

# SAPCA

## Next Month at SAPCA

### Career Change Coaching, Anyone?



*Presented by:*  
**Sue D'Ambrosio**

Whether a client's career change is involuntary or self-initiated, a coach may be asked to play a role in helping his or her client land that ideal opportunity. As coaches we can teach some job-search technology strategies that really help individuals promote themselves to win a position—whether it's a new job or a promotion within an organization. You may already use these strategies yourself to win over a potential client!

#### 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

#### At this meeting you will:

- Revisit how personal assessments help clients in their career path.
- Apply three specific networking applications to penetrate the hidden job market.
- Answer the question interviewees have the most trouble with, but most coaches do not.
- Learn the two simple interview follow-up strategies that make a person memorable.

#### **Sue D'Ambrosio, Career-Change Coach**

Sue works with individuals who are in career transition, guiding her clients through career search technology. She gained her experience as an executive management consultant and coach with Career Development Consultants in San Antonio. A graduate of the University of Hawaii, her M.Ed. is in Educational Communications and Technology. Her B.S. degree is from Eastern Connecticut State University where she earned her teaching endorsements in History and English. Sue has worked as an educator in both the public and private schools in Connecticut, Hawaii and Texas. She has served as assistant

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## Coaches Spotlight

Featuring Barbara A.F. Greene



*Barbara A.F. Greene*

**My Past:** I was born in Kansas and transplanted to San Antonio about 21 years ago.

The foundation for my work started early. You could say that my three core business areas — coaching, mentoring, and career transitioning — are a part of my blood line. My grandparents, aunts, and uncles immigrated to the U.S. from Lebanon to start their own businesses. Soon they were urging friends and relatives to follow, encouraging them to establish businesses. I was impressed by how much they shared and brought out the best in each other.

Just like my family, I enjoy bringing out the best in people, even people that others — including themselves — didn't think was there to be brought out. Being an unconditional giver comes naturally to me.

A lifelong learner, I have a bachelor's degree in education and a master's degree in counseling. Coaching credentials include Certified Master Coach by the International Coach Federation and Licensed Facilitator for the Coaching Clinic© and the Conflict Lens Assessment©. About half of my career has been spent in academia and the other half has been spent in the corporate world.

**My Present:** When I first started the business as a one-person operation in 1996, about 75% of my work was with individuals. However, within the first three months of starting the business, I was selected by IBM, a Fortune 100 company, to be part of launching a career development initiative for 8000 employees in Austin, Texas. Now 75% of my business comes from organizations that hire Greene and Associates, Inc. to work with highly-visible executives. And now there are actually Associates as I bring in other professionals to provide services to clients.

Throughout my worklife, I have developed relationships by connecting rather than by networking. This approach has served me well as 99% of my business comes through referrals. I work with a variety of people from a wide range of industries and organizations — from small businesses to Fortune 100 companies — focusing on executive leadership.

I work closely with companies to determine a customized approach to their needs. Often I am selected to work with executive leaders who are involved in confidential fast-track challenges.

Although my primary focus is on serving as an Executive Coach to executive leaders, the business expands to consulting with corporations about establishing corporate mentoring initiatives and includes career transitioning services.

In addition, organizations ask us to work with them in various ways: leading Visioning and Values Retreats and Focus Groups and presenting at Leadership Conferences.

**My Future:** I am going from me to we! I'm currently working with a number of talented professionals to bring a variety of personalities and backgrounds to our clients, and I want to expand the business. Also, I intend to broaden the scope beyond the San Antonio-Austin corridor, especially doing more inter-

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national work. I have worked with people from an international background; now I want to do some international traveling.

My goal is to write more. I have written articles for the San Antonio Business Journal and other publications, and I co-authored the *Texas Job Hunter's Guide* in 1998. I will continue to write articles, and I have plans for several books.

Ideally, I want to grow my business so I can become a philanthropist, donating money and other resources to important causes.

