

SAPCA

Next Month at SAPCA

Feedforward Generating fresh insights for a positive future



Presented by:
Mike B. Mayberry
The Leadership Coach

Have you ever been amazed by a colleague's near photographic memory of your previous shortcomings and "sins", meticulously catalogued and then shared with you in an effort to help you improve? Now try to remember the last time you asked someone for suggestions and heard, *"Here are some ideas and possibilities for the future, and I hope that some are helpful to you."*

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

Please join your SAPCA colleagues and guests at the October 13th. meeting and you will experience first hand the expansive and dynamic conversation framework entitled "Feedforward", a term first coined by Jon Katzenbach (author of The Wisdom of Teams) and Marshall Goldsmith (one of corporate America's preeminent executive coaches). Instead of focusing on providing feedback ... rehashing a past that cannot be changed ... we will explore the practice of providing Feedforward, a simple yet powerful format for having conversations that inspire new ideas and lead to more effective actions and desired outcomes.

At this meeting you will learn:

- ◆ Ten reasons to use the Feedforward process.
- ◆ Personally apply and practice the Feedforward process with your SAPCA colleagues.
- ◆ Learn how to apply Feedforward within a team or organizational context.

Participant's best describe learning this approach as "helpful", "insightful", "useful", and "practical". And the most commonly used descriptor? **"FUN!"** So please don't miss out on the fun as well as the learning during our October SAPCA meeting.

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Mike Mayberry is the founder and CEO of **The Leadership Coach, LLC**, an executive coaching business based in San Antonio, TX. For the past 15 years Mike has specialized in coaching individual, team, and organizational leaders who share his belief that leadership development is a key driver for personal and business development. Mike works with leaders and managers worldwide from a diverse array of industries and organizations. His client list includes some of the most well known brands in the world: Motorola, Xerox, Medtronic, and the National Football League to name a few. In fall of 2005 Mike will be launching a new coaching service for his clients entitled **SmarThought™ Community of Wisdom**, a group coaching process designed to accelerate and leverage the wisdom of collaborative thinking.

Mike is a member of the International Coach Federation (ICF), and has served as a past board member for the San Antonio Professional Coaches Association. An active member of the San Antonio North Chamber of Commerce, Mike serves as the facilitator for the North Chamber's highly esteemed Manager's Business Leaders Circle. In addition to celebrating his 15th year of professional coaching, in 2005 Mike celebrates his 30th year of marriage and his 50th year of living. He is the proud father of two adult children, a son Matthew, age 25, and a daughter Morgan, age 19.

Coaches Tip

By Diane Cunningham

The Power of the Post Card!

I am learning to be myself as a coach and to trust my instincts. I encourage my clients in ways that come natural to me which allows me to be creative and enjoy my career.

I send out hand-written encouraging post cards to my clients a few times a month as a way of letting them know that I am thinking about them. I send out an email newsletter called "Get Inspired" as a way of informing and connecting with both current clients and future clients. And I pray with my clients by phone or in person when we end the session. All of these things are creating a sense of connection and fostering a long-term relationship. Plus, I get to feel the wonderful satisfaction of making a positive difference, and there is no amount of money that can replace that feeling.

Never underestimate the power of a post card or greeting card that you write yourself. In this day and age of email and every other form of communication, something so simple speaks volumes about how much you care. My clients tend to keep these positive notes as a reminder, which also keeps my name and phone number in front of them. Definitely worth the 23 cents!

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 for this month's Spotlight Coach, Diane Cunningham.

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 5 in a 10 part series)

Myth #5

Coaches should not talk about emotions for fear of treading into the territory of psychotherapy

The New Reality:

Deep conversations - about emotions, feelings, intentions, inner conflicts - are the birth rite of all human beings and an essential part of the coaching process.

All coaching begins with an intention - no intention, no coaching

Before we delve into this pervasive and troubling myth - that coaches should not talk about emotions for fear of treading into the territory of psychotherapy - it is vital to keep this key point of context in mind. As a coach, everything we do is in service of the client realizing his or her intention (accomplishing the goal, solving the problem, having the experience). This assumes of course that you only coach clients with intentions toward which you are aligned!

Big Intentions ALWAYS cause issues!

I often say that masterful coaches CAUSE problems for their clients. What I mean by this is that when a person is inspired to work toward an intention that is BIG for them, it is inevitable that emotional issues that have been lurking beneath the surface will present themselves. These issues - in the short term - seem like problems to the client.

In fact, these issues are often what drive the client toward hiring a coach in the first place. *"My life was going along just fine, and then I took on this big opportunity and all of a sudden... WHAM! I'm facing issues I didn't know I had or thought I had resolved a long time ago."* This is because it is the nature of people to play in life just small enough to avoid dealing with their issues. Playing a new game or a bigger game? Then you're going to face bigger internal issues. Things like: unresolved emotions, conflicting intentions, and deep fears.

We engage in provocative conversations with our clients because this is what it takes to get the job done. We hone in for the real cause of what is blocking our clients' progress because this is what they want from us. We relish the truth about the darkness and the light inside of each of us. This is where the fun - and the trouble - begins.

