



## Coaches and Coach Training Providers Accreditation Body

*creating excellence in the coaching profession*



Dawn Campbell  
Head of Membership Communication  
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It is with pleasure that I'm able to share with you the first of many interviews with the ECI leadership team starting of course with Gerard O'Donovan, our ECI CEO.

Over the coming issues, I'll be pressing the team for information that I think fellow members want to know. Got a question you'd like to see answered? Then send it to me, and I'll ask it!

This new feature is for your benefit, so if you want to have a better understanding of what the ECI is doing regarding how they are able to represent and support you, then this is the forum for you!



Tell us in a few words please Gerard, why you're so passionate about the ECI?



*I absolutely love what the ECI does and what it stands for. It is all about helping coaches to be more professional at what they do.*



How exactly does the ECI actually 'help fellow coaches to be more professional' then Gerard?



*By giving them an environment to practice in which they are not only safe, secure but incredibly well supported. In addition, one that is backed up with research development to deal with any accreditation or ethical issues they may have.*



And what exactly is your role within the ECI also, how do you spend your time to ensure we move forward of our competitors?



*I see my role as that of a guide. To use the old naval expression, "keeping my hand on the tiller" Making sure that we are heading in the right direction and on course.*



What does that involve exactly in terms of the direction and where we as a community are heading?



*It's an ongoing journey, the more we achieve and the more we help people the more we will continually want to help more people. The direction we are moving in it is one in which coaching will be recognized worldwide as a legitimate, regulated and incredibly needed service in the world today.*



What first attracted you to support the organisation and how have those reasons developed over the years?



*I started off as many people do, as a volunteer, promising to give one or two hours a week. Of course it never works out like that. It's like a black hole that sucks you in (smile) it starts to take you over, and the more you do, the more you become excited about the vision and mission, therefore, the more you want to do. What first attracted me to the ECI was when I met the original founder Ben Botes. I was very impressed by his ethics and his vision.*



How would you say you've carried on his work and what still needs addressing?



*There is still a huge amount to be done in terms of raising awareness within and without the coaching community. I have done what I can over the last few years, and the ECI has grown exponentially. However, in the great scheme of things, we still have a lot of ground to cover.*



Why do you think the coaching world needs another organisation like the ECI?



*Well, you have to understand that when the ECI started there was only one other international accreditation body in the world. That was the ICF and back in 1999 they were very American oriented with very little focus on Europe.*



And now?



*The ECI is the second largest international and accreditation standards body in the world. In fact, it is no longer European it is now trading in countries like Canada, America, Australia, India, New Zealand and many other countries outside Europe.*




### Included in this issue...

*click on the heading to read the article!*


- Interview with CEO – Gerard O'Donovan
- Meet the team!
- Coaching Achievements Award
- Research and Development
- International Coaching Register
- Asia-Pacific – The Inaugural Australasian Coaching Conference
- Aims and Objectives
- Case Studies
- The ECI Needs YOU!




Except America (smile)?




*Well, it is interesting but now we have a very large following in both America and Canada. Our Coaching achievement awards is inclusive not exclusive, therefore, any coach can apply. The ECI hosts the ICR (International Coaching Register) the only unbiased register of coaches worldwide.*




I'll come back to R&D later, but I'll leave how the ICR works for another time if I may.



*Of course, in brief, the ICR in itself is one of the most incredible initiatives to ever hit the coaching world. It will really separate the professional coaches from those who are not, and it will give the clients the opportunity to once and for all ascertain whether the person they are thinking of hiring is a coach is genuinely trained, qualified and accredited.*



What in your opinion specifically makes the ECI better than other organisations then?




*There are so many things. We are completely coach focused not internally focused. We are non profit making. We are externally and not internally focused. We also have a division totally dedicated to research and development. The ECI deliberately sets out to incorporate many cultures and languages. We also have a robust complaints procedure that is well respected. It protects both the client, the coach, the coach training organisation and of course the coaching profession.*




Only if they are actually members right?




*No, the ECI is here to protect the coaching industry and that includes anyone calls themselves a coach.*




What about the ECIs aims and objectives for the next few years?