### **My Strengths and Skills:**

My active community involvement has helped me to build my business through a relationship model. I'm President-Elect of the San Antonio Chapter of the National Association of Women Business Owners and have also chaired the organization's high school entrepreneurial program, *An Income of Her Own*. I've been on the steering committee for the North Chamber's CFO Forum and was recently selected for the prestigious Leadership San Antonio program.

My flexibility and ability to juggle a lot helps me to integrate my family with the business. People find me approachable; clients and others often tell me that I create a sense of "comfortability" that makes it easy for them to talk with me. When I'm coaching someone, I work with the whole person — their whole life — not just their worklife. The strategic business model I use accelerates change within individuals and organizations. I'm an enterprising, resourceful thinker who asks thought-provoking questions.

### **Three things I want you to know about who I am:**

I always remember where I started.

## Next Month At SAPCA

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director of human resource development and trainer IV for Texas Mental Health Mental Retardation, San Antonio State School, where she also established and edited the facility newsletter.

In addition to serving as resource director for SAPCA, managing the Conference Tape lending library, Sue is a member of the Ol' Shavano Chapter of the Daughters of the American Revolution (DAR). She serves on the board of the San Antonio Transportation Association as Education Chair and is a member of SA-ASTD.

Sue and her husband, Philip, have two daughters and four grandchildren. She cares for her dad, Joseph (91), four sassy cats and her dad's dog, Daisy. In July, Susan and Philip toured northern Italy and then spent two weeks in southern Italy, visiting family and enjoying southern Italian cuisine.

Third Thursday, November 17th  
7:15-8:45am. Please RSVP to Sharon Powell, Director of Membership at [COACHSKPowell@hotmail.com](mailto:COACHSKPowell@hotmail.com) no later than Saturday, November 12, 2005.

## Coaches Tip – By Barbara A.F. Greene

- ◆ Develop a partnership between the people who hire you and yourself.
- ◆ Think both immediate and long-term needs.
- ◆ Create a relationship-for-life approach to work.
- ◆ Continue to learn about yourself, the world of work, and being in business.
- ◆ Reach out to the community, locally and internationally.
- ◆ Change yes/no questions into discovery questions.
- ◆ Be They-Focused instead of Me-Focused.
- ◆ Stay flexible.
- ◆ Connecting is more important than networking.

## 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 6 in a 10 part series)*

## Myth #6

**If the client doesn't take action it means they are not "coach-able"**

**The New Reality:** Inner conflict is the primary cause of inaction. The coach is responsible for helping the client find and resolve inner conflicts.

All coaching begins with an intention. Intentions lead to a few meaningful objectives. Meaningful objectives lead to several inspiring projects; and inspiring projects lead to lots of concerted actions. So far so good, yes? With regards to action, the main job of the coach is to ensure that the client knows what to do next.

If the client doesn't know what to do, or how to do it, it's your job to teach them! (Remember, coaching is teaching!) *NOTE:* If YOU don't know, which happens sometimes, then you and the client go into research mode and find the solution together. Finally, you collaborate with the client to create a strategy that leverages his/her strengths and weave the best possible actions into the rest of his/her life.

*Example:* Most clients think in terms of objectives - what they want to accomplish - so you start there. Bill wants to expand his consulting business to \$10,000 / month in revenue. Great! The coach will have Bill take a step back and find the "Intention" or way of being - A thriving business builder; A recognized leader in the community. This will open the way for several inspiring projects: one being to deliver his new "Internet Strategies for Retail Business" seminar for the members of the local chamber of commerce. The coach has Bill identify the "next action": Call the president of the chamber of commerce and propose a free workshop.

Now your work as a coach is done, right? Once Bill has a clear action plan, the coach can just sit back and watch it happen because the client is responsible for the result. The next thing you need to do is get on the phone with Bill in a week or so and happily discuss how all of the actions on the plan were completed with ease. LOL!

Quite often one of two things will happen: 1) the client will not take a necessary action or ,2) The client takes LOTS of actions but not the ones that will lead to the desired result (in other words the actions are not "in concert" with the objective).

