

Newsletter from ICF Nordic

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President's Message

Dear ICF Member,

I am very happy to be the ICF Nordic President 2008. Since I started my coaching career in 2000, my passion and aim has been to bring coaching into the corporate world. What passion do you bring into ICF and into the coaching world?

Go to any crowded place and there they are - a huge amount of potential customers. We must all realise that we are just at the beginning of the coaching profession. There are less than 1 000 coaches in ICF Nordic so forget competition. We all subscribe to the same high standard of ethics and we all want coaching to be an integral part of society where ICF members represent the highest quality in professional coaching. We need each other!

I have noted a trend that the market is more mature and buyers are more initiated. Customers often ask for certified coaches. Training companies, management consultants and other companies who offer coach-related services ask for certified coaches, and it is ICF certification that counts.

Two month ago we held a European Chapter Leader meeting in Copenhagen. It was a great experience and I am now filled with the greatness of the ICF network. Meeting all these coaches from all over Europe was very energising. We heard experiences from other countries, however what affected me most was the ICF UK organisation. They really bring coaching into ICF work and have many members involved in different activities.

What can we in the Nordic countries do together?

ICF Opportunities

What is possible in the ICF network? What do you want to do with the network? What is your passion?

You can

- join a global SIG (Special Interest Group)
- start a local SIG
- join In-house Coaches SIG. Elena Björkenäng is the first one to start up a local SIG. She works for a large international company and they support her initiative. Elena welcomes in-

house coaches who are interested in how to improve understanding and respect for coaching from the in-house coach perspective. Send your interest e-mail to Inhousecoaches@icf.com.

- visit local meetings and offer your support/services. Ulrik Lork, the brand new ICF Sweden President, told me that in ICF Gothenburg they set up the goal that ALL purchasers in Gothenburg should know about ICF during 2010. This clear and achievable commitment is very attractive. Gothenburg is successful and has increased the numbers of members from 35 to 70 since last summer. What goal is attractive to you in your area?
- start discussions about coaching. In other countries coaches talk to universities, government, schools and organisations about coaching, they arrange seminars and debates.
- join ICF Nordic telephone workshops. These are mainly for Local Group Hosts but enthusiastic members are welcome. Dial +46 8 5000 5000, code 102521. Maximum 15 participants, so be on time.
 - o 10 Sept 11:00 – How to take care of visitors to local meetings.
 - o 25 Sept 19:00 – How to attract members to become more involved in ICF.
 - o 21 Oct 13:00 – Instead of hunting for members, how can we attract the best?
- start a voluntary project. I joined an interesting ICF global telephone meeting “ICF Going Green”. We received ideas to help ICF chapters and members think and become “greener”. Other countries are ahead of us in some areas (i.e. they bring their own bags when they shop) and in some we are role models (they had not heard about Soda Stream). What if we, as ICF coaches, could act as role models for a better world?

ICF Nordic Goes Local

We would like to build up the ICF presence closer to our members in each country as we believe that this structure will enable us to provide better service.

This work began when ICF Nordic decided to establish country chapters in 2006/2007. All five country chapters are now established. The original plan was a transition over a couple of years but, influenced by the Copenhagen European Chapter Leader meeting in April, we decided to speed up the process. Our intention is that by the summer of 2009 at the latest (depending on legal and practical issues) we intend to have five independent, strong country chapters in Denmark, Finland, Iceland, Norway and Sweden. Members will elect country boards and bear responsibility for membership fees. Each country will be responsible for their own funding and activities.

ICF Nordic will continue as lead network and sponsor for the country chapters, providing them with financial resources plus training for chapter leaders. 2008 ICF Nordic President Elect Kaj Hellbom is responsible for the transition and the ICF Nordic Network in 2009. ICF Nordic will, except for Kaj, be governed by representatives from the five Nordic country chapters.

ICF Regional Service Center

By the end of this year, the ICF will have introduced two new Regional Service Centers – one in the Asia-Pacific region and another in Europe. These Service Centers will offer services similar to those so far provided by the ICF Nordic Administration Secretary. In the first phase this will be in the form of a virtual office. The Service Center will help ICF Global to become more local and bring us closer to ICF Global.

ICF Nordic Working Groups

In January 2008 we began working in five working groups. Each group has its own goal and action plan. The transition (see ICF Nordic Goes Local above) will affect the working groups and move the action to the individual countries. Our approach is to bring more coaching into ICF and the Nordic Board will coach the Country Boards. This means that each country will decide how and what they will do.

The five working groups each have a coordinator from the Nordic Board. The coordinator is working with a team of dedicated people in each of the Country Chapter Boards.