*We want to spread the concept of ethical quality coaching throughout the world. Currently we're diligently working in many Eastern European countries as well as India on top of the 40 plus countries we're currently working in.*




How concerned are you that members don't understand or are not aware of exactly what the ECI could do for them?




*This is always a concern and is something that may never cease to be an issue. It is something that we always pay close attention to by remembering that we are there to serve the members. We work on the principle of servant leadership.*




And how best in your opinion could we improve the relationship the ECI has within the world of coaching then?



*The answer is simple, communication. Communication is the key and always has been to building and strengthening great relationships. So our job will be to communicate with not just individuals but with organisations and other membership bodies far and wide across the continent.*




Please share with our readers a couple of real life examples of how membership has benefits and protected their business and their rights.




*Well only in the last couple of months we have had a number of complaints coming from different sources against both coaches and coach training organisations. The ECI at huge expense convened a large complaints panel headed up by a doctor of theology who both interviewed and took statements from all parties enabling them to deliver a judgment to the satisfaction of all. We also had a situation where a coaching company recently got a large corporate coaching contract with an international company because of their accreditation with the ECI.*




How was the 'huge expense' you mention funded?



*Like many non-profit making organisations, it is quite often a struggle as the only income we get is from our membership fees. However. the ECI is committed to quality and support therefore, that is where the money gets spent.*




Which demonstrates just how valuable and versatile their membership is right!




*Absolutely, we are there to look after, take care of, support, and educate all of our members. We do it in a loving caring and professional way.*




What about your thoughts on the business of coaching these days, both individually and corporately?




*It is growing at a rate that has to be seen to be believed, and like many embryonic industries, it is going through growing pains. I believe that we will see many more coach training organisations springing up. (Many of them run by people who are not real coaches).*




Why does that matter?




*It actually matters quite a bit because we are seeing a growing number of people who have never had any coach training at all. They're attracted by the income that professional coaches earn so reinvent themselves and call themselves coaches. This of course is a deception and what they are delivering to their clients is not coaching. Although their poor clients don't necessarily realise that. Therefore, some of these people are causing great damage both to their clients and to the reputation of coaching in the marketplace.*




*I also see a huge desire and a thirst for coaching both in the corporate world and also especially in the emerging economies like the Far East, Eastern Europe etc. Consequently, I believe that many of the coach training companies presently trading will no longer be in existence in five years time. In addition, many of the larger companies will merge and come together. So that in 10 years time we will have something like a dozen major players in the industry throughout Europe.*




Interesting. So what about the spiritual side of business Gerard, is there room for spiritual intelligence in a big organisation like the ECI and if yes, how does it manifest itself?




*I think there is always room for spirituality in coaching. In fact, I think coaching is very closely linked with spirituality. When one human being sits down with another with the sole intention of helping that person to be more than they are.*




*When they focus their total attention on that person and show appreciation for the full potential that lies within that human being, then there is obviously a spiritual connection. It is also interesting to note that when I talk to large corporates about coaching and spirituality there actually is a huge appetite for that even among the senior board members.*




Though I have also heard many coaches profess to not being in the least bit spiritual and actually refute the idea that they go hand in hand, what do you say to that?




*Personally I think it's impossible to refute that. I reiterate, whenever one human being sits down face to face with another and focuses all of their attention completely on that person, when they appreciate them for all that they are and all that they have the ability to be with no hidden agenda, then in my opinion, there is a huge spiritual connection.*




In terms of R&D, where is the ECI going and what could members look forward to that will benefit them and what about corporate clients?




*The research and development division is one of the jewels in the crown within the ECI. We see it as one of our main roles to keep our members abreast of any new trends and issues within the coaching world. Consequently, we are always looking at ways where we can develop coaching into niche markets and to look for ways where coaching can be even more beneficial to individuals and corporations. Therefore, the R&D division is crucial in helping us to achieve all of this. Currently they are working on a number of projects to do with language, culture and diversity. The work they produce is absolutely fantastic and is of huge benefit to all of our accredited members.*




When are we likely to experience these changes and improvements?



*Well you only have to look at the website on a regular basis to see the huge changes that are being implemented every single month. The website is our window to the world and we are blessed to have Barbara Dalpra the deputy CEO who takes personal ownership and oversees all of the IT and website upgrades and designs. She does a most remarkable job so keep watching this space for more.*




OK, so members simply must get logged on more often to fully appreciate the R&D element of what the ECI is about yes?




