



San Antonio  
Professional Coaches Association

# SAPCA

## Next Month at SAPCA

### The Process of Credentialing



**Michael Baker**  
Immediate Past-President of SAPCA

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Since the inception of coaching anyone and everyone can hang out their shingle and call themselves a coach. Many people adopting this title have not been trained, nor do they subscribe to the ethics, standards, and coaching core competencies as outlined by the ICF. This causes confusion in the minds of the consumer... they don't know how to clearly answer the question "what is coaching," and they don't know which coach to hire.

As the coaching profession matures and evolves, becoming an ICF credentialed coach will become more-and-more important. Prospects will want to

**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

know that the coach they are hiring is credible and experienced. Being an ICF credentialed coach will set you apart from the masses.

Also, the ICF plans to ramp up their PR and marketing campaign to create an awareness of professional coaching. They will include in that marketing the message... *secure the services of an ICF Credentialed Coach*. Also, prospects will be encouraged to use the ICF Coach Referral Service to easily find a coach that can support their interests.

If you are serious about your coaching business and plan to continue that business for any length of time, you will want to consider becoming an ICF Credentialed Coach. As the years pass this designation will become more-and-more important.

Join Michael Baker, Immediate Past President of SAPCA for a lively discussion on *The Process of Credentialing*. It is easier than you might think!

**Next Meeting:**  
Second Thursday  
January 11th-7:15-8:45am  
Please RSVP to  
Nora Fellows, Finance Chair at  
[fellows@gvtc.com](mailto:fellows@gvtc.com)  
no later than  
Saturday January 6th

## Celebrating International Personal and Business Coaching Week 2007

We've raised the bar on our activities for coaching week! Your Coaching Week Planning Committee members, lead by Angie Woodrow are fully engaged in the creative process bringing you and the San Antonio community a week to remember. Beginning Sunday, February 4th through Thursday, February 8th multiple events are being planned. Four evening events will be held at Borders showcases several coaching niches. The flyers for all events are currently being created. We will send them to you via email within the next two weeks.

The grand finale of Coaching Week will be a highly interactive four-hour workshop on Thursday morning. We invite YOU and your circle of influence to play the game of enhancing your personal and professional relationships. We request that you begin developing your list of people you would like to invite... and it is an event they won't want to miss!

### **The Relationship Connection** *Explore the Inside/Outside Game of Conscious Conversation*

*Presented by Chris Lucerne, PCC and  
Kimberly Smith-Martinez, Ph.D.*

Relationships! They can be your greatest source of joy and happiness or your greatest source of pain and sorrow. From intimate to professional and everything in-between, surprisingly your many relationships require the same set of skills. Satisfying relationships do not happen by chance; rather they transform and flourish through your willingness to grow and use effective life skills. The center point of this interactive workshop is the *Conscious Conversation Game*, teaching innovative skills to enhance all of your relationships. You will:

- **Establish** a powerful clear *intention* that allows your Authentic Self to guide constructive action.
- **Engage** in *conscious conversation* by increasing your ability to listen for what is essential.
- **Learn** *the art of tossing...* how to keep the conversation going to a gratifying conclusion.
- **Expand** your *openness to learning* to create connection, harmony and personal growth.
- **Discover** how to foster positive relationships through the fine art of *appreciation*.
- **Create** a *game plan* for significantly enhancing your important relationships.

## *Happy Holidays*



*We are wishing you a holiday season filled with wonderful connections, delightful surprises, and lots of belly laughin' fun! May your seasonal experiences related to your spiritual pursuits be deep, meaningful and satisfying. May you be reminded often of the incredible person that you are and the difference you make. May you continue to ripple your brilliance and your heart out into the world and feel that love and abundance returned to you 1,000 fold. We appreciate and love you, and wish you the happiest of holidays and an abundant, deeply fulfilling 2007.*

## Be a Presenter for a Borders Event

### Represent SAPCA! Gain Community Exposure for your Coaching Business

#### *Be a Presenter for a Borders Event* March 15, 2007 or May 17, 2007

Our Borders Events continue to be a great success. On an average we are seeing an increase in attendance each month. The majority of the audience comes from our growing database of Community Members and SAPCA Coaches who come out to support these events. We have one more event scheduled on January 18th (see flyer at the end of the newsletter for details), and would now like to line up events beyond that date.

The objectives of the Borders Events are to create an awareness of coaching in San Antonio, provide fun educational programs for the community, and attract new coaches. We want to include topics from a variety of coaching niches (business, executive, personal, wellness, spiritual, retirement, etc.) as well as sell books.

*Please submit an RFP for consideration. The following is the criteria for submission. You must be:*

- ◆ A Member of SAPCA and the ICF.
- ◆ Able to articulate and demonstrate what professional coaching is.
- ◆ A past presenter in front of the SAPCA membership, or one of the SAPCA Borders Committee members has previously seen you present.
- ◆ Able to professionally represent SAPCA with an interactive workshop that engages the audience.

