



## **ICF GAUTENG CHAPTER**

### **Minutes of the Introductory Chapter Meeting held on 3<sup>rd</sup> June 08 at 19:30 at Johannesburg Country Club Woodmead**

**Present:** T Perrie; D Lessing; A Heslop; A Sevenster; C McConnell; C Wiltshire; D Horowitz; K Borain; M Smith; S Martinis; T Proudfoot; A Socks; A Riley; A Janks; A Baran; A Bester; B Beveridge; B Maclachlan; B Hulme; B Norden; B Allan; C Brett; C Bloem; D Broom; E Thayser; G Davidson; G Doria; H Funk; I Soules; J Frydman; J Brown; K Gubb; K McFarlane; L Hunt; L Fairlie; L Blokland; L Smith; L Hart; M Bosch; M Middleman; M Struthers; P Dickson; P Riches; R Everson; R Isaacs; R Robertson; S Krummeck; S Wineberg; S Raymond; T Ansara; (If any names have been omitted please advise T Perrie as it means that the attendance register was not completed)

**Apologies:** A Reid; A Paulin-Campbell; C Muthukarapan; C Weber; G Deutschmann; K Rey; MJ Emde; M Adcock; M Shelley; S Astengo; Y Sing;

**PURPOSE:** **TO LAUNCH THE ICF GAUTENG CHAPTER AND GAUGE THE INTEREST AND TYPE OF ACTIVITIES REQUIRED BY THE MEMBERS**

#### **1. NOTICE OF MEETING**

Notice of the meeting was duly given in the prescribed manner

#### **2. WELCOME AND INTRODUCTION**

Tammy Perrie welcomed everyone and expressed her thanks for the amazing attendance at the inaugural meeting of the ICF Gauteng Chapter.

#### **3. ABOUT THE ICF**

##### **3.1. ICF Mission and Purpose**

The International Coach Federation (“ICF”) is the world’s largest non-profit professional association of business, life, executive, corporate and specialty coaches. It currently has over 14,000 members in 80 countries, with 150 Chapters in 42 countries. Its purpose is to build, support and preserve the integrity of the coaching profession through programs and standards supported by the individual membership.

##### **3.2. ICF Definition of Coaching**

The ICF defines Coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential

##### **3.3. ICF Membership Fee**

The fee payable to become an ICF member is \$195 per annum. It is important to note that the annual fee payable to become an ICF Gauteng Chapter member is **in addition** to the ICF membership fee.

#### **4. WHY A LOCAL ICF CHAPTER**

##### **4.1. Benefits of Being an ICF Chapter**

- Membership in a professional worldwide community of coaches
- Shared ethics and standards of excellence
- Unified standards of training and accreditation
- Information about ICF certification process

- Opportunity for leadership growth
- Research and resources
- Share in the development and advancement of the profession
- Networking
- Internationally available Ethics Complaint Review process
- Access to best practices and new developments from around the world
- Connection to other Chapters, their experience and their learning
- A meeting place where potential coaches can learn about coaching
- Once a Chapter has 50 registered members, it can register as a Charter Chapter, and receive a \$25 per member rebate of the \$195 ICF Membership fee paid.

#### 4.2. How the Gauteng Chapter Evolved

Based on the significant value that the committee members have personally experienced from belonging to a smaller informal coaching networking group (where peer coaching, group mentoring, and industry research and analysis was undertaken), and as part of that group’s vision of being energy alchemists in the coaching community, it was agreed that the best way of achieving this vision was through the formation of a local Gauteng ICF Chapter.

The idea of the Chapter was to make it as inclusive and accessible to as many coaches in the SA coaching community as possible, who are willing to comply with the ethics and competency guidelines laid down and adhered to by members of the ICF.

### 5. CHAPTER COMMITTEE

The Chapter has an executive committee which is made up of the President, President Elect, Secretary and/or Treasurer, and as it grows, additional Vice Presidents. The Chapter executive committee is generally responsible for managing the Chapter’s affairs.

The committee is elected every year by the members. The ICF Gauteng Chapter committee currently comprises the founding members. All the roles, with the exception of the role of President Elect (who becomes the president at the end of 2009) will be open for new nominations in June 09.

The Chapter Committee members are:

Tammy Perrie:	President
Div Lessing:	President Elect
Daphna Horowitz:	Treasurer
Karen Borain:	Secretary (Volunteered and nominated at the meeting)
Craig McConnell:	Chapter Member Coordinator
Tracey Proudfoot:	Event Coordinator
Anne Heslop and Stephanie Martinis:	Chapter Education Coordinators
Annemarie Sevenster; Cecile Wilshire & Mark Smith:	Marketing Coordinators

### 6. MEMBERSHIP MANAGEMENT (Presented by Craig McConnell)

- The aim is to keep the membership structure as simple as possible
- Craig’s role is to look after the membership database, and to facilitate communication to the members.
- There will be a minimum of 10 events per annum, with the cost of at least 6 being included in the annual fee payable by members
- The annual fee is per signed up member is R500 per annum.
- The pro rata annual fee payable for the remainder of the 2008 year is R 250.

- Chapter meetings will be held at the Bryanston Sports Club on the last Thursday of every month, subject to venue availability. Dates will be advised in due course.
- The cost to attend a Chapter meeting as a non member will be R150 per meeting, with the first meeting attended being free of charge.