*Absolutely. It is up to the members to continually come back and log into their private area of the site to update themselves on what has been happening.*




What in your opinion is the single biggest reason coaches have to be hopeful / worried about in the coming years?




*Where coaching is concerned the future is very bright indeed. There is a wave of awareness sweeping the planet right now helping people to come to a deep and profound realisation that there is more to life than most people currently experience. There is also a huge upsurge in the acceptance of personal development and of course, coaching sits right between these two massive trends.*




And anything to be worried about? What about the recession we are already experiencing which has seen some coaches being laid off?




*Well you know, every cloud has a silver lining, and yes there is a recession and a credit crunch right now, and many companies are feeling the pinch. However, because of that some companies that are laying people off are now also bringing coaches in to help them with redundancy and outplacement Coaching. We are also seeing training budgets being cut and some of that money reallocated to coaching in order to help improve performance and results in the workplace, so it's about attitude.*




We started this interview by your sharing your passion for the ECI with us, thank you. Now please tell us exactly what volunteers and members alike could do to maximise their ECI membership.




*Well unlike any other coaching organisation the ECI is truly owned by its volunteer members. Every volunteer within the ECI receives shares every single year. The way that people will get more out of their membership is to simply communicate. By networking with each other, by being in touch with head office and by staying in touch with the divisional heads on a regular basis they will realise that this is a most remarkable organisation set up purely for them, and that the benefits to be gained by being a member are simply awesome.*




By being 'in touch' presumably you mean they need to contribute, participate, and volunteer, what else?



*Well personally I would love to see all of our associates and accredited members actually become volunteers within the organisation. They will learn so much more. Also, so many more opportunities will be open to them, consequently, their ability will increase as well of their knowledge. Not only that, they will also become shareholders within their organisation, something that no other coach accreditation body in the world offers.*



Thank you Gerard for your time and sharing your thoughts with us, I look forward to talking to you on behalf of the members again another time.



I hope I asked at least some of the questions you wanted, to make sure your questions are addressed in future, please send them to me at [dawn-campbell@the-eci.org](mailto:dawn-campbell@the-eci.org).



## The Inaugural ECI Australasian Coaching Conference, Sydney 2008

**You are invited!**

We want as many people from every corner of the coaching industry to participate in this extraordinary event.

Why? Because we believe that, as a profession, we need to be as inclusive as possible. This is particularly crucial in times of increasing economic uncertainty when markets are changing so rapidly and when so many coaches are giving up on their dream, quitting coaching and going back to working for someone else.

It is just when our profession and our colleagues need us so much that we each need to take up the challenge to become leaders within our industry. It is for this important reason that we have chosen the theme of this year's inaugural conference.

### The Future of Coaching Embracing the Opportunities of 2010s

This theme addresses and incorporates the following key topic areas:

- Keynote – The Future of Coaching – Co-Creating our Vision
- Spotlight – Looking at the Health of Our Industry Today
- Spotlight – Exploring where the Marketing is Going
- Spotlight – Understanding why Change is Necessary
- Spotlight – Accepting Personal Responsibility
- Keynote – The Future of Coaching – A Call to Action

There is a wealth of information packed into this invitation, and I thank you for sharing your time to review it and also for forwarding it onto fellow colleagues, as I know you will.

I look forward to meeting all of you at this exciting event.



Sarah Hue-Williams, PECI  
Head of Asia-Pacific  
e: [australia@the-eci.org](mailto:australia@the-eci.org)  
m: +61 (0)412 534 762



### Meet the Team!

#### CEO – [Gerard O'Donovan](#)

As CEO, Gerard works closely with the International Teams and has a close relationship with all the Affiliate Organisations.

Following Gerard's years in the Royal Marines he began his business career as a business advisor. His entrepreneurial skills soon revealed themselves as he developed his own company. Over the last seventeen years he has been instrumental in establishing several more companies and taking them from inception to extraordinary high levels of turnover.

Gerard joined the ECI as a volunteer in 2003 and in 2004 accepted the reigns as CEO. Gerard is based in the UK and can be contacted by emailing him on [gerard@the-eci.org](mailto:gerard@the-eci.org).

