



Executive Coaching & OD Consulting: Allies for Professional Development

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Overview

- Your Speakers
- What Is Professional Coaching?
- What is the ICF
- ICF Code of Ethics
- ICF Coaching Competencies
- Want to Be a Coach?
- ICF Accredited Training
- Exercise – A Taste of Coaching
- Want to Partner with a Coach?

What is Professional Coaching?

Defining Coaching

- Partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential
- Client-driven
- Focuses: setting goals, creating outcomes, managing personal change

The Coach's Role

- Discover, clarify and align with what the client wants to achieve
- Encourage client self-discovery
- Elicit client-generated solutions and strategies
- Hold the client responsible and accountable

What Coaching Isn't

- Therapy
- Consulting
- Mentoring
- Training
- Athletic Development

What is the ICF?

International Coach Federation

- Founded in 1995 by Thomas Leonard.
- The organization initially geared toward North America but now in >100 countries.
- *ICF 2012 Global Coaching Study*, approx. 47,500 prof. coaches worldwide, Rev. approx. \$2B
- Accreditation of Coach training schools defines curriculum standards, consistency of training
- Credentials are awarded to professional coaches who have met stringent education and experience requirements, and have demonstrated mastery of the competencies. Levels: ACC, PCC, or MCC

ICF Code of Ethics

Code of Ethics for Coaches

The ICF Pledge of Ethics:

Regarding:

1. Professional Conduct at Large
 - Conduct, Commitment, Communication
2. Conflicts of Interest
3. Professional Conduct with Clients
4. Confidentiality/Privacy
5. Continuing Development

Competencies

Needed Skills for 21st Century Successful OD Practitioner

1. Technology Knowledge
2. Cultural Awareness
3. Social Media
4. Business Acumen
4. *Coaching* ***

ODN Competencies

1. Credible Influencer
2. Collaborative Communicator
3. Culture Builder
4. Data Synthesizer
5. Effective Designer
6. Emotionally Intelligent Leader
7. Exemplary Consultant

*WIP – Data 2015

ODN Competencies

Continued...

8. Globally Diverse Facilitator
9. Innovator
10. Process Facilitator
11. Results-Oriented Driver
12. Strategic Catalyst
13. Systems Change Leader
14. Trusted Advisor

*WIP – Data 2015

ICF Core Competencies

- **A. Setting the Foundation**
 1. Meeting Ethical Guidelines and Professional Standards
 2. Establishing the Coaching Agreement
- **B. Co-creating the Relationship**
 3. Establishing Trust and Intimacy with the Client
 4. Coaching Presence

ICF Core Competencies

continued...

- **C. Communicating Effectively**
 5. Active Listening
 6. Powerful Questioning
 7. Direct Communication
- **D. Facilitating Learning and Results**
 8. Creating Awareness
 9. Designing Actions
 10. Planning and Goal Setting
 11. Managing Progress and Accountability

Comparing Practices

ICF Coaching

- Uses client's expertise
- Listens & Asks Questions
- Is a process
- Uses assessments & models
- Self discovery
- Future focus – goals
- Client is accountable for success

OD Consulting

- Brings business expertise
- Listens & Recommends
- Brings processes
- Uses assessments & models
- Organizational focus
- Solutions now
- Client & Consultant is accountable for success

Common Skills for 21st Century OD Practitioner and Coach

- 1. Credibility/Trusted Advisor**
- 2. Emotional Intelligence**
- 3. Designer/Process facilitator**
- 4. Communicator**
- 5. Innovator/Catalyst**
- 6. Systems Thinker**
- 7. Facilitates Change Process**

Coaching Challenges How We Partner...

OD Project

- Strategic Planning, Org Off-site retreats
- Succession Planning, High-Potentials
- IDP/Leader Development, Job Transition
- Org Redesign, Chg.Mgmt, Acquisitions
- Partner w/ HR re: performance challenges

Coaching Complement

- Monthly sessions to make goals into plans of action
- Develop focused goals and roadmap to succeed
- Successful transition: coach '1st 90 days', onboarding
- Safe conversations to vent, brain storm, flex ideas, role-play...coach new change leader skills
- Coach Executive Presence

The Decision to Be a Coach

Typical Reasons People Look for a Coach

- Optimize individual/team work performance (42%)
- Expand career opportunities (33%)
- Increase self-esteem/self-confidence (31%)
- Improve business management (29%)
- Manage work/life balance (27%)

Source: 2014 ICF Global Consumer Awareness Study

Types of Coaching

- Numerous disciplines and niches w/overlap between bus and personal
- Main specialties (according to coaches)
 - Leadership (23%)
 - Business/organizations (15%)
 - Executive (15%)
 - Life vision and enhancement (13%)

**Source: 2012 ICF Global Coaching Study*

Typical Fees

- Financial (average hourly fee/client type)*
 - Executive: \$350 USD
 - Business owner/entrepreneur: \$220 USD
 - Team leader: \$170 USD
 - Staff member: \$120 USD
 - Personal client: \$120 USD
- Time/energy
 - Varied appointment and engagement lengths
 - Readiness to commit to making real changes

**Source: 2012 ICF Global Coaching Study*

ICF Accredited Coach Training

North Texas Schools

- Gardner Institute
www.gardnerintstitute.com
- Coach Academy International
www.CoachAcademyInternational.com
- Coaching4Clergy
www.Coaching4Clergy.com
- Ultimate Coach University
www.ultimatecoachuniversity.com
- The University of Texas at Dallas Executive and Professional Coaching Program (*Kathleen attended*)
www.coaching.utdallas.edu
- iPEC (Institute for Professional Excellence in Coaching)
www.ipeccoaching.com
(*Jude attended*)

ICF Organizations

Global Organization



2365 Harrodsburg Road, Suite A325
Lexington, KY 40504
888.423.3131

Coachfederation.org

Local ICF Chapter

- Charter chapter 1995
- 150 members strong
- 100 credentialed
- Monthly meetings – 2nd Friday, 11-1
- CCEC credits for programs
- <http://www.icf-nt.com>
- Volunteer opportunities: see Jude, President-Elect; Kathleen, Ambassador

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ICF Hiring Tips

Choosing a Coach

- Find a Coach
 - Free, searchable database of ICF-credentialed coaches
 - Coachfederation.org/findacoach
- Geography a factor for in-person; virtual/telephonic engagements also an option
- Interview 3 coaches; request 2 references/coach
- Connection counts

Questions to Ask

- What is your coaching experience?
- What is your coach-specific training?
- What is your specialty?
- What types of businesses do you work with most often?
At what levels?
- What is your coaching philosophy?
- What types of assessments are you certified to deliver?
- What are some of your coaching success stories
(i.e., specific examples/case studies)?
- Are you a member of ICF? Do you hold an ICF Credential?

What to Expect

- Written coaching agreement
- Assessments/pre-work
- Emphasis on powerful questions
- Accountability for your goals and actions