

SAPCA

Next Month at SAPCA

Our Nation's Healthcare Transformation *Opportunities and Challenges Ahead*

*How life and wellness coaching
is becoming a team member
of our Nation's healthcare/
wellness transformation*

**By Sharon L. Benedict, MS, CLC
Professional Life Coach**

Within the past ten years, our nation's healthcare system has more clearly begun to focus on prevention, wellness, and longevity. Life and wellness coaching are gradually being introduced to our healthcare system in transformation. The driving force behind this ongoing transformation is the health-conscious consumer/patient teamed with wellness providers who get the message.

For the life/wellness coach, the opportunities ahead continue to challenge our profession to achieve a distinctive and collaborative relationship.

This program will address a number of key issues for the professional life and wellness coach as we journey throughout our nation's 21st century wellness/healthcare transformation.

VISION

We are the premier home for South Texas coaches, creating a transformational environment conducive for being extraordinary coaches who enrich the lives we touch.

MISSION

We are a community of coaches with diverse backgrounds and skills whose purpose is to help our members bring out the best in their clients, our community, and ourselves.

VALUES

Service
Authenticity
Passion
Connectedness
Abundance

Life Coaching: The Client's Adventure of Daily Routines & Surprises

- *Life Design—Gaining passion, purpose, and peace while navigating our nation's healthcare system and wellness industry*

Wellness: 12 Dimensions toward Living Life Well

- *Our Current Healthcare System — conventional, CAM, Integrative*
- *A Holistic Life*
- *What is Wellness?*
- *The 12 Dimensions of Wellness Inventory Program* (John W. Travis, MD; HealthWorld Online)

Our Nation's Healthcare/Wellness Transformation: Key Issues

- *21st Century Wellness/Healthcare —Where are we heading?*
- *Top 5 Issues for the Wellness Coach*
- *7 Key Issues for Your Coaching Client to Achieve Successful, Lasting Outcomes*
- *What practical ways can you help enhance and accelerate our nation's healthcare/wellness transformation?*

About Sharon

Sharon L. Benedict is a certified Life/Wellness Coach/Consultant, specializing in life skills, wellness, and creative arts/crafts development for individuals, businesses, and organizations. She is currently the life/wellness coach for *Hill Country Wellness for Women*, in Boerne, Texas. Sharon is an Institute for Life Coach Training graduate, certified in life and wellness coaching. She is an

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SAPCA and Borders Books and Music

We are pleased to announce that SAPCA has re-established the relationship with Borders Books and Music. Beginning in March (and continuing on an every other month basis) we will be aligning with the Huebner Oaks store to offer free public workshops. These workshops will be presented by member coaches of SAPCA. The criteria for being selected as a presenter will be determined at the next meeting of the Board of Directors. The objectives for this project are:

- ◆ **Awareness:** Create an awareness of coaching in the San Antonio community, including showcasing the many varieties of coaching available (Executive, Business, Personal, Relationship, Wellness, etc.)
- ◆ **Education:** Provide fun, interactive, educational opportunities for the San Antonio community.
- ◆ **Attraction:** Attract local coaches who are not currently members of our Association.

Chris Lucerne, Board Advisor of SAPCA, is heading up this project and will be the first presenter.

Please mark your calendar for this event and invite your circle of influence.

San Antonio Professional Coaches Association and Borders Books and Music

Presents:

Attracting Genuine Love

*A step-by-step program to bring a loving
and desirable partner into your life*
Presented by: Chris Lucerne, PCC

This free two-hour program features the book *Attracting Genuine Love* by internationally respected relationship experts, Drs. Gay and Kathlyn Hendricks.

Attracting genuine love is an inside out process. Instead of wishful thinking or effortful striving, attracting genuine love points the way to transform your internal world and utilize the dynamic law of attraction to draw to you your ideal mate. In this experiential workshop you will learn some of the fundamental steps required to attract genuine love:

- **Transform** unconscious commitments which are sabotaging your success in relationships.
- **Explore** your fear of being in relationship.
- **Eliminate** self-criticism and self-judgment standing in the way of attracting your ideal mate.
- **Discern** the five types of lovers—four to avoid and one to become yourself.
- **Create** a genuine connection in the first ten seconds with someone you find attractive.

When: Thursday, March 23rd 7:00-9:00pm

Where: Borders Books and Music in Huebner Oaks Shopping Center

About Sharon Benedict (continued from page 1)

Active member of the International Coach Federation, pursuing ICF certification, and is involved with the ICF US Global Forum and R&D endeavors. She has a bachelor's degree in art and minor in business, and a master's degree in art and industrial arts education.