#### Deputy CEO – [Barbara J. Dalpra](#)

As Deputy CEO, Barbara is responsible for Operations, IT, and Finance. Her roles include working closely with each team within the ECI as well as supporting the members closely.

Professional  
Indemnity  
Insurance  
[UK & Ireland](#)



TAXCafe®  
[useful tax  
resources](#)



Members offer  
[Build a  
Booming  
Business](#)  
Betska K-Burr,  
MECI



Professional  
Indemnity  
Insurance  
[Australia](#)



[Coaching  
Hours Log](#)



[Continuing  
Professional  
Development  
\(CPD\)](#)



[Continuing  
Professional  
Development  
Log](#)



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Members offer  
[Get Known Fast](#)  
Tessa Stowe,  
Assoc



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Members offer  
[The Science of Getting Rich](#)  
Barbara J. Dalpra, FECl

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Recommended Reading  
[Techniques of Healthy Cooking](#)  
by The Culinary Institute of America

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Recommended Reading  
[Beginner's Guide to Natural Living](#)  
Learn to Eat, Live & Feel Healthy  
by Larry Cook

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CTECI Diploma in Life & Business Coaching  
[Mindstream](#)

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CTECI Diploma in Management and Executive Coaching  
[International Coaching and Training Institute](#)

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CTECI Diploma in Personal and Executive Coaching  
[Executive Coaching Solutions Limited](#)

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CTECI LCH Diploma in Life Coaching (The)  
[Achievement Specialists](#)

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Barbara has spent her working life in various parts of the world – Africa, Europe, USA and Canada. Barbara was born in Southern Rhodesia (now Zimbabwe), brought up in Malaŵi; and educated in Malaŵi, South Africa, and the UK. She gained her business experience while living and working in the UK and abroad, and as such she has a strong knowledge of international business practices incorporating the excitement of emigration. Barbara combines her extensive background and experience with a keen insight into the demands of balancing the personal and the professional.

Barbara joined the ECI's volunteer team in 2002 as Newsletter Editor and in 2004 accepted the roles of Operations, IT, and Finance. Barbara is currently based in the UK and can be contacted by emailing her on [barbara@the-eci.org](mailto:barbara@the-eci.org).

**Membership Communication – [Dawn Campbell](#)**

As Head of Membership Communication, Dawn is responsible for the Coaching Industry Update. She works closely with the Directors and Leadership Team to get the ECI's news out to you.

Educated in Germany, Dawn then spent 20 years in the corporate world working in UK, NY and Canada providing management consultancy and outsourced services. Now a dedicated health coach and mentor, Dawn is enthusiastic about developing positive mental attitudes with individual clients.

Dawn is enthusiastic about developing positive mental attitudes with individual and corporate clients by encouraging clients to maximise their potential through learning new skills to live the life they deserve. Particularly interested in supporting clients with eating disorders to establish their own journey to recovery built around core values and ideals. Residential 'one to one' retreats available at her idyllic home in France help remove and break the cycle of habitual sabotage behaviour.

Dawn joined the ECI's volunteer team in 2003 to work with Barbara in the Newsletter Team, subsequently becoming the Newsletter Editor, then Editor-in-Chief and now taking on the role of Membership Communication.

**Head of Asia-Pacific – [Sarah Hue-Williams](#)**

Sarah is the ECI's Head of Asia-Pacific. In this role Sarah, works closely with Gerard and the International Team, guides the Asia-Pacific team.



Sarah has been coaching for most of her adult life, and is passionate about what she does. She has worked and trained both nationally and internationally and brings this wealth of experience and expertise to every coaching session. For Sarah it is a privilege to have been part of so many coaching relationships processes in which she has witnessed people change and grow and realise their potential.

Sarah joined the ECI International Team in 2006. Sarah, originally from the UK, is now based in Sydney, Australia, and can be contacted by emailing her on [australia@the-eci.org](mailto:australia@the-eci.org).

**Asia-Pacific Marketing – [Noel Posus](#)**

Noel is Asia-Pacific's Head of Marketing, Sales, and PR. In this role Noel, working closely with the Head of Asia-Pacific, the International Marketing team, and the CEO, promotes the ECI throughout Asia-Pacific.