These coordinators are:

Credentialing – Lonnie Borgström, Denmark

Member Service – Lisbeth Wathne Svinø, Norway

Web – Bergsteinn Isleifsson, Iceland

Ethics – Mats Ögren, Sweden

Marketing & PR – Tiina Harmaja, Finland

Representatives from each country will be posted on the ICF country websites after the summer.

Credentialing

In January 252 coaches held an ICF credential and our goal is to increase the number by 300 this year. To do so, we will focus on easy-to-find information on our web site and meetings in each country on how to become credentialed. We are aware that the credentialing process on some occasions has taken too long. We now have a number of Nordic assessors, and today the process is much faster. However, around 30% of the applications contain errors or lack information which delays the process. If you need any help with your certification process, please contact certification@icfnordic.org. If you already hold a PCC or MCC credential and wish to become an assessor, we would love to hear from you too!

Membership Service

This group has focused on routines for managing membership issues in the best possible manner, action to take to ensure that coaches on different levels are provided with what they need. Later this year we will send you a survey to find out more about what is important to you as a member, as well as obtaining information from you on what you need and want from ICF as an organisation.

Together with Lonnie from the Credentialing-Group, Lisbeth is working on recruiting more assessors for members who wish to take their ICF credentials by Portfolio so that even more members can get their ACC, PCC and MCC!

Web

We will use the current web platform; but the Nordic site will be a floodgate only. The plan is to present five country websites in local languages and start to update the information after the summer.

Ethics

Our vision is to make ICF ethical guidelines available to all members and improve awareness and communication concerning how to act in accordance with them. We intend to achieve this by initiating a thorough, mutual dialogue between members in the local chapters, supported by ICF management locally as well as globally. In 2008 we will initiate two workshops in each country and recommend each country to start and maintain a clear ethical dialogue, arrange Internet-meetings and act as a good ethical role model.

Marketing & PR

Our vision is to create an image of ICF Nordic as a vivid, proactive & professional community by aligning ICF Nordic's PR & Marketing Management system with ICF Global's system. We will also help country chapters with their marketing & PR efforts. After this year, we will have:

- Translated ICF's main messages, presentations, FAQ's for each country,
- Localised brochures for potential members & potential clients done and on the web (ready for printing)
- Media Kit in each Nordic language on the web.

ICF has now become a registered trademark in the Nordic countries, except for Finland. This provides us with more power to react to any abuse of ICF as a quality stamp. Only members may use the logo and ICF trademark. More information about the trademark will be sent later in a separate e-mail.

ISO

ICF is working to secure an international standard for coaching and are actively involved in an ISO standardisation process and in creating a testing system that is internationally valid and scientifically tested. The standard covers personal coaches, not coaching schools, etc. This means that ICF is strongly influencing the standard, and when the process has been completed your ICF certification probably will meet a future ISO standard for coaches.

ICF ECC2008 in Geneva

Do not miss the ICF European Coaching Conference in Geneva 26 - 28 June. I will be there! The conference theme of Connecting Worlds inspires us as a community; given our organisational goal that coaching is to become an integral part of society. This is certain to be a very professional and engaging conference where it is a struggle to choose between all the interesting seminars. ECC2008 offers you an impressive array of 42 seminars and 4 keynote plenary sessions with presenters and participants from all over the world.

However, the most valuable periods are the breaks and evenings when you meet all these fantastic coaches. If you have never been to an ECC conference it is a must. If you have been before you know you should go. It is too late for the early bird **BUT, I have negotiated a special discount of SFr 300 off the full registration for Nordic coaches, but only until Friday so hurry.** Read more at www.ecc2008.ch.

ECC2008 Registration procedure

Be sure to mention in the comment field that you are a member of Nordic Coaches. Further, select **payment by bank transfer** in order to avoid an automatic payment process to your credit card. Provide full credit card information in one of the Comments fields - including full name, card number, expiration date, and 3-digit code. Upon receipt of your registration, Helene Schupbach of event4you will change the tariff to reflect your SFr 300 discount and charge their card manually. For questions, please contact helene.schubach@event4you.net.

Global Election

The call for nominations for membership of the 2009 Global ICF Board of Directors is open. Would you like to nominate yourself or some other great coach? ICF Past President Kay Cannon explains the nomination process and the role of the Nominating Committee on the ICF website at <http://www.coachfederation.org/ICF/For+Current+Members/Leadership/Election+Process>.

Members' advertisements

We love to hear about all the training, workshops and seminars you have on offer. Nevertheless, we need to respect our members' privacy and the relevant marketing legislation and not send advertisements through e-mail without permission. We have a special e-mail list for members to use. You will be invited in a separate e-mail.

On behalf of the ICF Nordic Board

Carina Kindkvist
President, ICF Nordic