

Minutes ICF Gauteng Chapter Event

Thursday 27 August 09 at 19h00 at Bryanston Sports Club

- 1. Introduction, Welcome and Confirmation of the agenda by Tracey Proudfoot**
- 2. Membership**
Welcome to coaches attending for the first time
Forms available for renewal and joining
Website introduced
- 3. Content:**
ICF Research
What do your clients really think
Presentations by Herman Veitch
(Presentations posted to ICF Gauteng Chapter Site)
- 4. Group discussions facilitated by Herman asking “How will you change your practice based on the research?”**
Insights:
Testimonials on website
Value of contacting previous clients
Importance of having a website
Positioning coaching as a business tool rather than a nice to have
Respect for research and the impact
Change sales pitch – aim at business management
Coaching measurement and ROI – need to develop a tool
Marketing – importance of word of mouth and ‘using’ clients to sell you
Value of accreditation – need to grow in SA
Chemistry important at client level but accreditation at Company level
Coaches chasing market – perhaps new markets
Follow up with clients – ask clients to complete a questionnaire for own research and to use for follow up
Remember to see things from the client’s perspective
Talk to people who are adverse to coaching and find out why
Use surveymonkey.com to make contact with previous clients to gain information. Could sue for Chapters data base
Good book: Measuring ROI on coaching and mentoring
Coach new clients to give a Rand value of the coaching before giving your charge

Important to use research to support coaching

Some questions asked:

Possibility to do SA research?

How to link in marketing tools to proposals?

Why isn't coaching owned by Educational Institutions?

Closing question:

What did you experience tonight?

A wake up call

An opportunity

Make sure use the ICF and take the value they offer

5. Next meeting and close

- Tracey Proudfoot thanked all participants for their attendance and asked for feedback forms to be completed from the website (Check under previous events)

- Next events:

Daphna Horowitz [1st October](#) **Accreditation at**
[Johannesburg Country Club – Woodmead](#) **Hedgehog Room**

Dr Jackie Black **29th October** **Process Coaching**
Wendy Palmer **26th November** **Somatic Coaching**

Handout distributed

Meeting closed at 20h40