Noel is a recognised leader in the international coaching industry, with nearly twenty years experience as a professional educator, coach and author. His early career found him lecturing and coaching at the University of Colorado at Denver in multicultural diversity, gay and lesbian studies, and psychodrama.

Noel joined the ECI Asia-Pacific volunteer team in 2007. Noel, originally from the USA is now based in Sydney, Australia, and can be contacted by emailing him on [noel-posus@the-eci.org](mailto:noel-posus@the-eci.org).



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ECI Sponsored Workshop  
[Abundance Retreat – "Being beyond Technique"](#)  
Resolution for Life  
Margit Jones-Hochstrasser, Assoc

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ECI Sponsored Workshop  
["Give Yourself the Gift of Health" Short Course](#)  
Rainbow Promise Health  
Dawn Campbell, CECI

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ECI Sponsored Workshop  
["Putting Ageing into Perspective" Workshop](#)  
Mowat Research Ltd.  
Dr Harriet Mowat, Assoc

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ECI Sponsored Workshop  
["The Positive Parenting Made Easy" Workshop](#)  
Positive Parents  
Confident Kids Coaching Ltd.  
Sue Atkins, Assoc

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ECI Sponsored Workshop  
["Transition Retreat"](#)  
Resolution for Life  
Margit Jones-Hochstrasser, Assoc

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ECI Sponsored Workshop  
["Wisdom at Work"](#)  
Noel Posus, Assoc

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Life &  
Executive  
Practitioner  
Coach Diploma  
(DipNMC)  
Noble  
Manhattan  
Coaching



**Newsletter Editor – Anna Cairo**

Anna is the ECI’s Newsletter Editor and with her team produces two monthly e-newsletter’s:

- [The ECI’s Members Newsletter](#)
- [The ECI’s Subscribers Newsletter](#)

Anna is an established life coach, editor, and author having established her business “Life Balance Coaching” in 2004 with the vision to support clients with tailored programs to suite their individual needs and requirements in the area for life/work balance.

Anna joined the ECI’s volunteer team in 2007. Anna is based in South Australia and can be contacted by emailing her on [anna@the-eci.org](mailto:anna@the-eci.org).

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SCECI  
Coaching Skills  
for Managers  
Reed Learning  
plc

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SCECI  
Quantum Goal  
Achievement  
Noble  
Manhattan  
Coaching

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WSECI  
Results Coaching  
Noble Manhattan  
Coaching

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ECI’s  
Complaints  
Process

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Certified  
Power Coach®  
Program  
Coaching and  
Leadership  
Intl. Inc.

**Newsletter – Article Resource Team Manager**

**- Kirsty O’Callaghan**

Kirsty holds a number of roles in the ECI – Article Resource Team Manager, Your Questions Answered Panel Head, and Australian Membership.

Kirsty’s passion lies in helping people find solutions to overcome perceived difficulties and obstacles to being organised and enjoying a balanced lifestyle, feeling healthy, having a sense of wellbeing and happiness.

Kirsty joined the ECI’s volunteer team in 2008. Kirsty is based in Queensland, Australia and can be contacted by emailing her on [kirsty-ocallaghan@the-eci.org](mailto:kirsty-ocallaghan@the-eci.org).



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ECI’s  
Standards  
and Ethics

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**Newsletter – Proof Reader – Jane Watt**

Jane is the e-newsletters proof reader. She works closely with the newsletter team in proof-reading all the articles that are published in the e-newsletters.

Jane joined the ECI’s volunteer team 2007. Jane is based in France and can be contacted by emailing her on [jane-watt@the-eci.org](mailto:jane-watt@the-eci.org).

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**Coaching Achievements Award!**

[http://www.europeancoachinginstitute.org/eci\\_awards/index.php](http://www.europeancoachinginstitute.org/eci_awards/index.php)

**The ECI Awards for Coaching Excellence**

The Coaching Achievement Awards are coaching’s most prestigious awards for coaching from the ECI for success and achievement through coaching. If as a coach you are proud of your achievements why not gain international recognition by asking your clients to support your entry to the ECI’s Coaching Achievement Awards.

