



Welcome to the Client Compass™ Newsletter!

I am writing this at 35,000 feet in the air, as I head off to the International Coach Federation conference in St. Louis. This will be my fourth ICF now, and I am looking forward to seeing many old friends and of course making new ones (by the time you read this, we may have already become new friends!)

I am reflecting on what an exciting time it is in the coaching world, and how gratifying it is to be part of the growth and development of the field, even as a non-practitioner. When I attended my first ICF conference in Denver, I literally knew no one in coaching, and virtually nothing about what a coach does. But four years later, after talking with an working with so many of you, I feel extremely lucky to have found my way into the coaching universe.

It is also gratifying to feel as if I have made some contribution to the field, by helping to turn some of the finest coaches in the world into some of the best authors. I am extremely proud of the works we have published, and of the terrific authors I work with everyday. I hope you enjoy reading our books, and using our software, as much as I enjoy helping to bring them to you.

OK, enough of the sappy stuff. Take a look at the important note from the ICF below, about their first-ever global survey on coaching. Looks like a very worthwhile enterprise.

David Bernstein

Editor

We would like to invite you to participate in the first-ever global research study on personal, business, executive, internal and corporate coaches. PricewaterhouseCoopers has been commissioned by the International Coach Federation to conduct research on their behalf to provide a valuable insight into the coaching profession. Your response is vital as the findings from this survey will provide a benchmark for all future research in the coaching industry.

It is important that this survey is completed by as many coaches throughout the world as possible. Your participation will ensure that we produce a robust, comprehensive, "state of the industry" report. Specifically, the results of the survey will replace anecdote with hard evidence.

To thank you for taking the time to participate in this survey, PricewaterhouseCoopers will forward you a copy of the executive summary containing the key findings from this survey. You will receive this summary report in February 2007.

This survey will be conducted independently by PricewaterhouseCoopers in accordance with the Market Research Society Code of Conduct, which guarantees your confidentiality and anonymity. Your contact information or individual views will not be shared with anyone.

If you are aware of another coach who is not a member of the International Coach Federation, but would be interested in participating in this research please ask them to logon to the PwC website, at:

<https://www.pwcresearch.com/uc/coachingsurveyregistration/> and register their interest.

The survey should take approximately 15 minutes to complete. We would greatly appreciate receiving your completed surveys as soon as possible.

► **ADVICE from Coaching Experts**

What is Evidence-Based Coaching and Why Should I Care?

- Coaching has moved well beyond pop psychology and the personal development genre
- Clients expect theoretical rigor as well as outstanding applied coaching skills
- Coaches need a solid understanding of underpinning theories to deliver real results
- Evidence-based coaching provides a validated knowledge base that is cross-disciplinary, and allows coaches to draw on both established approaches and their own experience

Coaching is sometimes seen as a quick fix, and in professional circles it sometimes carries the stigma of over-hyped personal development. Clients and stakeholders alike are asking for more substance: they want to achieve their goals *and* they want to know that their coach understands and uses solid and well-grounded approaches. At the same time professional coaches are becoming increasingly disillusioned with proprietary-model “Seven Steps to Your Ideal Life” coach training programs that are more marketing than coaching, more hype than substance. Coaching has become more than a fad. Professional coaching has become evidence-based. What is evidence-based coaching?

Adapted from its use in the medical context, the term “evidence-based coaching” means much more than simply producing evidence that a specific coaching intervention is effective, or being able to demonstrate return on investment. The term “evidence-based” refers to the intelligent and conscientious use of *best current knowledge* along with the coach’s expertise in making decisions about how to deliver coaching to coaching clients, and in designing and teaching coach training programs.

Herein lies the issue. Best current knowledge is up-to-date information from relevant, valid research, theory and practice. But because coaching is an emerging discipline, at present there is rather limited coach-specific academic literature. So “best current knowledge” can often be found in related fields of knowledge, theory and practice such as the behavioral sciences, adult education, economic science and philosophy. The evidence-based coach needs to be able to draw on this kind of existing knowledge, adapt and apply it, and in the light of their own reflective practice develop grounded frameworks that further inform their coaching methodologies.

In short, we are witnessing the emergence of a new cross-disciplinary methodology for creating and sustaining individual and organizational change. The wealth of established knowledge in science, adult education, economics and philosophy means there is no shortage of validated theoretical frameworks and evidence-based techniques to use in coaching. The question is how to best implement these. How can coaches take this knowledge and apply it to their real-life coaching practice? Our new book, the *Evidence-Based Coaching Handbook: Putting Best Practices to Work for Your Clients* applies recent behavioral science research to executive and personal coaching, bringing multiple perspectives to bear on why and how coaching works. A truly groundbreaking resource, this text presents twelve different coaching approaches (presented by some of the most esteemed coaches in the field) along with the empirical and theoretical knowledge base supporting each.

Why should coaches care about the evidence-based approach? Because it is the future of coaching. Because ethical and professional practice demands that we use the best available knowledge to help our clients. As coaching moves towards greater acceptance and professionalization, coaches need a common language and knowledge base in order to communicate with each other, with clients and with the broader community. If we do this well, in time, we will see a real profession grow.

 **CLIENT COMPASS™ TIP OF THE MONTH**

Where are the forms?

Do you know about the 3 word document forms that are installed with your Client Compass™ software? These are the forms that you can customize, send to your clients and import their responses, just by clicking a few buttons.

These forms include:

- Corporate Coaching Information Form
- Personal Coaching Information Form
- Prep Form

To locate these forms, go to the "TOOLS" section of the software - the last icon in the row of four at the bottom left of your screen (in the navigation bar). Once you're in the Tools section, select the "COACHING FORMS" option in the middle left navigation bar.

Once you select the Coaching Forms item, you will note on the right side of the screen there are two options - Open Forms Folder & Copy Original Forms.

First, we recommend you copy these forms to another location (or even a CD or external hard drive) so that, if your computer were to crash, you could still access the original documents.

To open the forms, click on the "Open Forms" option and Client Compass™ will open your Windows Explorer screen, taking you directly to the location on your computer where the forms are saved. From here you can double click on the form you want to open in Microsoft Word.

▶ BUSINESS TIPS from PRACTICE PAY SOLUTIONS

Be a Coach; Not a Creditor

Has this happened to you? Your client shows up for her regular coaching session, but she hasn't paid you. Now you have to take time in the session to find out if she got your invoice, whether she has sent your check, and when you can expect it. Instead of being her coach, you have to play the role of bill collector. The whole session ends up focused on her financial situation instead of the original topic she had in mind.

Accepting credit cards in your coaching practice can avoid this uncomfortable situation. Here's how:

1. Clients can choose how to manage their own finances. When they pay you by credit card, they can opt to pay off the full amount each month, or carry a balance if they prefer.
2. You can process client payments immediately instead of having to wait for a check to arrive. With your client's permission, you can enter her credit card number directly into Client Compass™ and process the charge on the due date without her involvement.
3. If you use automated recurring payments, you can set your client up just once and the same charge will be processed automatically until cancelled. Then neither of you have to keep track of it.

Using credit card processing for all your coaching fees will keep your client sessions focused on coaching instead of on bill collecting.

Practice Pay Solutions is the authorized merchant account provider for Client Compass™. To sign up for an account, visit www.practicepaysolutions.com/clientcompass or Client Compass™ users can simply click on "XYZ" on the XYZ menu.

