



VI COACHES UPDATE

The Spring Update from the Vancouver Island Coaches Association

Spring 2006

Volume 1 Issue 1

Message From the Leadership Team

Inside this issue:

Mark Your Calendars 2

Seminar Series - *Using Online Resources to Get Noticed and Attract Clients* 2

Call for Nominations! AGM May 10th 3

New ICF Membership Categories 3

Recap of January's Seminar Series 3

Recap of Coaching Awareness Week 3

Free Teleclass for VI Coaches Members! *Build Your Practice* 4

Join VI Coaches at Tigh Na Mara 4

Coaches Corner 4

About VI Coaches 4

With nominations for the election of a new executive board underway, the successful completion of our first Coaching Awareness Week project behind us and approval from the ICF to offer Continuing Coaching Education credits at our March 22nd seminar, we're pretty excited about our chapter activities and what lies ahead at the international level as well. Please read on...

Our presence at the annual HRMA Tradeshow on February 14th was a huge success in raising awareness of VI Coaches Association and what our members have to offer. Read more about it on page 3.

We also saw the tradeshow as an opportunity to test the waters for you to find out how much interest there might be for HR professionals to start working with our local member coaches and offered a special limited 3 month period where they could work with up to 10 different coaches of their choice at a fraction of the regular price. The idea was to connect our members with potential clients, and for these clients to receive an introductory coaching experience at a significantly reduced rate. In turn, our coaches would have the opportunity to build their client hours while working towards their coach credentials, earn some coaching income and have the opportunity to develop longer term business relationships with these clients. We test marketed the following package:

Gold:
10 Coaches up to 20 hours of coaching
(2 hours per coach max)
\$999.00

Silver:
5 Coaches up to 10 hours of coaching
(2 hours per coach max)
\$749.00

Bronze:
1 Coach (up to 2 hours of coaching)
\$199.00

We generated lots of interest and a number of people are now waiting to receive more information from us. The 15 bios that we received were on display and were reviewed by many of the conference attendees who seemed quite impressed with this relatively small sample of our membership. We hope that we will be able to market a much larger sample size of our member coaches to the community in the future

To bring this marketing opportunity to life we need volunteers. If you think this is a worthwhile project for us to further pursue and if you wish to participate please contact the Leadership Team to express your interest. As with all our projects, we require volunteers to spearhead this project and invest some energy in moving this hot opportunity forward. Our leadership team currently consists of five active members and they are dedicating many volunteer hours to serving our chapter. We all have to share in the growth of VI Coaches and look forward to your support and hearing from you soon.

Warmly,

Your Leadership Team

Contact: 250-658-9224

VI Coaches Celebrates a Successful Coaching Awareness Week!

On February 14th, VI Coaches hosted a booth at the *Mind Your Own Business HRMA Trade Show* and showcased Coaching to approximately 120 people. It was a terrific venue for us offering the following Return on Investment.

Read more on Page 3...

MARK YOUR CALENDARS....

VI Coaches Seminar Series: 1 CCE Using Online Resources to Get Noticed and Attract Clients

Wednesday, March 22nd
5:30 - 7:30pm
Chateau Victoria, Salon A
\$20 members / \$25 non-members & guests
Canapés, tea & coffee served.
EVERYONE WELCOME!

Pre-registration required: vicoaches@shaw.ca
Please register before March 15th to ensure event is not cancelled.

VI Coaches is pleased to announce that we are able to offer an ICF Continuing Coaching Education Credit for business development towards credentialing to coaches who attend this meeting!

- Want to know how to easily attract more attention to your website?
- Want to know how to market yourself as an expert in your field to a much wider audience?
- Coaches - want to earn **Continuing Coaching Education Credits** towards ICF certification?

Many coaches and entrepreneurs have websites, but if this is the extent of your Internet marketing you're missing SO much. There are many tools and techniques available online to get the word out about your service and specialties and help you increase sales of your products, e-books, teleclasses, services, etc.

Guest Speaker, **Fiona MacKay Young**, helps business owners and individuals to maximize the power of internet marketing. She has 7 websites which successfully sell her Ebooks and services worldwide. At this very interactive seminar in which you will learn:

- Easy ways to build PR for your business and website
- Valuable information of where and how to market your business locally or internationally using Internet resources

Fiona will discuss various ideas and alternatives, and provide actual URLs and web resources to help coaches and entrepreneurs market themselves on the web.

This isn't about technical, Search Engine Optimization ways to have your website come up on

google. This seminar provides the person who is not highly Internet savvy with easy to use marketing tools that will have the Internet working for you.

Anyone in business for themselves, particularly service-based businesses, will find value in this seminar.

About Our Guest Speaker:

Fiona's avid interest in the power of the Internet made her a valuable resource on the topic of Internet marketing. She has developed and led many courses and modules on Internet resources for job seekers, career development professionals, entrepreneurial networking groups and Continuing Education Courses both in Calgary and Victoria.