Am I doing therapy?

When I teach coaches how to use the core dynamics to hone into deep emotional issues, find the energetic feeling and resolve the inner conflict I often get this question. The trouble with the question is that it is unclear. Do you mean "Am I doing psychotherapy?" OR "Am I doing work that is therapeutic?"

These are VERY different questions with very different answers. And the lack of clarity around what this really means has created fear and confusion throughout the coaching industry. A sad side effect has been that until now, we coaches have often felt restricted from engaging in the deep and provocative conversations for which our clients yearn.

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(Continued from page 3) - Myth #5

While there are several similarities between the practice of psychotherapy and the practice of coaching (the most obvious being that the service is provided by talking about life) there is one FUNDAMENTAL DIFFERENCE...

Psychotherapy is the diagnosis and treatment of pathology.

As a coach you must **NEVER DIAGNOSE** pathology or claim to be able to treat it. For example, while speaking with a client about a challenge they are facing you should never say: *"You seem to be suffering from post traumatic stress disorder; I can help you with that."*

A pathological view of the world

I believe that a simple way to end the whole coaching vs. therapy debate is for coaches as a group to completely reject the whole concept of pathology. The pathological view of the world goes something like this (I'm only slightly exaggerating to make my point): There is a normal way to be and there is something wrong with you. You are not normal. I've got a HUGE book here that lists all of the possible ways that you are not normal - the book of pathologies. So first we will figure out which of these pathologies you have, and then we can treat you so that you'll be normal again. What a mess! Who is to say what is normal? And why would you want to live a "normal life" anyway. The whole joy of being human is to embrace the unique expression of life that each of us represents. What is the point of creating some picture of normal and then making a list of everything that is wrong? (I am sure that there are cases where an individual has gone haywire and has become a danger to themselves and/or other people in which case psychotherapy is a real blessing.)

Coaches take a completely different approach. People are GREAT!

Coaching is about eliciting the greatness in people. We respect humanity. We relish the truth about life and situations. We see life as a limitless field of possibility. We embrace the illusions and limitations that restrict our greatness even as we seek freedom from them. We are not pathological! We are expressing our greatness to varying degrees.

Is coaching therapeutic?

It most certainly is! Extremely. Do coaching conversations help to heal emotional wounds from the past? Yes. Does coaching shed light on illusions created during the myriad traumatic experiences of life? Yes. Coaches are the great teachers and healers of the new age. But, this is not the purpose of our work; it is merely a byproduct of our intense desire to help our clients realize their intentions.

The culture of fear

One thing I often hear is: you can't go "there" because you might uncover something that could leave the client in a mixed up place - you are not trained and you might run into something that you can't deal with.

Au contraire! First of all I don't think there is anything wrong with having emotional issues or being "mixed up" This is OK. Who isn't a little mixed up all the time anyway? Secondly, I know exactly what I'll run into when I dig into the issues that a client is facing and I'm not afraid to "deal with them" because I face them in myself every day.

Here is what you'll find: A massive swirl of emotions, limiting beliefs, graciousness, disheartening conditioning, gratefulness, painful unresolved energy, darkness, light, inner conflict, love, hatred, abandonment, thoughts of destruction, appreciation for beauty, feelings of profound connection to God and life, fears of being rejected and left alone to die. Am I missing anything?

If you're afraid to deal with this stuff, then you should take up another line of work because when you coach humans, this is what you are dealing with, in varying degrees, all the time. It doesn't come up in every conversation! But it is always there. It's there in you and its here in me. This is not pathology, this is every day life.

You are qualified to talk about life because uh... you have one!

Don't buy into this notion that you are not qualified to talk deeply about life unless you have a PhD. Your life as a human qualifies you to understand and talk about feelings and emotions. It is your birthright. It is your clients' birthright. Add to this the cultivation of an incredible thirst for tools and methods to help yourself and your clients get what they desire out of life and you have the makings of a great coaching career.

You start with the tools that you have learned along your path as the starting point. This is the wisdom, so dearly gained, that we now want teach! (Remember, coach what you know!) But it doesn't stop there because the solutions that worked for you don't always work for your clients. This is incredibly frustrating but it sparks the quest for more tools, better solutions and deeper truths. This is why great coaches are always life long learners.

The bottom line

While the diagnosis and treatment of pathology is and clearly should be a regulated body of work, deep conversations that result in personal growth cannot be legislated.

Power to the people!

Coaches Spotlight

Featuring Diane Cunningham



Diane Cunningham

My Past: I was born and raised in Yucaipa, California. My parents are both teachers and I have 2 younger sisters who are also teachers. I moved to Spokane, Washington to attend Whitworth College. My undergraduate degree is in Speech Communications with a minor in English and Psychology. I then continued on to get my Masters in Education (Guidance and Counseling) at the same school. During this time I worked as a Domestic Violence Prevention Counselor with the YWCA, and then as a Behavioral Health Case Manager at the Employee Assistance Program of a hospital. My husband Robert and I moved to San Antonio in June of 2003 for his Air Force career. I have completed 3 marathons for The Leukemia & Lymphoma Society with the Team In Training program, raising over \$7,000. I have also lost over 40 lbs during this running process and changed my life. I am now training for marathon #4 which will be in Portland, Oregon on October 9th.