If you meet or exceed the above, **please send an RFP to Chris Lucerne (Borders Committee Chair) no later than Sunday, January 11, 2007** ([chris@chrislucerne.com](mailto:chris@chrislucerne.com)). She and the committee members, Michele Henkle-Ireelan and David Flack, will review it, and get back with you within two weeks of your submission.

*Include the following in your RFP:*

- ◆ Title and author of the book you want to showcase.
- ◆ A brief overview of the main concepts of the book (200 words maximum.)
- ◆ Which months you are available... Thursday, March 15, 2007, or Thursday, May 17, 2007. All presentations are from 7:00-9:00pm.

## What's Up With Our Own Coaches

### Jayne Garrett

Jayne Garrett recently had an article written about her in the UNLV Hotel College Alumni Magazine. This article beautifully described her journey into making a difference in the world and the birth of her two books: *Adventures in Lighthearted Living: A Baby Boomer's Reflections to Getting Older*, and *Adventures in Menopause: A Lighthearted Guide to Surviving the Memo Monsters*. As a graduate of UNLV Jayne says the article reconnected her with her former college roommate and some other cool people she hadn't seen in 25 years. Also, she has a few coaching related engagements in the hopper as a result of the announcement.

Self-improvement is a journey that never ends, and here's a book that will make that journey a bit easier for you. As a co-author with John Gray, Jack Canfield, Bob Proctor and others, **David Flack** is in the book *"101 Great Ways To Improve Your Life: Volume 2"* which is now being distributed in Barnes & Noble and Borders (ISBN 0-9745672-7-2) as well as on his website at <http://www.theacceleratorcoach.com/101GreatWays.html>

### Lorna Engleman and Judi Craig

Lorna Engleman and Judi Craig are in the Fourth Anniversary Issue (Nov/Dec 2006) of **San Antonio Woman Magazine**.

Lorna's article *"From Practicing to Coaching"* is located in the Women in Business section (p.99), Judi's article *"How to Get Testimonials"* is located in the Business Coach section (P.106).

Pick up a copy today!

## 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 ICF Coaching Core Competencies

Over the next few months we will be showcasing the eleven current ICF Coaching Core Competencies. The competencies were developed to support greater understanding about the skills and approaches used within today's coaching profession as defined by the ICF. They will also support you in calibrating the level of alignment between the coach-specific training expected and the training you have experienced. These competencies were used as the foundation for the ICF Credentialing process examination.

***We hope you will accept our challenge to evaluate your coaching sessions with your clients to make sure you are in alignment with the ICF Coaching Core Competencies.***

**Note:** Each competency has a definition and related behaviors. Behaviors are classified as either those that should always be present and visible in any coaching interaction (in regular font), or those that are called for in certain coaching situations and, therefore, not always visible in any one coaching interaction (in italics).

## COMMUNICATING EFFECTIVELY

**Active Listening** - Ability to focus completely on what the client is saying and is not saying, to understand the meaning of what is said in the context of the client's desires, and to support client self-expression...

- Attends to the client and the client's agenda, and not to the coach's agenda for the client,
- Hears the client's concerns, goals, values and beliefs about what is and is not possible,
- Distinguishes between the words, the tone of voice, and the body language,
- Summarizes, paraphrases, reiterates, mirrors back what client has said to ensure clarity and understanding,
- Encourages, accepts, explores and reinforces the client's expression of feelings, perceptions, concerns, beliefs, suggestions, etc.,
- Integrates and builds on client's ideas and suggestions,
- "Bottom-lines" or understands the essence of the client's communication and helps the client get there rather than engaging in long descriptive stories,*
- Allows the client to vent or "clear" the situation without judgment or attachment in order to move on to next steps.*

**Powerful Questioning** - Ability to ask questions that reveal the information needed for maximum benefit to the coaching relationship and the client...

- Asks questions that reflect active listening and an understanding of the client's perspective,
- Asks questions that evoke discovery, insight, commitment or action (e.g., those that challenge the client's assumptions),
- Asks open-ended questions that create greater clarity, possibility or new learning,
- Asks questions that move the client towards what they desire, not questions that ask for the client to justify or look backwards.

**Direct Communication** - Ability to communicate effectively during coaching sessions, and to use language that has the greatest positive impact on the client...

- Is clear, articulate and direct in sharing and providing feedback,
- Reframes and articulates to help the client understand from another perspective what he/she wants or is uncertain about,
- Clearly states coaching objectives, meeting agenda, purpose of techniques or exercises,
- Uses language appropriate and respectful to the client (e.g., non-sexist, non-racist, non-technical, non-jargon),
- Uses metaphor and analogy to help to illustrate a point or paint a verbal picture.*

# The Power of Winning

*Using the language of games and winning to build your business.*

*By Dave Buck, Coachville*

**The Problem:** There is no connection between coaching and success.

For years coaches have tried to position themselves as success merchants... hire a coach to accomplish your goals and be more successful. While it is true that coaches do this, it does NOT fit in the mind of most potential prospects of coaching.