Fiona MacKay Young is a trainer and a certified Handwriting Analyst with an extensive career background in adult education and career coaching and placement. Recognizing an untapped market in the Canadian marketplace for handwriting analysis as a tool for both HR professionals and individuals who want a career they love, Fiona published 2 books on the subject and launched her first website in 2002 to market her services and products. Fiona now has 7 websites and is attracting clients worldwide using a variety of Internet resources.

Fiona volunteers as director of the Women's Business Network *Marketing Peer Group* and developed a 3 month module entitled "Internet Marketing: How to Market Any Business Using Online Resources". She also started a Mastermind Group for Internet Marketers. She is Canadian President of the Coalition of Handwriting Analysts International and writes regular articles for their online newsletter.

Fiona's handwriting analysis websites are www.potentiality.biz and www.thehirewritesite.com. Her coaching website (under construction), www.fionamackayyoung.com deals with coaching topics of Career related specialties and Internet Marketing. www.victoriaworkshops.com is her new site advertised in local papers and promoting workshops and teleclasses offered by Victoria entrepreneurs.

Register for this Seminar at:
vicoaches@shaw.ca

VI Coaches Upcoming Events:

March 22nd:
Seminar Series
5:30 - 7:30pm
Chateau Victoria
Earn 1 CCE for ICF
certification
Details this page

April 12th:
Coaches Corner Dialogue
Circle
5:30 - 7:30pm
Fireside Grill Lounge
Details page 4

April 18th:
Building Your Practice
Free Telegathering
offered by Cheryl
Richardson for our
members
Details page 4

May 10th:
Special Event & AGM
Stay tuned for details on
this exciting event!

June 3rd:
Join VI Coaches and
CSTD at Tigh Na Mara
Resort!
Details page 4

For more event information turn to page 4....

Call for Nominations

VI Coaches AGM May 10, 2006

Our Annual General Meeting is fast approaching!

Members are invited to join the new leadership team and to make a contribution to your local ICF chapter and help influence the direction in which our association and profession is moving.

Who is eligible? Members of the Vancouver Island Coaching Community who are members of the International Coach Federation and who have designated our chapter as their local chapter.

How will the selection be made? Interested members will complete a Nomination Application and have two other members endorse. This completed form is submitted to the Nomination Committee by **April 1, 2006**.

Contact our nomination committee for details:

Sherry LeBlanc sherry@conceptcoaching.com 250 544-1071
Mary Eshenko meshenko@pacificcoast.net 250 382-6353

Which board positions are available?

Executive Board Positions

President - Filled: John Burr *Vice President 2005-2006*

Vice President

Past President – Filled: Angela Neumann *2005-2006 President*

Secretary

Treasurer

Standing Committees

Membership Chair

Marketing/Communications Chair

Professional Development Chair

Task Committees

Website Development Manager

Coaching Awareness Week

Important Notice:

Coaches benefit if they join the ICF before March 31, 2006.

Anyone who joins before Mar 31 (without an ICF credential) will be an 'ICF Member Coach' (\$195) and will have full voting rights for the next twelve months, as well as the ability to maintain their CRS listing (for an extra fee). This person can still hold leadership positions at the local ICF Chapter.

Anyone who joins after Mar 31 (without an ICF credential - ie, Coach in training) will be an 'ICF Affiliate' (\$195) and will not have the right to vote or maintain a CRS listing. This person can hold leadership positions at a local ICF Chapter.

Anyone who joins anytime with an ICF credential will be an 'ICF Credentialed Coach' (\$195) and reaps all of the benefits including a free CRS listing (included as part of membership fee)

So what do you save by joining before Mar 31?

- Maintain voting rights and have a say in the organization
- Maintain an ICF CRS Profile and receive referrals via ICF

More ICF membership information at the new ICF site:
<http://www.coachfederation.org/ICF/>

Coaching Awareness Week ROI continued from Page 1....

- We spoke directly with approx. 50% of attendees - providing PR and education on how to hire a coach, on VI Coaches events, on our website and on ICF professional standards and credentialing
- We handed out 60 'newsletters' featuring expert articles written by our members (there was quite a buzz over these newsletters among attendees! - Look for it on our website)
- We received lots of positive feedback on the test marketing of our Corporate Coaching package (see page 1 for details)

This was a terrific venue with lots of potential clients for our member coaches (from hospitality, government, financial, legal and general small business - not just HR professionals).

We're already planning to make an even bigger splash during next year's Coaching Awareness Week. Want to join the planning team? Contact Delaney Tosh, 412-7819.

Recap of January's VI Coaches Seminar...what you missed....

VI Coaches has been actively engaged in raising the awareness of coaching and of VI Coaches in the broader community and inviting other professionals to attend our meetings, creating opportunities for coaches to connect with potential target markets and create strategic alliances. The results of these efforts proved hugely successful during our first meeting of the year. We had over 40 attendees join us on another dark and rainy night, which was quite impressive!

