

SAPCA

Next Month at SAPCA

Stop Striving in Your Life and Business!



Presented by:
Sharon Powell

Are you living a life you love? Or thinking, "*There has to be a better way!*" Regardless of your answer, by understanding and implementing the Law of Attraction, you can achieve greater success in your life and in your business without struggle and a huge effort. Does this sound too good to be true?

Join us at the **September 8th meeting** and come see for yourself! Coach Sharon Powell will share these great

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

tools for you to use and share with your clients:

- The *Clarity through Contrast* model identifies what you want in any area of your life or business.
- The *Emotional Guidance Scale* guides you in purposefully upgrading your emotional state.

Use these tools to increase your effectiveness in designing actions and goal setting with your clients!

Sharon Powell earned a bachelors degree in Political Science from the University of Texas at San Antonio. She has 10 years of human resources experience at the U.T. Health Science Center at San Antonio and 13 years of management and customer service experience at the American Funds Service Company. She began her business, Life Design Coaching, in January 2004 and works as a business and personal life coach providing a range of services, e.g. individual and group coaching sessions, workshops, tele-classes, and seminars. She is a certified Emotional Intelligence (EQ) coach, a public speaker, and a regular columnist for San Antonio's *Enjoy Whole Health* magazine.

Second Thursday, September 8th
7:15-8:45am Please RSVP to Sharon Powell, Director of Membership at COACHSKPowell@hotmail.com no later than Saturday, September 3rd, 2005.

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 4 in a 10 part series)

Myth #4

Coaching is Setting Goals and Creating Accountability

As we near the half way point of this series I want to take a moment to reiterate my key point and fundamental purpose. OK, the fact is that very few people have been able to earn a living as a full time professional coach. I know this because every day I talk with and work with loving and hard-working professionals struggling to build a coaching practice.

If you have made it, you are among the few - If you haven't, YOU and your business skills are NOT THE PROBLEM! It can not be true that those attracted to the coaching profession are unilaterally poor in the basics of building a business. The problem is much, much deeper than that.

MY POINT: THE SERVICE THAT YOU HAVE BEEN TAUGHT TO PROVIDE IS ALMOST IMPOSSIBLE TO SELL.

The only way I was able to build a thriving coaching business was by ignoring almost everything that I was taught in the coach training program that I paid over \$3,000 for (this was in 1997) and to find my own way. Thomas Leonard and I set out to re-invent the coaching profession with the creation of CoachVille in 2001 and I am honored to further his mission.

The first three myths addressed the personalized teaching component of our re-invented definition of coaching (see Part 1 of the series) - which, by the way, has been completely left out by industry experts until now. In myth #4 we will begin to address the second part of our new definition: "expanding awareness". "Coaching is setting goals and creating accountability" - is a typical example of creating a service that is almost impossible to sell.

IMPORTANT NEWS FLASH: The people who are doing reasonably well financially and can afford to hire a coach are already pretty darn good at setting goals and accomplishing them! They mostly don't need to pay someone \$300/month to hold them accountable! People hire a coach because they are entering some new territory in their lives (remember proficiency #14 - Enters new territories!).

(Continued on page 3)

(Continued from page 2) - Coaching is Setting Goals and Creating Accountability

Entering new territory creates uncertainty. Uncertainty is almost always accompanied by fears. In the current coaching tool box, the coaching approach to fear and uncertainty is motivation and accountability - "Feel the fear and do it anyway! by Friday... and call me when it's done". UGH! Accountability is very useful at times for sure, but over the long haul it is a meager tool in the face of fear!

The only way to counteract fear and uncertainty in the client is for the coach to CREATE CERTAINTY! (we'll explore certainty in GREAT detail with myth #9: "The client is 100% responsible for the result").

You do this first through sharing your knowledge and experience - you've been there and you've seen this before. Remember, coach what you know!

Second, the coach must be willing to explore deeply with the client the experiences, thoughts and beliefs that are at the core of the fear and uncertainty. This exploration will greatly expand the clients' awareness. In order to do this, you - the coach - must be courageous! You must be on a path which is causing you to understand your own issues and face your own darkness. It is from this courage - the willingness to "go deep" - that certainty is born.

