

SAPCA

Next Month at SAPCA

Who's Telling the Truth Anyway? *Care-Frontation and Boundary Proofing*



Presented by:
John Lovitt, Ed.D.

Do we really tell the truth to others? Are our boundaries known to those around us and our clients? Do we act on our boundaries? Are others aware of our standards? What is the relationship between our boundaries and standards? Where do standards come from? How do values and beliefs fit into standards and boundaries, or do they?

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

This presentation is from John's new book coming out this October:

Participants will learn how to become aware of :

- ◆ Their boundaries;
- ◆ The Care-Frontation process;
- ◆ The impact of Self-Care-Frontations;
- ◆ How standards affect the Care-Frontation process; *and*
- ◆ How the Non-Defensive Listening process affects our Care-Frontation process

John is a Corporate Coach, Trainer and Consultant to business and industry. Currently an Adjunct Professor, John has a doctorate in Education, masters in Community Counseling as well as a YMCA Senior Director Certification, and an undergraduate degree in Psychology. He has four children and six grandchildren. Married to Alice Ewing, he supports her frequently with his real estate license (Alice is a Realtor with Keller Williams Realty).

Second Thursday, August 11th 7:15-8:45am Please RSVP to Sharon Powell, Director of Membership at COACHSKPowell@hotmail.com no later than Saturday, August 6, 2005.

Fearless Visions



By Mike Baker
SAPCA President-Elect

A few of weeks ago, I had the honor to speak with some courageous ladies from the Christian Women's Job Corp. The purpose of the CWJC is to provide a Christian context in which women in need are equipped for life and employment; and a mission's context in which women help women. Women receive training in life skills and job readiness. Often computer skills are taught as well, since each ministry is customized to meet the needs of the participants and their community. The topic of our conversation was creating a personal vision for each of them, a topic that many Coaches deal with regularly. I looked forward to sharing with these ladies.

I eased into a dialogue and was quickly and unexpectedly swept up into an incredible current of energy and enthusiasm. I asked them to think about it and tell me. *"What would you do today if you knew you could not fail?"* The responses I got, to say the least, blew me away! As we went around the table the answers came flowing out. Start a CWJC type or-

ganization for Hispanic females; Bring my entire family together in a healing relationship; Get a job with the National Park Service in Big Bend; Start a flower shop for a business; Write a book; Raise the finest Quarter Horses in Texas; Bring order to my household; Create a Foundation that would help parents deal with the disability that my child has and several others that left me a bit speechless.

As I sat back and looked around the room, I stumbled internally with what my answer to that question might be. *"What would I do today if I knew that I could not fail?"* No immediate answers came to mind. Yet these "women in need" ripped off incredible visions one after the other. All were attainable, maybe not tomorrow, but with patience, perseverance, and a plan they could be attained. With a strong belief in your faith and yourself anything is attainable. Fear of failure becomes a small bump in the road. Every single person at that table had experienced tremendous personal failures, but here they were, ready to take on the world! I have no doubt that in the years to come these ladies will attain for themselves a vision beyond their wildest imaginations.

It seems to me that when I go ready to "deliver the goods" by sharing my experience and knowledge as the "Teacher", is when I come away learning the most as the "Student". I think that lessons like this one are what keep me energized as a Coach. What lessons have you learned recently by giving of yourself?

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 3 in a 10 part series)

Myth #3 - A Good Coach Can Coach Anyone

Reality - 90% of coaching is based on teaching from experience. In the early years of coaching it is best to coach people who have a desire to learn what you have that ability to teach. This myth is an unfortunate consequence to myth number two: the client has all the answers. If the client has all the answers then a good coach can coach anyone - no knowledge or experience of the clients' situation is necessary at all. This is TOTAL NONSENSE! It has had a damaging effect for the professionals who have bought into it AND for the industry as a whole.

A few examples to make the point

The new coach has spent 20 years working for a large corporation in various capacities decides that she will coach entrepreneurs. Ten minutes into the conversation the struggling entrepreneur prospect, hopeful that she has found someone who can really help, asks the inevitable question: "How many businesses have you started?" "Well none, but..." Conversation over. The coach is frustrated and the client is left with a sense that coaches don't know what they are talking about.