For over twenty years, she has also produced creative works in jewelry fabrication/casting and weaving/fiber sculptures. Sharon was also the program manager for a highly successful arts & crafts extracurricular program at the University of California, Davis. Sharon's own two decades' personal wellness journey back to wholeness has instilled in her a passion for helping others achieve the highest level of satisfaction in wellness and life. Trained as a certified Belief Therapist, she has been a life skills consultant since 1986. Sharon has written articles for a variety of professional and ministry journals and magazines. Today, as a professional coach/consultant, she helps people seek, reach, and achieve their life goals and dreams. She partners with proactive individuals who want to experience synergy and balance with their creative abilities in art, business, wellness, and life.

SAPCA CORE VALUES

Service

Service is making a difference in the well-being of our membership, community, and clients.

Authenticity

Authenticity is our "way of being" open, genuine and trustworthy.

Passion

Passion is the fuel that energizes us into being extraordinary.

Connectedness

Connectedness is the synergy of empathy, inclusivity and relatedness, which creates alignment, belonging and partnership.

Abundance

Abundance is our attitude that creates a variety of choices and possibilities through generosity and sharing.

The Ten Troublesome Myths and the New Reality of Professional Coaching

By Dave Buck (Part 7 in a 10 part series)

Myth #7

Coaches Don't Give Advice

The BIG question: Do coaches give advice?

The BIGGER answer: If the client needs advice, they give it to them! It's time for the coaching industry to grow up and stop dealing only in extremes. In three different venues this week I heard or read a coach saying that a coach should never give advice. Here are two examples:

Example #1: I was leading a conversation with a group of coaches earlier this week and I was sharing our new coaching process. A gentleman specifically challenged me saying: *"A coach should never give advice. Or if the client asks for advice you have to let the client know that you can give it, but that that isn't coaching, it's consulting."*

NONSENSE. Where is this craziness coming from? In the conversation I was very polite. But I did let him know that I disagreed with his assertion.

Example #2: I was reading a coaching newsletter and a coach was giving an example of an exercise to do to differentiate coaching from mentoring. You make up a client situation then you ask the participants to put on a mentoring hat or a coaching hat. Then you have them suggest a thought or a question to share with the hypothetical client. If someone makes a suggestion to the client while they have on the coaching hat, you say: *"NO! A coach will ask a question, a mentor will make a suggestion"*.

CHILDISH. Why are we putting coaching into a rigid box?

Truly it is not that simple. Can you imagine....

I've been a soccer coach for 10 years with one of the top college soccer teams in the US. A player comes off the field at halftime and says: *"Coach, this guy is killing me out there! What should I do?"* I say: *"Sorry son, I'm only a coach. If you want some timely advice from someone with knowledge and experience you'll have to call in soccer consultant"*. Come on people! My job title at Seton Hall U. is assistant soccer COACH. NOT assistant soccer mentor. And sometimes I tell my players exactly what I want them to do. Sometimes they do it, sometimes they don't. If they try it and it doesn't work, then they try something else, or figure out the missing skill and work on it in practice. But I will never hold back sharing what I know if the situation calls for it.

Here is the deal...

- A) Coaching is coaching: sports, business, life, career - same thing. A coach is a knowledgeable independent observer who gives feedback, teaches skills, expands awareness and **provides any support needed to improve player performance**.
- B) YES, I have heard hundreds of coaching demonstrations where the coach is waaay to quick to give advice and the conversation goes nowhere. So, clearly jumping in with advice is not always the answer either - often it is detrimental. But that does NOT mean that it should NEVER be done!

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Myth #7—Coaches Don't Give Advice

C) In any problem situation - and problems are a BIG part of coaching - the coach has 3 basic options:

- **CHALLENGE:** "Look, it's time for you to figure this out for yourself!"
- **COLLABORATE:** "Let's put our heads together and figure this out."
- **ADVISE:** "OK listen, here's what you need to do."

D) Does the player/client have to take your advise?

NO, of course they don't. Hey, let's face it, even if they figure it out for themselves they won't follow their own advice half the time! Can you play it "politically safe" and say: *"Here's my advice but you don't have to take it."* Sure. But I would hope that you have enough rapport with your client that that wouldn't be necessary. In fact, MOST clients want your advice and would think it silly if you made such a prefacing sentence.

The key point...

There are certain situations where it is MUCH faster and better for the client to simply tell them exactly what they need to do. In fact, in these situations options A and B are downright annoying. The coach must have the depth of experience and ability to read the situation and make the right call. Making the right call at the right time is what coaching is all about - this is part of what makes it such a high impact profession. And why we should be earning the BIG bucks.

