



# Leadership Tips

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**Stephen Clarke**  
Leadership Success Coach

Dear Stephen,

You've been through countless hours of training. Professional coaching now gives you the one-on-one focus to leverage your talents. Research shows you can receive a 6:1 Return On Investment (ROI) for your professional coaching investment. Executives and managers use coaching as a way of gaining a neutral perspective on skills such as leadership, effectively communicating with others, handling difficult situations involving internal politics and the desires of fellow executives, managers, and others. Professional coaching is for the successful leader and for aspiring leaders seeking to leverage existing strengths with new strategies for optimal success. Processes can include 360 feedback, communication and behavior style assessments, the "leadership wheel" and "values assessment" to get the person in touch with success strategies. The process is flexible and designed to meet the client's needs. Call or email today to learn more about professional coaching!

## Tip #1: Never Underestimate the Power of "The Question."

Occasionally, as we rise to higher levels in organizations we somehow begin to believe that we must have all the answers, or at least most of them. Rather than always feeling that we must respond within 30 seconds with the "right" answer, why not empower the person asking the question by turning the question back to them? Practice the manager to coach process.

For example, an employee asks the boss, "Jim, how can we increase our revenues without adding more sales staff to push the product?" Response from Jim, "Great question! What thoughts do you have beyond the "obvious" that can accomplish increased revenues?"

This response by Jim to the employee creates an empowerment opportunity. It also allows the employee to exercise problem solving, creative thinking, creates greater ownership, feelings of pride and accomplishment, and conveys Jim's faith that the employee is a valuable, productive member of the staff. It's all in the "Power of the Question."



LIFE IS ABOUT CHOICES...THE  
CHOICES ARE YOURS!

## Why Hire an ICF Credentialed Coach?

by Amy Ruppert, MCC (From the ICF Website)

Certification from the International Coach Federation (ICF) is extremely important when considering which coach to hire.



It means the coach:

- Has received professional training from a program specifically designed to teach coaching skills in alignment with the **ICF Competencies** and **Code of Ethics**
- Has demonstrated a proficient understanding and use of the coaching competencies as outlined by the ICF
- Is accountable to the ethics and standards set forth by the ICF

The ICF is a consortium of professional coaches and organizations that have joined together under its auspices to shape and govern the profession of coaching. The skills sets, competencies, ethics and standards are a collective agreement between coaches from all over the world who have made the commitment to maintain the very highest standards you would expect from any other profession.

Since coaching is a new profession (about 10 years formally) and certification and licensure are not yet required in most states in the or in other countries, there are many individuals who are calling themselves coaches today. Many who call themselves coaches have not been formally trained in specific coaching skills and are transferring skill sets from other professions into their coaching. Often this results in an inadequate or ineffective coaching experience for clients.

Coaching has its own unique skills it employs and for many coaches "unlearning" old skill sets from other professions has to occur before they can competently pick up the new skill sets used in coaching.

If you are considering hiring a coach, be diligent in asking the coach if they have been specifically trained in coaching skills and currently hold or in the process of acquiring an ICF credential. Don't be misled to think a coach is a competent coach because they have other professional credentials or set high fees.

We estimate that there are currently 50,000 part-time and full-time coaches worldwide. Coaching has been covered extensively in Newsweek, U.S. News & World Report, Money, USA Today, Fast Company, New Age Journal, Industry Week, Inc., the Wall Street Journal, the New York Times, Management Review, Kiplinger's Personal Finance, Men's Health, Bloomberg Personal, Newsday, etc.



### **Tip #2: Opposites Create Opportunity**

We all have challenges with conflict. Next time someone approaches you with aggression, respond with the opposite of what you believe the person expects. If dealing with someone who you know loves to argue back and forth, respond with pleasant kindness and a smile. It places you in control of the situation solely through the dynamic you created. In many cases, the person will be confused by your response which often gives you the upper hand through maturity, peacefulness, and focus. Give it a try and enjoy the result!

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We welcome the opportunity to work with you!  
Please contact us with any questions.

Sincerely,

Stephen Clarke  
Employee Involvement Systems