A sweet and smart guy I coached who had spent the last 20 years as a pharmacist had bought into the myth and decided that he wanted to coach world leaders. Luckily for the coaching profession, Bill Clinton didn't return his call. Can you imagine if he had? "Well no, I've never held a public office, but I have a good friend who was a mayor of a small town in Minnesota. And I'm a great coach and I'm sure that I can help you." **RIDICULOUS**. My point here is that it's not the fault of the coaches who get these ideas, the problem is the myth.

Ending the time-wasting debate

Eliminating this myth from the coaching conversation will have a wonderful side effect of ending the positively stupid and energy-consuming debate: to niche or not to niche. This is NOT the question. With very RARE exception the ONLY WAY TO BUILD a coaching business is by using situational marketing and coaching. Build your coaching business around what you know. The fact is: most clients of coaching today demand that the coach has experience in their situation. (There is an exception which I will explain in a moment).

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(Continued from page 3) - *A good Coach Can Coach Anyone*

Why this works

Coaching is teaching - from experience and knowledge. To maximize the value that you can add, look for clients who can get value from your experience. This is good for you and good for the profession as a whole because you will have credibility - for the coaching profession to thrive, credibility is key. Shared experience is the fastest way to build trust and rapport which is essential to the selling process! As you continue to coach, over time you will experience new situations with your clients. This gradually expands the number of client situations where you can add maximum value.

How this works

It is crucial for you as a coach to teach and communicate with your clients in a way that is highly interactive and collaborative. Effective coaches of today don't just give ideas and dump knowledge into their clients' laps. They will delve deeply into the client situation. By really getting to know the client, the coach can then share knowledge that the client is ready for. Your personal experience in the situation they are facing will help you use Proficiency #8 Hone in on what is most important. A coach then takes this teaching and supports the client in expanding their awareness about what is possible. The key here is the ability to create certainty for the client. You can not create certainty if the clients' situation is "out of your league".

A quick example from my experience as a coach

When I started my coaching practice in January 1997, I focused on natural health coaching and did quite well. Why? Because I had spent the previous 15 years curing myself of hypoglycemia and had read hundreds of

books on natural health practices.

Then I reinvented my practice into "Personal Branding for solo-professionals" and did very well. Why? Because I had done it myself several times first as a consultant for 15 years and then again as a coach. Now, I'm reinventing my coaching practice again around a very specific situation that I am quite passionate about: When a #2 suddenly becomes the #1 and stepping up is the only option. I've lived it, survived it, and now I'm ready to coach others in this situation.

Finally, keep growing as a coach!

Coaching is all about adding value. So, the game has two parts. One, keep living fully and challenging yourself so that your personal experience grows quickly. Two, keep growing as a coach so that your skills become a significant part of the value you add.

Oh, that exception I mentioned earlier...

I do believe that a truly masterful coach - say, 7-10 years plus in the business - can coach just about anyone due to their extreme capacity to quickly understand people and situations. As more coaches reach this place we'll explore it further. Maybe I should give Bill Clinton a call? ;-))

Are You Registered?

Registration is now open for the 10th Annual International Coach Federation Conference to be held in San Jose, California, November 10 - 12th, 2005. Now is the time to take advantage of the Early Bird Registration fee - your BEST deal! Early registration now lasts through August 31st! Please visit the website at <http://www.coachfederation.org/conference/sanjose05> to see what is in store for you this year!

Coaches Spotlight

Featuring Wendy Geisler



Wendy Geisler

MY PAST:

Wendy holds degrees in both Nutrition and Education from the American University in Washington, D.C. She is nationally credentialed by the American Dietetics Association. She is an active member of the San Antonio and Texas Dietetics Association. Wendy is also an actively involved member of both the San Antonio Professional Coaches Association and The American Business Women's Association.