#### **7. EDUCATION (Presented by Stephanie Martinis)**

- The key function of the education coordinators is to enable the members of the Chapter to grow their coaching knowledge and skills.
- Members will obtain coach specific training hours for training events that qualify in terms of the ICF criteria
- The committee will endeavour to certify the Chapter training events so that members can use them towards their ICF accreditation
- The Chapter would like to draw on the wisdom of each of its members so that all the members can benefit from the substantial collective experience and knowledge of the members.

#### **8. 2007 ICF CONFERENCE (Presented by Anne Heslop)**

- The conference was an inspirational, and energizing yet challenging experience for the SA coaches who attended.
- It provided an opportunity to network and connect with coaches with an international flavour
- By attending the plenary sessions and all the breakaway sessions, the attendees accumulated 23 coach specific training hours.
- The intention is to use some of the models and tools from the conference within the Chapter where appropriate.

#### **9. MENTORING AND SUPERVISION (Presented by Div Lessing)**

- Coaching supervision allows a coach to reflect on the work they are undertaking with another more experienced coach.
- It has the dual purpose to support the continued learning and development of the coach, whilst at the same time giving a degree of protection to the coach.
- Being mentored/ supervised is critical to being accredited by the ICF
- The intention is to in some way facilitate the provision of this important coach requirement for Chapter members, either through group/peer mentoring/supervision workshops, or by partnering with societies/organizations who provide this service.

#### **10. MARKETING (Presented by Mark Smith and Cecile Wiltshire)**

- To make the Chapter a success it is important that there is an appropriate marketing strategy to communicate effectively with both members and non-members, and to build the Chapter profile and enhance its reputation in the coaching community.
- At this early stage of the Chapter's formation, it is the intention to keep costs to a minimum, and to develop the marketing strategy based on both the needs of the members and the financial viability of any proposed initiatives.
- One of the initial marketing activities being considered is the development of a web site that can be used as both a communication tool and information source for members.
- It is anticipated that the predominant way of communicating will be via electronic media.
- Significant reliance will be placed on "word of mouth" in the initial stages of the Chapter's development.
- For the Chapter to be effective it requires the active participation and involvement of all the members.

#### **11. FINANCIAL MANAGEMENT OF CHAPTER (Presented by Daphna Horowitz)**

- Financial management and the documentation of income and expenses are of great importance to the Chapter and the ICF
- The treasurer is responsible for the fiscal operation and financial reporting of all committees and programs established by the Chapter
- A bank account is in the process of being opened for the Chapter. The account number will be advised to all registered Chapter members to enable them to pay their annual Chapter Fee.

#### **12. EVENT MANAGEMENT (Presented by Tracey Proudfoot)**

- Some possible meeting topics proposed by the committee include, but are not limited to, ICF Accreditation Process, Group supervision and mentoring, Coach specific training, Peer Coaching role plays and assessment against the ICF competencies.
- Topics chosen will be based on the needs and requirements of the members.

Some suggestions from the floor were:

- To break activities into small groups in order for attendees to feel comfortable voicing their opinions and to participate.
- To have experienced coaches as the mentoring and supervision panel. The members can pose their mentoring questions to the panel for their comments, and thereafter opening the question to the floor for comment.
- Interactive panel discussions on different topics and approaches.
- Sharing experiences and best practice on how to get out and sell coaching effectively.
- Presentations on the various coaching methodologies and practices by members practicing the said methodologies.
- Debate on how to position certified coaches in the market i.e., how to leverage the ICF brand and educate the market around certified.

#### **13. REQUIREMENTS TO BECOME A CHAPTER MEMBER**

- Completion of the ICF Chapter membership application form and email to T Perrie at [tammy.perrie@mweb.co.za](mailto:tammy.perrie@mweb.co.za) or fax 011 706 1798 (a copy is attached)
- A non member may attend a maximum of 6 Chapter meetings before being required to become a Chapter member.
- No one can be a member of the Chapter without also being a member of the ICF.

#### **14. COMMENTS/QUESTIONS FROM THE FLOOR**

- There is a need to consider a way to connect with each other on a personal level.
- Possibly consider opening a section in Face Book, Plaxo etc
- Q: Why a separate venture and not join forces with COMENSA? A: The purpose of the Chapter is to enable coaches to align with the ICF ethical code, competencies and accreditation process, on the basis that what the ICF brand offers resonates with those coaches who intend joining the Chapter as members. The committee sees no reason not to have, and in fact encourages, a close working relationship with COMENSA. The more diverse the members of the Chapter, the more successful it is likely to be.
- There is no restriction on the number of ICF chapters that can be established in a country, other than no new chapter may be established within 150km radius of an existing Chapter.
- There was a concern expressed by the lack of demographic representation amongst the meeting participants. All attendees were requested to spread the word about the Chapter, as it is the intention to make it as inclusive as possible. The more people who know about the Chapter, the

- more opportunity there will be for a more demographically representative group of coaches to become members, should it be their wish to do so.
- It was acknowledged that this is a good time to start the Chapter, as the coaching industry in the RSA has grown and matured significantly in the past few years.
  - Riaad Isaacs advised that his organization Innermetrix organizes breakfasts and events where coaches can network. There is still space at the breakfast to be held on 25th June. Interested parties can contact him on 011 476 3737 or via email at [questions@innermetrix.com](mailto:questions@innermetrix.com).

#### **15. NEXT MEETING**

The next Chapter meeting will be held at 19:00 at the Bryanston Sports club on 30 July 2008.

#### **16. MEETING CLOSE**

The meeting concluded at 21:10 with thanks being extended to all the committee members for their hard work and effort, which contributed to making the first Chapter meeting a resounding success.