The Coaching Achievement Awards celebrate the achievements of coaching clients by awarding the coach with an internationally recognised Coaching Achievement Award. These awards highlight the vision, the commitment, and the will to succeed of those who have used coaching to ensure achievement. Get the international recognition that your coaching deserves. If your clients think you’ve got what it takes to become a winner, ask them to tell us about your coaching and their achievements and you could be collecting your Coaching Achievement Award in November, 2008.

**WHAT ARE THE COACHING ACHIEVEMENT AWARDS?**

The ECI’s Coaching Achievement Awards are internationally recognised awards for coaches who have worked with their clients to lasting success and achievement. Effective coaching enables clients to achieve their dreams, their aspirations, and their goals. The ECI’s aim is to recognise coaches who create this achievement through their coaching skills – to give you the reward and recognition that you deserve.

Being recognised through the Coaching Achievement Awards builds your professional reputation, and all Coaching Achievement Awards finalists will be celebrated at the next International ECI Conference. The use of the Coaching Achievement Awards logo on your website, stationery, and literature is a mark of your coaching excellence.

The quality that all winners of the Coaching Achievement Awards show is that they will all be able to demonstrate the success and achievement of their clients. Coaches may be coaches who are working with clients in an organisation or coaching individuals. Winners show, not only their coaching skills, but also the outstanding results achieved by their clients.

**HOW TO ENTER THE COACHING ACHIEVEMENT AWARDS!**

Enter the [Coaching Achievement Awards](#), using this [application form](#), by sending your entry by email to [awards@the-eci.org](mailto:awards@the-eci.org) or by post to Coaching Achievement Awards, ECI, P.O. Box 407, Ashford TN24 8WS, UK. Each application will be acknowledged by email.

**Closing date for application is 31<sup>st</sup> August, 2008.**

## ECI Aims and Objectives



The purpose of the ECI is to:

1. protect coaching standards,
2. promote coaching as a professional industry,
3. to internationally educate individuals, organisations and the media about the ECI's Standards and Ethics of Coaching,
4. be a source of information to its members,
5. be a source of information to the public and to its subscribers about coaching,
6. be a source of information about the history and development of coaching,
7. be a source of information about how coaching can be usefully applied,
8. to explain how each individual can select their own coach,
9. to explain how organisations can select their coaches,
10. provide a coach referral service that allows you to select the right qualified and accredited coach for you and/or your organisation,
11. provide a coaching forum for its members,
12. provide business building support to its members,
13. provide Research and Development white papers to its members,
14. represent Coaching to Statutory Bodies, Country and International governments, other professional associations, and to the media, and
15. to build and maintain the one and only all encompassing International Register of Coaches.

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## Research and Development

### White Paper - Coaching Methodologies and Models

The ECI is collating a White Paper on Coaching Methodologies and Models and is inviting you to take this opportunity to publish the details of the methodology and/or model that you use in your coaching or coach training. This White Paper is to be published as a resource to all members and to the world of coaching.

Please take the time to include your methodology and/or model, rather than assume that someone else may publish it on your behalf.

Please send us a word document or acrobat file including:

1. name of your methodology and/or model
2. the objective of your methodology and/or model
3. a description of how to use your methodology and/or model
4. the originator of the model, if known
5. your name, membership status, and email address

The **cut-off date** for inclusion in this White Paper is the **15th August, 2008**, so please send your input to [PaTrisha Anne Todd](#) as soon as possible. This will allow the ECI to publish the White Paper by the end of August, 2008.

Thanking you in anticipation.

*PaTrisha Anne Todd*

PaTrisha Anne Todd, Assoc  
Head of Research and Development

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## Case Study

*promote yourself - send your case study to [Dawn Campbell](#) for publication*

The ECI has received the following request:

*'I am in a big rut and am keen to make significant changes to my life. I do not have a lot of spare income as I have many outgoings and was wondering if any of your coaching students needed to work on someone like myself as a case study. I would be happy to be a guinea pig to a female trainee in her forties as I feel life experience is as important as academic qualifications. Can you help me? Thanks [Sally Kadir](#).'*

Please contact [Sally](#) directly.

### [Elysian Holidays - Coaching Case Study](#)

[Elysian Holidays](#) is a world-wide villa accommodation specialist holiday company, renting villas on the Greek Islands, in Spain, Mallorca, Menorca, Portugal, Italy, Cyprus, France, Morocco, Cost Rica, Tobago, Caribbean, Mexico, Cuba and Thailand; where all the properties are hand picked and most are visited by either Maxine Harrison (owner of Elysian Holidays) or another member of staff.