MY PRESENT:

Since 1993, Wendy, professionally known as The Nutrition Maven™, has been educating and coaching individuals, families, groups and corporations, about the basic principals of nutrition, as well as the methodology behind food as a means to facilitating healthy changes. She enlightens people about the empowering affects these changes can have on our lives and the lives of others. Considering today's fast pace and high expectations, sound nutrition is **PARAMOUNT** to productivity, stamina and attendance in the workplace as well as in our personal lives. However, good eating habits are the "first thing to go". The Nutrition Maven™ guides people on a journey

back to a healthier reality.

MY STRENGTHS AND SKILLS:

Lifestyle demands have made it ever more challenging for people to execute their goals into what is their personal reality. During her many years of experience working with a vast array of clients whose dietary needs and lifestyle challenges range all ends of the spectrum, Wendy has clearly seen a common thread. Temporary changes are not **authentic** lifestyle changes.

Wendy has created a **working model** that has proven to be successful, gratifying, and lasting. She educates and coaches through a positive and **empowering** approach. She coaches her clients to focus on striving to meet their nutritional needs rather than deliberating on restrictions. It's a total reversal of the usual thought process for most people and is extremely positive in its nature. The emphasis is also on learning how to make choices in one's **real life situations**, rather than following a contrived temporary fad. It's about learning to feel comfortable about food again and remembering natural inclinations. These are **authentic** "lifestyle changes"...changes that help her clients succeed in achieving their desired goals.

MY FUTURE:

Wendy said, "As times evolve, so must we continue to change and evolve. Perhaps it's not as much a matter of changing but reevaluating. We must continually reevaluate ourselves and our goals to be certain we're meeting the needs of the public. I have a strong desire to reach more people with my message. I have a lot to share. It's time to head for the Internet. Don't be left behind! I am making a proclamation that my website will be up and running by 'year-end'. I am making a proclamation that my tips will be forthcoming from my website on a regular basis by 'year end'. I

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have developed a teleclass and hope to have it listed by 'year end'. Now that I've said it, I know that I will execute these goals. Saying it brings the reality closer! That's coaching! These may appear to be short-term goals. But, in fact, they will lead me to my long-term goals of more financial independence, more flexibility, and the ability to reach more people while being more affordable. These are very important personal goals I am striving to achieve."

THREE THINGS I WANT YOU TO KNOW ABOUT WHO I AM:

- ◆ I treasure family, friends and good health above all else.
- ◆ I have lived in Texas for 26 years, but, once a New Jersey girl, always a New Jersey girl.
- ◆ I **love** what I teach. I **live** what I teach. I'm always the teacher!

Coaches Tip from Wendy Geisler

The Complimentary Session *It can come back to bite you!*

I have determined over time through much deliberation and evaluation that the heavily marketed "Complimentary Session" carries some excess "baggage" I can easily live without. I have recently dispensed with using this term as a marketing tool. That's not to say that I don't offer one. Potential clients just don't see it coming.

First let me say that, for me, a typical scenario would be a phone call or e-mail from a potential client expressing interest in my contacting them with "how I work" being the most frequented phrase. In my niche, one question invariably leads to one more. E-mail is simply not practical at this stage of the relationship. I learned this through the "school of hard knocks". Therefore I have found that if I am contacted via e-mail, I suggest several time slots when they might try to contact me by phone or they can e-mail me with some

alternative options. The suggested message as they receive it is to **get acquainted**. I let them know that we'll need at least 15 minutes.

I have found that the term "Complimentary Session" carries some negative results not the least of which are the many **expectations** of the potential client. Naturally, when you actually call it a session, one **expects** high content. The problem with this is that as coaches we know that people vary greatly in how skilled they are in communicating the challenges that led them to seek our skill sets. Coaching some people to focus and express their goals can often be a huge undertaking in itself. It can often be a process that takes more than one session to reveal itself. Therefore I prefer not to have a potential client establish preconceived expectations for that first call. **The last thing** you ever want is for a client to leave feeling frustrated that they didn't resolve an issue. I prefer the call to "flow freely". The work is up to me, the coach, to direct. And this might just be one of my favorite things to do. I believe in the "sales" arena this would be referred to as the "closer". I love finding the right angle, just the right door. Then, sensing that perfect moment, you just "know" it's time to say, "How 'bout we set up a time to get together so I can start turning on those light bulbs for you?" Yes! You've made a real connection! People are perfectly willing to pay for the rest. We as coaches need to put more value on our time and ourselves and not be so ready to GIVE our services away just to "get clients".