**TRUTH:** There is absolutely no pattern language connection between coaching and success or coaching and reaching goals.

If you approached 100 people on the street and asked them the top three most important things to do to become successful or reach a goal, NOT ONE of them would say to hire a coach. They would say things like: focus, work hard, be determined, don't quit, have a plan, and maybe some would say to get advice from someone who has done it before. But they would not say to hire a coach.

Not to mention the bizarre fact that for the past 20 years we (the coaching industry) have been actively trying to convince the public that coaches don't actually know anything specific about what the client is trying to do! UGH!, but that's a different conversation.

A short way of describing pattern language in this case is a connection of thoughts that occur easily because they have been repeated many times. Another aspect of pattern language is that the pattern language phrase evokes an entire experience. Here again, there is no common of experience between coaching and success for MOST people.

So in order to get this to work (selling coaching as a success tool), we have to create a whole new pattern in the minds of people: VERY HARD WORK. And clearly it is not working!

**The Solution:** Game Pattern Language

Use the pattern language of games. There is a natural pattern language connection between playing a game better, playing to win, AND having a coach to help you do that. Most people already know that coaches help people win! They have seen it their whole lives in many different forms. Hence the pattern.

Through sports, the Olympics, and other highly public high performance endeavors most people have a natural understanding of this concept. You don't have to convince them of anything. IMPORTANT: even if you don't like sports or even competition, you still get the idea that coaches help you play better and win.

**So, then the issue becomes:** Can you have someone see that what they are trying to accomplish in business or life can be perceived as a game that they can play and win... that there is a game for them that is worth playing... that learning to play something better is rewarding and fun?

As it turns out, THIS IS EASY! People understand games and they love to play. Though many folks have been conditioned out of playing, it is an easy thing to restore because it is natural for humans to play. Once a person perceives what they are doing is a game, hiring a coach is obvious.

# San Antonio Professional Coaches Association (SAPCA) Roster

Lockhill Station Post Office Box 780114 - San Antonio, TX 78278-0114 ♦ [www.sapca.org](http://www.sapca.org)  
Membership List (more details and photos at <http://sapca.org/members2.htm>)

## LEADERSHIP

**President:** Michael Baker [Michael@MoveToAction.com](mailto:Michael@MoveToAction.com) 830-537-3576  
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**Board Advisor:** Chris Lucerne, PCC [chris@chrislucerne.com](mailto:chris@chrislucerne.com) 408-7699

## Credentialed Coaches Members (Certified through ICF)

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## Affiliate Members (ICF Members)

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in Huebner Oaks Shopping Center



**SAPCA**

ICF chartered chapter  
INTERNATIONAL COACH FEDERATION

**INVITES YOU TO**

# Pretirement

*Retirement wisdom that you won't get from your financial advisor!*

**Thursday, January 18, 2007 7:00pm-9:00pm**

Whether next month or in 20 years, you will step into some form of retirement. **So how will you define this next chapter in your life?** What will sustain you, generate good health and bring meaning to your life? How will you prevent the risk of experiencing less joy, less happiness and poor health? This workshop (which isn't about the money) is for those who need to think about retirement whether they are 40, 50, 60 or 70.

### *During this interactive presentation you will:*

- **Explore** the various life arenas to determine your readiness for full or part time retirement.
- **Understand** why the fulfilling benefits of working "MUST" be replaced in some manner during retirement.
- **Learn** the questions to ask yourself to express "THE REAL YOU", during retirement.
- **Draft** the design of your "Get-A-Life Plan" for a successful and fulfilling retirement, whether 5, 10 or 20 years away.



This FREE two hour fast moving presentation will get you thinking that retirement is about more than financial security, featuring the books "How to Retire Happy, Wild and Free" and "The Joy of Not Working" both by Ernie Zelinski.



### **About the Presenter**

Michele Henkle Irelan is a local Personal/Business Development and Retirement Coach who has over 30 years experience in business. Since 1994, Michele has coached individuals, professionals, executives, business owners and retirees in designing their personal and professional lives. She works hand-in-hand with her clients to bring their values into play and create a life and a lifestyle in which they thrive. Michele is a Professional Certified Coach through the International Coach Federation and incoming President of the San Antonio Professional Coaches Association. [www.SuccessWorks.com](http://www.SuccessWorks.com)

**Borders will present all guests with a 20% off coupon good for all purchases made on the evening of the presentation.**

*\*Some restrictions apply*

**Event being held at**

**BORDERS®**

Huebner Oaks Shopping Center  
I-10 West between Huebner and DeZavala  
11745 IH-10 West, Suite 110—San Antonio, TX 78230  
210-561-0022

***Come early, select the books you want to purchase and bring them to the presentation. At the end of the presentation you will be given your coupon for a 20% off your purchases.***