IMPORTANT NOTE: In the game called "selling your coaching services", your level of certainty is the number one predictor of getting the sale. CERTAINTY IS WHAT POTENTIAL CLIENTS WILL PAY FOR - NOT BETTER GOALS AND ACCOUNTABILITY.

We call this process "Hones in on what's most important" - Proficiency #8. It is a powerful tool for expanding the clients

awareness of what is happening "inside" them. (We have another incredible tool called "Core Dynamics Coaching" which we will discuss with the next myth.).

Expanding the client's awareness is a key to masterful coaching, and it has two parts. First, expanding awareness is looking at what is going on around you: in the world, in your environment, in the market place, in technology, and in others. We'll discuss this in detail with Myth #7: "Inner work is all that is needed for transformation".

The second part of awareness is looking at what is going on inside of you: your energy, your intentions, deepest desires, emotions, values, beliefs and inner conflicts.

Expanding awareness is a process wherein you transform chaos into order. Life - "the game" - seems to slow down. What needs to be done right now becomes obvious and natural. Your talents are flowing into the situation with complete absence of doubt. **In the face of overwhelm, isolation and frustration - the three killer emotions of the new age - creating certainty is the ultimate skill.** This is what masterful coaches can do - this is what sells.

A simple way of explaining this phenomenon to a potential client is called "seeing into your blind spots". Blind spots exist because you simply can't watch yourself do something. Ultimately this is the phenomenon that created the coaching profession. The coach can "watch" the client perform in real time or by talking about it afterward, point out things that the client is not aware of and dramatically improve performance.

The New Reality
*Expanding awareness
leads to power in any situation
this is what most clients want
and what they will pay for.*

Coaches Spotlight

Featuring Richard Zielinski



Richard J. Zielinski, CPA, CBM, CPC

This summer marks my eighth year in San Antonio, which I have begun to call home. I also refer to Chicago as home, and always will, since that is where I was raised. I can't think of anywhere else I would have rather grown up – living in such a large city exposed me to many different cultures and socio-economic classes, and helped me to develop my "street-smarts."

I attended Lane Tech High School, a magnet school with a student body exceeding 5,000, coming from all areas of the north side of Chicago. A school steeped in tradition (my grandfather, father, two uncles, younger brother, and fiancé also attended), many of my closest friends today were former classmates.

After graduation I entered the Army, where I spent my two-year enlistment overseas in Germany in an air defense artillery unit. Completing my service just a few weeks after I turned twenty, I was ready to pay for my college education.

I eventually graduated from Northern Illinois University with an accounting degree. I am currently licensed as a Certified Public Accountant in both Illinois and Texas. (In addition, I am also a Certified Business Manager and a Certified Personnel Consultant.)

I began my accounting career as a staff accountant with a small Chicago CPA firm and later went into internal audit, eventually leading the audit departments of two publicly traded auto finance companies (the second of which was located here in San Antonio). In 1997, before it was fashionable, I became a whistleblower after discovering senior management adjusting customer accounts, creating a material misstatement within the company's financial statements. The company's CEO eventually plead guilty to wire fraud and agreed to testify against the VP of Strategic Planning when that case finally went to trial in 2003.

In 1998, I reviewed my business skill sets and decided that I needed to develop sales and marketing skills, so I switched career paths and became an account executive for an international staffing services firm. In 2000, feeling that the San Antonio market could be better served by a locally owned and operated firm, I purchased Accounting Placement Services, and am currently celebrating the firm's 11th year in business.

As a recruiter, much of my time is spent coaching both my candidates and clients to help them form realistic expectations. I would like to expand my coaching skills further, and hope to select and begin a formalized coach training program in the near future.

I believe learning is a lifelong endeavor and have always been interested in self-development. I am especially interested in topics that ask one to question or determine the origins of their belief structure, to determine whether they are truly appropriate. I am a firm believer that everyone has the right to do or believe in whatever is right for them, as long as it doesn't infringe upon the rights of others. I feel that by striving to be open-minded, and always seeking first to understand before being understood, increases one's ability to not just tolerate, but accept others.