### **What happens if the client doesn't take action?**

I remember so clearly one of my early experiences as a participant in a coach training program. A coach in the class was asking the instructor what to do when a client doesn't take a needed action for several weeks in a

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row. The instructor's response was that if the client doesn't take action, then that means they are not coach-able. UGH! **This is a commonly held myth and it is disabling to the entire coaching profession.**

If the client repeatedly avoids a necessary action toward a meaningful objective then it is highly likely that the client is experiencing "conflicting intentions". When this happens, and it happens all the time, the next step of coaching (expanding awareness) begins. Before we can understand inner conflict, however, we have to understand what freedom from inner conflict looks like so we know where we are going!

You are being great when you are free to do just what is needed in the moment with nothing holding you back, open to whatever is happening in and around you and conducive to the many miracles that are pulling you in the direction of the results you desire.

Greatness is a state of being. It is experienced when there is perfect balance between body awareness (Feeling fully), soul awareness (Sensing wholeness) and ego awareness (Acting with clarity). Interestingly, greatness is not about achieving anything in particular. Yet, when you are "being great" you naturally achieve more. What are the benefits of living in a state of Greatness?

- When you are feeling fully you can always trust and act quickly on your intuition
- When you are feeling fully, you are free of judgments about yourself and others
- When you are sensing wholeness, you are free from worry about the acceptance of others
- When you are sensing wholeness, you never hold yourself back
- When you are acting with clarity, your mind works to create solutions rather than find something to blame for the problem
- When you are acting with clarity, you are open to all possibilities with no attachment to something happening "my way"

However, we don't often experience life in this way. (No kidding!) Why not?

### ***The Core Dynamics of "Inner Conflict" answers the BIG question.***

The "core dynamics of inner conflict" is a "pattern language" of behaviors that cause us to suppress our own greatness. They explain what is really going on when your client doesn't take action.

Remember Bill from our example: he was going to call the President of the Chamber of Commerce to discuss his new program. However, when he thinks about making the call, he gets an uneasy feeling in his stomach so he doesn't make the call. Instead he checks his email and moves the action to tomorrow's task list. What IS that? Well, it's probably a blocked energy relating to earlier experiences of being rejected. His intention to avoid anything that might create the possibility of rejection is greater than his intention to build a thriving business. Hence we use the term: "inner conflict".

### ***It's all about moving energy***

Core = Innermost part; Dynamic = Relating to energy. During the course of our lives we participate in and are the witness to a WIDE variety of experiences. Some of these experiences happen over and over again and have the effect of "conditioning" our thoughts and feelings. Often these conditioned thoughts become a limiting belief like - "I can't handle rejection". Often these conditioned feelings are stored in the body as energy - for example, that uneasy feeling in your stomach when Bill thinks about making that phone call which might result in being rejected.

It is your job, as a coach, to be willing to discuss these deep feelings and have a variety of tools to "move the energy" so that the client is free and once again expressing his greatness! Trying to motivate him by telling him: "You can do it", is not likely to work. This is not a "woo woo" exercise by any means. This is practical stuff - stuff that gets the clients to the results they desire. There are a variety of techniques that you can use in these situations - we teach many of them in our Core Dynamics Coaching program. The point of this article however, is that almost everyone is coach-able AND almost everyone bumps up against inner conflict on a regular basis. It is that it is YOUR JOB as the coach to go deep, get to the core of the issue and resolve it. When you can do this on a consistent basis, your clients will get great results and you will have a thriving business because "results" are in great demand in the market place today.

## What's Up With Our Own Coaches?

### Leslie Cardinal

I was recently interviewed about coaching by a columnist with the Wall Street Journal! Also, some of my Cardinal Success Tips are now being published in a newsletter for a San Antonio educational project called BRIDGE. Their goal is to enhance student success across all of San Antonio, especially in the areas of mathematics, science, and technology. Local employers have said that they need employees to have skills not only in the areas of math, science and technology, but also in the areas of teamwork, communication and problem solving. So, I offered to write a short success tip related to these areas when they recently started publishing an email newsletter. The newsletter is sent to community leaders, city government leaders, business executives, and educators in San Antonio. I am hoping that this will help to spread positive info about coaching around SA!