So how do you read the situation?

The answer is simple AND complex. You read the client's level of overwhelm. That's it - but it takes practice.

A) If the client has no overwhelm in the face of the problem: use CHALLENGE or COLLABORATE. In fact, when there is no overwhelm ADVISE simply does not work. It's funny but, when we are not overwhelmed we don't like to be told what to do.

B) If the client has some overwhelm (the most common scenario): COLLABORATION IS BEST. You ask them what they've tried so far. You make a few suggestions. You brainstorm options. You let them decide which way seems best.

C) If the client is in overwhelm (increasingly more common): ADVISE IS THE BEST WAY. When someone is on overwhelm they can't figure it out. And asking them a question will not help them at all. In my experience, the capacity to choose wisely is the first thing to go out the window in the face of overwhelm. They need your counsel; the benefit of your experience.

When a client is overwhelmed and you figuratively take them by the hand they will often express EXTREME feelings of gratitude. They will be energized and eager to get going with what you have suggested. It's in these moments where you earn your credibility with them - and strong credibility can last a life time. Getting out of overwhelm and into action is a tremendous relief.

Reading overwhelm...

Here is the complex part. Overwhelm is a body thing. It begins with too much feeling and then the body shuts down. Knowing (as in knowing what to do) requires a blend of thinking AND feeling AND emotion which is the channel between the two.. So if you can't feel, you can't know.

As a coach, reading overwhelm requires you to "feel" the client. If you are physically with them - as in the soccer coaching example - it's much easier because you can read the body language. On the phone, you have to listen to the words and to the energy of the words to figure it out.

The common signals are if the person is doing nothing toward their objective, they are overwhelmed. If they are doing LOTS of actions, but none in line with the objective, they are probably overwhelmed. Overwhelm creates a type of paralysis that leads to inaction or Hyper-action of meaningless activity.

The New Reality of Coaching...

There are no easy absolutes to define coaching. It takes a great deal of skill and depth of understanding to do it well - that's part of what makes it so powerful. The only absolute that I would say about my coaching is that I'll do what ever my client needs from me in the moment. When I read overwhelm, I give advice.

Next Meeting: Second Thursday, March 9th — 7:15-8:45am.
Please RSVP to Gene Hildabrand, Director of Membership
at gene@themasternetwork.com no later than Saturday March 4, 2005.

What's Up With Our Own Coaches?

Barbara Greene and NAWBO

Negotiate Your Way to Success!

Join the San Antonio chapters of the National Association of Women Business Owners (NAWBO) and of Financial Women International for a special half-day professional seminar. Based on ground-breaking research from more than one hundred women leaders, this workshop will provide practical advice you can apply the very next day at work.

- ◆ Assess your career and your professional style.
- ◆ Navigate and avoid the traps.
- ◆ Handle the challenges you face in your job.
- ◆ Move ahead in 2006 with ease.
- ◆ Take responsibility for your own career success.

Attorney, international author and speaker Carol Frohlinger, J.D., will lead this engaging half-day conference. She is an expert on women and leadership and co-author of *Her Place at the Table: A Woman's Guide to Negotiating Five Key Challenges to Leadership Success*.

WHEN: Tuesday, February 28, 2006, 7:30 - 12 noon (Continental Breakfast & refreshments)
WHERE: Norris Conference Center & Crossroads Convention Center 4522 Fredericksburg Road, Suite A-100 (San Antonio, TX 78201; 210-738-0040)
COST: By February 14, 2006: \$95 per person/\$760 reserved seating for 8 with one company name on table signage. After February 14, 2006: \$125 per person/\$790 reserved seating for 8 with one company name on table signage.

Kimberly Smith-Martinez

Please set your alarm clocks and tune into Magic 105.3 on Monday, February 13 at 6:45-7:45am. Dr. Kim will be sharing tips on attracting what you want in your life: a love interest, a better job, or better relationships with your loved ones.

Chris Lucerne, PCC

Beginning April 1, 2006, Chris will be conducting an all day workshop followed by eight TeleClass sessions on *Attracting Genuine Love*. This step-by-step program is designed to bring a loving and desirable partner into your life. The course is based primarily on the book *Attracting Genuine Love* by internationally renowned relationship experts Drs. Gay and Kathlyn Hendricks.

In addition to her Professional Certified Coach designation from the International Coach Federation, Chris is certified by the Hendricks as a Conscious Relationship and Body-Mind Vibrance Coach. Visit the events page of her website to learn more about this workshop. www.ChrisLucerne.com

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