Book Review



THE WORLD IS FLAT

A Brief History of the Twenty-First Century

By Thomas L. Friedman

Reviewed by: David Flack
Director for Communications, SAPCA

MAIN CONCEPTS

What Friedman means by "flat" is "flattened & connected" where one *individual* can do business, or almost anything else, instantaneously with billions of people. Globalization is no longer driven by countries, major corporations or giant trade organizations like the World Bank, but by *individuals* all over the world (especially in India and China) who compete for low-wage manufacturing and information labor and the highest-end research and design work. Friedman tells his eye-opening story with the fascinating prose and globe-hopping anecdotes of his earlier books and *New York Times* columns, coupled with a stern sort of optimism. He wants to tell you thrilling it all is, while cautioning you to stay current or be run over.

WHAT I FOUND MOST INTRIGUING

Friedman not only reports and gives some analysis – he synthesizes a powerful thread of historical events "while we were sleeping." The first part deals with the forces or trigger events, such as the collapse of communism symbolized by 11/9/89 (fall of the Berlin Wall), the Netscape browser of 8/9/95 that gave real access to the confusing Internet, the dot-com bubble resulting in overinvestment in fiber-optic telecommunications, the subsequent out-sourcing of engineers

enlisted to fix the perceived Y2K problem, and the wake-up call of 9/11/01. These events & others converged to create cheaper products, services and labor costs. The last fifteen pages cover an incredible analysis of the real causes of terrorism today. I now see the past 5-6 years as transforming of life "as we know it" as was the application & accessibility of the personal computer to business in the 80s. I lived through both events!

COACHING APPLICATIONS

Aside from needing to be informed of the world around them, coaches deal with *individuals* – perhaps the very ones in this book. Awareness is certainly a powerful attribute, and in the coaching conversation, the power is in the questions. The insightful look at very recent history offers a multitude of good inquiries & comparisons for our clients, and Friedman's book really compels the reader to "listen & pay attention." His writing is quite accessible and flows easily into interrogatories any coach could craft. For example, re-frame the potential fear of outsourcing into the energizing choice of change. In an ironic way, you could think of Friedman as your 3-time Pulitzer Prize-winning Current Events Coach!

Wellcoaches Corporation Approved For ICF Continuing Education Units

Wellcoaches Corporation has become the first health and wellness coaching organization to receive approval to offer ICF Continuing Coach Education Units in its coach training program. Wellcoaches (www.wellcoaches.com) works in partnership with the American College of Sports Medicine. Since its founding in 2000, it has trained more than 500 health, fitness and wellness professionals as wellness coaches. Wellcoaches' program integrates the principles of behavioral psychology and ICF Core Coaching Competencies in a scalable coaching methodology. The firm has built a web-based coaching platform to allow for personal wellness coaching on a large scale, positioning itself for corporate and physician referrals to help people master health issues, fitness, stress, weight management and other areas of personal wellness.

Blaine Wilson is a Faculty Member, Mentor Coach, and currently running the Health Coaching (to be launched in September targeting healthcare professionals) and the Fitness Coaching (targeting Personal trainers) programs. Other exciting programs are in the works including partnership with Harvard Medical School to deliver a CME program for physicians and an ongoing National Weight Management study which is currently under way. If you'd like more information please contact Blaine at coach@fitcare.net and 830-377-4925.

Coaches Tip From Richard Zielinski

"The nature of any relationship is determined by how one deals with unfulfilled expectations."

Keep in mind that by "relationships," I am not just referring to relationships between people, but between oneself and any item, tangible or intangible. Always strive to understand the origins of your expectations. By remaining open-minded and ready to make adjustments to unrealistic expectations, one may encounter fewer disappointments in life.

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 4 for this month's Spotlight Coach, Richard Zielinski.)

August 31st Deadline

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!

San Antonio Professional Coaches Association

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