build their own learning risk diluting or losing their value to the coachee and the organization, or worse, wreaking havoc on the performance of both.

So, learn for life with APAC.

James Voon, Program Chair  
james_voon@mac.com

APAC Annual General Meeting

December 8, 2010  
7pm (HK time)  
Dial-in +1 712 432 3100  
(confference code: 830202)

Please dial in to ensure the AGM has a quorum.

APAC has a number of Executive Committee positions open:

- HONORARY ASSISTANT SECRETARY
- DEPUTY CHAIR, PROGRAMS
- DEPUTY CHAIR (and members), RESEARCH & DEVELOPMENT
- DEPUTY CHAIR, PEER GROUP COACHING
- CHAIR & DEPUTY CHAIR, ETHICS
- DEPUTY CHAIR, COMMUNITY DEVELOPMENT
- 2 X HONORARY AUDITORS

To nominate yourself or someone else for one of these positions, or to find out more about the role and the committee’s work, please write directly to the committee chair by December 31, 2010 (see sub-committee list to the right; for auditors, contact paulshlim@yahoo.com.sg).

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 members to reproduce and distribute the article in its newsletter format.

New Members

A warm APAC welcome to:
- Soh Lay Bing — Singapore
- Joyce Mei — Taiwan
- Anna Lee — Singapore
- Denise Wright — Singapore
- Jass Malaney — Singapore
- Marga Gooren — Singapore
- Sim Wei Shan — Singapore
- Dr Gerrit Pelzer — Thailand
- Paulette Pueo — Philippines
- Eunice Chan — Singapore
- Oliver Love — Hong Kong

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2nd VP: Susumu Araki (Japan)
Hon. Sec: Hellen Hettinga (Indonesia)
Hon. Asst Sec: Kwai Fun Tang (Malaysia)
Hon. Treasurer: Paul Lim (Singapore)

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Ordinary Committee Members

Gerald Colin Abeyawardena (Sri Lanka), Sally Dellow (Hong Kong), Lydia Geh (Singapore), Thomas O Moore (Japan), Sabrina Park (Korea), Helene Seiler (Malaysia), Gary Wang (China), Luke Wardle (China),

DECEMBER 9, 2010, 8pm (HK time)  
Email Julius Ordonez at julius@benchmark-consulting.net  
TO REGISTER AS A PARTICIPANT

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