When [Barbara Dalpra](#), qualified Master Coach with [The Nyasa Partnership Limited](#) and Accredited Fellow Coach (ECI), accredited through the European Coaching Institute started working with Maxine as her coach, the business was facing a number of challenges.



These challenges were triggered by a number of events, for example the impact of 9/11 where people didn't travel as frequently or as far in the months immediately afterwards; and the exchange rate fluctuations of both the Euro and the US\$.



All the ECI asks is that you produce the case study and let us publish it. The information provided in the case study will be that agreed by both yourself, as the coach, and Sally, as the client.

To achieve this each goal was broken down into manageable chunks and as such into smaller goals. During the coaching sessions, each smaller goal was addressed, and a number of steps discussed and actions agreed. As each small goal is achieved the longer-term goals defined initially, start coming closer.

Maxine defined the **benefits of coaching** as the *support that assists in providing clarity, boosts her confidence, and enhances her ability to prioritise*. She says that as coaching gives her the opportunity to discuss all areas of her business and personal life with someone who is non-judgemental, the role of business no manager no longer leaves her feeling alone, especially when it comes to making decisions. She added that one loses any fear of the future.

**promote yourself - send your case study to [Dawn Campbell](#) for publication**

Full details found by [clicking here](#).



## International Coaching Register

The International Coaching Register is for any individual who trades as a coach, who help individuals and/or organisations for example, establish a work life balance, manage stress levels and build communication skills amongst many other specialist areas.

Everyone who has qualified as a coach with a recognised coach training company should now take the opportunity to register. This will dramatically cut down on any misrepresentation that goes on within the industry. Many people have websites and call themselves coach but have no actual qualifications. The register will stop these people and raise the profile of genuine coaching and how it can transform people's lives.

C.E.O. of the ECI Gerard O'Donovan said "the register has been administered by the ECI for the benefit of the world of coaching and coaching clients. It is also a great way for coaches to get business as members of the public can search for registered coaches in their area. It brings coaching transparency at last."

As members of the ECI have you published your details on the International Coaching Register? To do so:

- Select the 'ICR Register Edits' menu option on the left hand side of this screen.
- Create your entry by selecting:
  - [Insurance](#) - enter your Professional Indemnity Insurance details here.
  - [Training](#) - enter the details of all the training courses you've completed here.
  - [Workshops](#) - enter the details of all the workshops you've attended here.
  - [Accreditation](#) - your ECI Accreditation details will automatically be included here. You also have the opportunity to enter the details of all the accreditations/credentials you've been awarded, as an independent verification of your coach training and experience.
  - [Business Details](#) - select or enter all types of coaching you include in your Coaching Business/Practice.
  - [Organisation Membership Details](#) - enter the details of all Business Organisations in which you hold a membership - these could be other Coaching Bodies, Chamber of Commerce, or any type of organisation that is appropriate to your business.
  - [Display](#) - don't forget to DISPLAY your details. Selecting 'yes' your details will be displayed on the International Coaching Register. For ECI Accredited Coaches, your details will also be displayed on the ECI's Coaching Referral programme.

We look forward to seeing you on the International Coaching Register.

To display your details on the ECI's Coach Referral Service, if you are not an accredited coach [email](#) Cherry Claus, Intl. Head of Accreditation for details on how to become accredited.



## The ECI needs YOU!



**Be part of your International Team**  
email [barbara@the-eci.org](mailto:barbara@the-eci.org) to join!

The ECI are pleased to announce that there are volunteer positions in the ECI's leadership and development team. Should you wish to, or you know someone who wishes to, join the ECI's leadership and volunteer team and take up one of these roles, contact the person responsible for the division.

These roles include:

- Accreditation - to work closely with the Intl. Head of Accreditation - contact [Cherry Claus](#)
- Country Heads and Teams - contact [Gerard O'Donovan](#)
  - Head of Country
  - Head of Marketing, Sales and PR, and team members
  - Head of Accreditation, and team members
- Intl. Head of Affiliate Organisations - contact [Gerard O'Donovan](#)