My Present: I currently offer coaching in 2 ways, as the Running Life Coach and as a Christian Life Coach. I work with men and women that want to start a running or walking program to lose weight, feel better, and/or run a race. I started a Jogging With Jesus group at my church in 2005, and was men-

tioned on K-Love Christian Radio as "a positive and encouraging story". I offer my clients a group workout, a motivational phone call, and one-on-one coaching. As a Christian Life Coach, I offer inspiration and motivation by way of monthly seminars, a weekly column in HelotesNews.com, and one-on-one appointments.

My Future: This month, I will be in the inaugural training program to become a Christian Life Purpose Coach with Pathways to Purpose for Women. This is a program that comes out of Saddleback Church (40 Days of Purpose and Rick Warren's book "The Purpose Driven Life"). I have also been chosen to be the Director of our new Christian Life Coaching Center at my church, Forest Hills Presbyterian in Helotes. I am very excited about watching my business evolve and unfold in front of me. I am looking forward to continuing my coach training in the months and years to come.

My Strengths and Skills: I am a great with connecting people, networking, and sales. I am good at getting to know people quickly and assessing the best way to help them. I am organized, determined, and motivated. I am "real", honest, and intuitive. I am fun, and funny!

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

I love Starbucks and use it as my office away from home (cheapest rent in town, a great place to network, and my first friends in Texas!).

I love a new challenge/goal and I enjoy taking risks. I thrive on being busy and am very much an extrovert (ENFJ on the Meyers Briggs).

I love coaching, counseling, mentoring, and inspiring people to create a life that they love. It is who I am!

What's Up With Our Own Coaches?

Michael Baker

"The first step to success is a willingness to move to action." With that realization continuing to materialize in nearly each Coaching engagement, Michael Baker has narrowed his focus and changed his corporate name to Move To Action. With a more focused message on sales development and strategy as "The Sales Buddha", he continues to Coach business owners and commissioned sales people to achieve success and happiness.

If you're curious about what The Sales Buddha has to say, check out his new blog at SalesBuddha.com. It is a new tool to build an on-line community of people that are looking for help with sales. It's growing daily with over 1,000 hits since it's inception. There is a link to ask for free advice, with The Sales Buddha responding on-line and via e-mail. Recently, Michael has been chronicling, or "blogging" about the Certified Networker Program classes that he has been attending along with another SAPCA member, Sharon Powell. Both are under the instruction of [The Master Networker](#), Gene Hildabrand. Michael says, "It is an exceptional program causing you to really think about why and what you do and how to market your business through a Referral Based Marketing plan. I would recommend it to anyone wanting to grow their business inexpensively without ever having to "cold call".

Since making this change last month business has grown tremendously with the addition of nine new clients and numerous speaking opportunities. One such opportunity came as the result of a referral from SAPCA member Leslie Cardinal! Because of her referral, Michael will be delivering two seminars on sales and business development at the upcoming South Texas Construction and Industrial Convention in the Freeman Coliseum. With over 350 exhibitors and several thousand attendees, (and a free booth!) it should provide some excellent exposure.

Sue D'Ambrosio

September is Fisher House Month at SAPCA.

In August, Sue D'Ambrosio appealed for donations for the Fisher Houses at BAMC and Wilford Hall. Fisher Houses exist to provide a haven for families visiting their ill and wounded service members. Fisher Houses receive no government subsidies and the day to day needs are met only by voluntary donations. Fisher House donations can be any item from AA/AAA batteries, to plastic ware and paper products and cleaning items. Almost anything you use in your home is a useful product for Fisher Houses. Food items (coffee, tea, cereal) should be individual serving size. See Sue if you would like a list of needed items or if you want to learn more about the Fisher House movement. We can honor the families of military men and women this Patriot's Day who fight to defend our Constitution in the wake of 9/11. SAPCA will receive the credit for our donations. Sue D'Ambrosio will deliver the SAPCA donations to the Fisher House (Please designate Lackland or BAMC).

David Flack

City Leader David Flack has launched another web site at <http://www.SATXmibc.com> for the **Mastery in Business Community** (MIBC). A large percentage of our SAPCA membership are also members of this newly-named organization - check it out!

September is a busy month for David Flack, The *Accelerator* Coach, as he is speaking on *Adopting Awesome Attitudes* (his book) on September 2nd's **Executive Briefing** for Gene Hildabrand's Master Network <http://tinyurl.com/dwfn7>; September 13th's professional development monthly meeting of the **Association for Operations Management** <http://www.apicssa.org/>; and September 29th's weekly meeting of the **Northwest Rotary Club** at Oak Hills Country Club.

See <http://theacceleratorcoach.com/eBooks.html> for details on *Adopting Awesome Attitudes*. (David is past president of SAPCA, and currently Communications Director .)

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