8 KEY INGREDIENTS FOR THE FIRST ENCOUNTER

1. **Listen** well for all sorts of clues.....**right away!**
2. **Reveal** yourself, your philosophy, and your style as quickly as possible..... but **briefly!**
3. **Personalize!** Establish a rapport by incorporating something they say so they know you **HEAR them.**
4. **Listen more.....Write less.** Being on the phone is NO EXCEPTION! They can tell! You can write when you hang up.
5. Ask **productive questions**.....questions that will:
 - a. stimulate more conversation
 - b. reveal more insight about the potential client
 - c. provide you with an "opening" to do some laser coaching & demonstrate your skills
6. **Never** let them feel like you're following an outline.
7. **Master the "wrap up"**. Value your time AND theirs. Respect that they may have other commitments as well.
8. **Close** with something for them to think about.... not a big heavy assignment right off the bat. You're just planting the seeds.

What's Up With Our Own Coaches?

Congratulations to all of you for your awesome accomplishments!

Janet Bonnin

I Do, I Do ... NOW WHAT?

On the evening of August 2, Simple Journeys Life Coach Janet Bonnin and her husband John Bonnin are bringing a Relationships Workshop entitled, "*I Do, I Do... NOW WHAT?*" to St. Peter the Apostle Catholic Church in Boerne. This fun and interactive workshop is for anyone interested in a committed relationship. During the session, skills are identified that experts have found will strengthen any relationship, and a great communication technique is practiced to help couples work through issues. The workshop is sprinkled with entertaining stories from the couple's twenty one years of marriage, interesting group discussions and fun activities. Janet Bonnin may be contacted in Boerne at 830.249.9785 or at 210.216.9785 to register or for more information. Please let anyone who might benefit from this experience know about it!

David Flack

David Flack rarely misses a SAPCA meeting, yet couldn't be two places at once in June. He addressed 600+ people in Atlanta June 9-12 on "Adopting Awesome Attitudes" and now has both his books online at www.TheAcceleratorCoach.com. He was also featured on two new CDs ("Success is a Team Sport" and "The Keys To Success Formula") at the Atlanta conference, along with Steadman Graham, Tom Antion, and Les Brown - available soon, along with a special 15-CD set of the entire Success Summit 2005 Extreme Success Makeover conference. Also his Freedom Builders-San Antonio organization continues to grow with new members and with events every week (see www.FreedomBuildersSAT.com and click Locations button for upcoming dates). Freedom Builders is now a NASCAR Sponsor too!

Gene Hildlabrand

The Master Network Launches New Website

Gene Hildabrand's networking organization, The Master Network, is launching its new website Monday, July 11. The new URL is www.TheMasterNetwork.com. Combining some of the features of The Master Networker's website including the comprehensive and well-known events calendar, The Guide to Master Networking, along with new resources such as an affiliate directory, TheMasterNetwork.com provides a number of services of value to the networking community. The Master Network now includes over 850 Network Affiliates. To become a Network Affiliate absolutely free, individuals can register online at the new website. Benefits of a Network Affiliate include a complimentary directory listing when completing an online Needs Assessment Survey. The survey responses are used to connect affiliates with other affiliates who can meet their needs. The public unveiling of the site will occur at a Launch Party planned for July 26. Affiliates will be receiving details of the free mixer via email.

About the Spotlight Coach

In support of SAPCA's Core Value "Connectedness", each month the newsletter will spotlight one of our own coaches in conjunction with the Spotlight Coach being featured at the monthly meeting. . If you would like to be a Spotlight Coach, please contact Susan Loveland (aloveland@satx.rr.com) This newsletter goes out to all member coaches of SAPCA. In addition it is posted on the SAPCA website. (See page 5-6 for this month's Spotlight Coach, Wendy Geisler.)

Please notify Sharon Powell if you can assist at the registration table or serve as a greeter at upcoming monthly meetings. We'd like everyone to try to assist when they can.

Thanks!

COACHSKPowell@hotmail.com

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