Mike Thompson, BA (Econ), FICB, R.I (BC), CMC, Director of the Centre for Advanced Management at Royal Roads University, took us through a business planning process to help us start our year in the right direction with a set of strategies from which to accomplish our business growth goals.

Key Points:

- Complete an external and internal 'size up' of your business
- Determine the best strategic direction to take
- Assess the required resources to grow the operation
- Develop key action items and implementation steps
- Strategy Scan – Situation Assessment, Strategic Direction, Resource Requirements, Risk Assessment, Future Success Factors, Pulling it all Together

Those of you who could not attend can review Mike's Strategy Scan in the book he co-authored, called *Business Diagnostics*, which can be ordered through the following link:
<http://www.ceosizeup.com/order.htm>

BUILD YOUR PRACTICE

Free Teleclass for members of
VI Coaches
April 18th at 3:00pm EST

Cheryl Richardson has generously offered this free telegathering for VI Coaches members where members will learn:

- information about building a practice from this very successful coach
- important points most coaches don't consider that directly affect their level of success

Please have specific questions ready for Cheryl in regards to building your practice and/or current obstacles you are facing or where you feel stuck.

Members, please contact Delaney Tosh at dtosh@catalystcoaching.ca or 250-412-7819 for the call-in/PIN numbers.

Cheryl Richardson is a Master Certified Coach who recently released The Practice Building Workshop, an 8-CD audio program intended to help coaches and other service-oriented business owners grow and sustain a thriving, referral-generated practice.

Cheryl was the team leader for the Lifestyle Makeover Series on the Oprah Winfrey Show and she accompanied Ms. Winfrey on the "Live Your Best Life" nationwide tour. Author of The New York Times bestselling books Take Time for Your Life, Life Makeovers, Stand Up for Your Life and The Unmistakable Touch of Grace, Cheryl also writes a regular coaching column for Body & Soul Magazine and hosts an Internet talk radio show called Coach on Call on www.hayhouseradio.com and channel 114 (LIME) on Sirius Satellite Radio. www.cherylrichardson.com

2005/2006 VI Coaches Leadership Team

Executive:

President	Angela Neumann, Neumann Leadership
Vice President	John Burr, Coaching and Leadership International
Acting Treasurer	John Burr
Acting Secretary	Maureen Clarke, The Blueprint Group
Past President	Sherry LeBlanc, Concept Coaching

Committee Chairs:

Membership	Maureen Clarke
Marketing	Mark Johnson, Black Cat Coaching
Prof. Development	Delaney Tosh, Catalyst Coaching

Contact: 250-658-9224

Newsletter edited by Delaney Tosh, Catalyst Coaching, www.catalystcoaching.ca.

Coaches Corner Dialogue Circle April 12, 2006

Everyone Welcome!

- Explore our coaching profession and issues important to us as coaches
- Generate ideas and solutions on professional coaching topics
- Develop relationships within your community of coaches
- Share the latest in skills and in working with clients

The focus of these informal, facilitated dialogues is on coaches and coaching with the goal of providing a venue for deeper discussion on issues related to the coaching profession.

Wednesday, April 12, 2006
5:30 pm – 7:30 pm
Fireside Grill Lounge,
4509 West Saanich Road, Victoria
no fee, no host

Topic: Credentialing: value, pros, cons, ICF credentialing, how-to, costs, and how it relates to ICF membership. A panel of 3 coaches will be on hand to share from their experiences of applying for their ACC, PCC & MCC.

Join VI Coaches & CSTD June 3rd at Tigh Na Mara Resort

Save the Date – June 3rd, 2006 - for a high impact Coaching Learning Event at Tigh Na Mara Resort.

VI Coaches Association is partnering up with the Vancouver Island Chapter of the Canadian Society for Training and Development (CSTD) to develop a full day program focusing on coaching.

This program will include topics relevant to our coaching membership and in alignment with our direction, as well as topics relevant to coaching in a training and development environment.

Stay tuned for more details and remember to save the date!

VI Coaches members are welcomed to attend events and seminars produced by our Strategic Alliances. We're launching a new website, so you will soon find more information on upcoming events on our website....

We're launching our new website!

www.vicoaches.org

**Coming Soon: Events Listings,
Directory of Coaches, Resources**

Vancouver Island Coaches Association

Our Vision

To be valued as Vancouver Island's resource for business and personal coaching.

Our Mission

To develop, support and promote business and personal coaches and coaching

VI Coaches is:

–Actively engaged in creating an inclusive community

–Providing high quality learning experiences from a coaching perspective

–A resource for coaches, professionals, organizations, corporations, consultants, entrepreneurs, human resources professionals, executives and anyone who wants to expand their reach.

We host monthly dialogue circles to encourage deeper discussion on coaching related topics. In addition, we frequently host workshops and seminars that feature a guest speaker on a professional or business building related topic. We market these events to the broader community, thereby bringing coaching into the community and the community to coaches.

We invite you to visit www.vicoaches.org to find out more about our programs and learning events.