### Barbara A.F. Greene

Barbara A. F. Greene, Founder and CEO of Greene and Associates has been selected to participate in Leadership San Antonio which is sponsored by the Greater San Antonio Chamber of Commerce and the Hispanic Chamber of Commerce.

### Chuck Saxer

Chuck Saxer of San Antonio, TX recently attended MindLab Forty-Eight, Inscape Publishing's semiannual learning conference. MindLab Forty-Eight, in San Antonio, Texas, brought together independent trainers and consultants from around the U.S. to explore leading-edge approaches to improving individual and organizational performance in today's workplace. Chuck is a business leader who has demonstrated his commitment to staying abreast of developments in today's changing market in order to deliver value to his clients. EPIC, Inscape's proprietary online platform, allows Chuck to deliver Inscape's most advanced learning instruments via the internet, and the new *Team Dimensions Profile 2.0 Group Report*, a new team development tool that helps build appreciation and reduce conflict among group members.

Chuck Saxer is President/CEO of Organizational Leadership & Development, Inc. and a consistent Inscape award recipient. For 2004 he received the Ruby Award and has already qualified for this award in 2005.

Chuck was recognized by Leadership Management Incorporated at their Annual Conference for operating a successful franchise for 17 years and shared some of the reasons for his success.

## What's Up With Our Own Coaches?

### Michael Baker

#### *Michael Baker, The Sales Buddha, Receives Recognition As Certified Networker*

Gene Hildabrand, The Master Networker, recognized Michael Baker, The Sales Buddha, for completing the Certified Networker Program offered through The Referral Institute. Michael is the first Sales Coach in South Texas to receive such recognition. The presentation was made on the set of The Master Networker television show, where Gene and Michael filmed a segment talking about the importance of building relationship in marketing and in sales.

The Master Networker with Gene Hildabrand, now airing in San Antonio Saturdays at 5:00PM on Time Warner Cable Channel 20, the program introduces you to business and community leaders, acquaints you with networking groups, organizations, and associations, and provides insightful and helpful training to equip master Networkers. The Sales Buddha additionally taped a training segment on Creating Visions That Drive Goal Setting that will be airing in upcoming weeks.

Utilizing books and materials developed by Dr. Ivan Misner, the Certified Network Program was developed as a joint effort between [BNI](#) and the [Referral Institute](#). Between the efforts of the 2 organizations, the actual CNP material was developed.

Dr. Ivan Misner is the Founder & CEO of BNI or Business Network Int'l. BNI was founded in 1985. The organization has over 2,500 chapters throughout North America, Europe, Australia, New Zealand, Asia and Africa. Last year alone, BNI generated over 2.1 million referrals resulting in over \$727 million dollars worth of business for its members.

### Kimberly Smith-Martinez

I started my first blog: it is at [envisionyourdreams.blogspot.com](http://envisionyourdreams.blogspot.com) It is a blog devoted to providing the reader some info about how coaching can work in their life. My other news is I am launching an inspirational merchandise line for coaches and/or clients (t-shirts, notecards and possibly a plush toy), also called Envision Your Dreams--which will be ready in time for ICF in November.

### Irene Maxfield

Irene Maxfield (I-MAX Consulting LLC) traveled to Halifax, Nova Scotia, and Kitchener, Ontario, to deliver management seminars for Park University (Missouri), a leader in distance education known for offering degrees on military bases world wide.

*Its not too late to register for the ICF Annual Convention being held in San Jose, California November 9th—12th. Many SAPCA members are attending and invite you to participate in the learning, the fun, and in giving a boost to your Coaching Business.*

[www.coachfederation.org](http://www.coachfederation.org)

# San Antonio Professional Coaches Association

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