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**Our Newsletter Contributors:**



**Lise Lewis**



**David Sleightholm**



**Stephen Murphy**



**Po Lindvall**



**Rita Knott**



**Charlotte Van den Wall Bake**



**Irena Sobolewska**



**Paul O Olsen**

## **Calling All Volunteers**

**Your EMCC needs you!**

**Read more about how to become an EMCC volunteer  
on our website**

**[www.emccouncil.org](http://www.emccouncil.org)**





## Message from our President

Dr Lise Lewis

[EMCC\(dot\)President\(at\)emccouncil\(dot\)org](mailto:EMCC(dot)President(at)emccouncil(dot)org)

Dear EMCC colleagues

I hope you've all had a positive start to the year and are already realising some of those promises you made for 2015!

You will find contributions in this newsletter from your EMCC International Executive Board, from our Affiliated Countries and also from leaders of special projects.

As always I want to take this opportunity to thank all volunteers in EMCC International and Affiliated Countries. Through your efforts we're producing and developing standards in the mentoring and coaching world that raise the profile of EMCC as a professional body firmly positioned in quality. All our work also shows we're serious about self-regulation and want to be seen to be practising professionally and in the interests of everyone associated with mentoring and coaching. If you're not already a volunteer come and join our community!

Let me finish the welcome to this newsletter by saying your views and feedback about what you want to see from your EMCC are important. If you'd like to contact me personally send me a tweet @EMCCPresident or email [EMCC\(dot\)President\(at\)emccouncil\(dot\)org](mailto:EMCC(dot)President(at)emccouncil(dot)org) - looking forward to hearing from you!

Very best wishes from Lise

*Lise Lewis*

EQA is EMCC's Quality Accreditation for Mentor/Coach training providers. Contact details for all EQA courses holders are available [here](#).

Click the links to find out more about [getting an EQA](#) for your course OR read about the benefits of [taking an EQA course](#).

EIA is EMCC's Quality Accreditation for individual mentors and coaches. You can view a full list of accredited mentors and coaches [here](#). Or click on the following link to read about the [benefits of getting an EIA](#) or [how to apply](#).



Welcome to **Centrum voor Conflicthantering** (Netherlands) who gained their Practitioner level EQA in January 2015

Congratulations to **Kingstown College** (Ireland) who successfully renewed their EQA accreditation at Practitioner level in January 2015



Caroline Horner (UK): Master Practitioner

Moira McLaughlin (UK): Master Practitioner

Roman Chudoba (Czech Republic): Senior Practitioner

Jane Cook (UK): Senior Practitioner

Helen Law (UK): Senior Practitioner

Claire Dickson (Czech Republic): Practitioner

Patrick Farre (France): Practitioner

Marijke Haisma (Netherlands): Practitioner

Margaret Kelly (UK): Practitioner

Franck Potie (France): Practitioner

Bridget Riches (UK): Practitioner

..... and congratulations to Sladjana Milosevic (Serbia) who successfully upgraded to Senior Practitioner



## 22<sup>nd</sup> Annual International Mentoring and Coaching Conference

19-21 November 2015 – Istanbul, Turkey

### The theme of the Conference is Building Business Engagement

There will be three keynotes: Gail Romero and Tanguy Lunven plus one more to be announced. There will also be over 40 sessions as well as three MasterClasses.

Gail Romero has worked for numerous organisations throughout the world to build successful gender based missions and enhance visions with social, political and economic impact.



She is the founder and CEO for Collective Changes which provides the #1 technology mentoring platform to business women in developing nations in conjunction with World Bank/IFC SME Toolkit, Chronus Mentor Software and partners with LinkedIn and Google. She has also developed the GLEAN Leadership Skills curricula using the results of the 2012-2013 research survey from Fortune 1000 companies to develop leadership pipelines for the 21st century.

An engineer, Tanguy Lunven spent the first half of his professional life in business. There he experienced life in a large industrial group managing complex projects and especially management teams. This experience now feeds his approach, as well as his experience as a musician and his insatiable curiosity for personal development approaches: artistic approaches, spiritual, psychological, cultural.



The venue for the 22nd Annual Conference is the Ceylan Intercontinental Hotel in Istanbul, Turkey. The 5\* hotel is in the heart of the Ottoman's capital city and is the ideal base for exploring endless historic sites, museums, restaurants, clubs and shops. Located in Taksim with stunning views of the Bosphorus, Istanbul skyline and the Blue

Mosque, the hotel is a short walk from Dolmabahce Palace and Lütfi Kırdar Congress Hall.

So don't forget to book your place now and take advantage of a great range of discounts [www.EMCCconference.org](http://www.EMCCconference.org)

See you there!

## Standards Update

David Sleightholm



EMCC International VP Standards  
[EMCC.VP.Standards@emccouncil.org](mailto:EMCC.VP.Standards@emccouncil.org)

The EMCC standards community has been working hard over the last few months and you will have seen some changes with more to come.

The transfer of Standards administration to the administration team (except in licenced countries of course) is now established and seems to be working well.

The process for renewal of the EIA award is being rolled out now, and if you are due to renew, you will be contacted by your accreditation manager. It is an easy process and should take you very little time. It checks:

- Are you still mentoring/coaching?
- Are you still purposefully engaging in development?
- Are you still receiving supervision?
- Do you undertake to abide by an appropriate code of ethics?

The competence framework has been tidied up by a WorkGroup led by Marialexia Margariti, and we will shortly be publishing it.

Margreet Rierink and her WorkGroup is working on EQA renewal processes which will apply to EQA programmes that have not yet been asked to renew.

We will shortly launch ESIA, thanks to Michel Moral and his WorkGroup. Some of you took part in the pilot. The learning was that the process was too complicated and demanding, and we needed to simplify it and make it user-friendly. So we are confident of the process that we are about to launch. If you are a supervisor, do apply.

Alexander Vreede's Project Team on panel and assessment has just reported, recommending matching the assessment, verification and panel

process to the application. We will shortly be considering his proposals.

We are looking for a new WorkGroup Leader to manage the ESQA Group. If you are interested, do get in touch with me for an informal discussion and watch out for the mailing that will be sent out in the next few weeks with details of the role.

Finally, if you are interested in playing a part in the development of Standards, it would be great to hear from you.

Contact us as follows:

David Sleightholm: VP Standards

[EMCC\(dot\)VP\(dot\)Standards\(at\)emccouncil\(dot\)org](mailto:EMCC(dot)VP(dot)Standards(at)emccouncil(dot)org)

Margreet Rierink: EQA WorkGroup leader

[EMCC\(dot\)EQA\(at\)emccouncil\(dot\)org](mailto:EMCC(dot)EQA(at)emccouncil(dot)org)

Denise Whitworth: EIA WorkGroup leader

[EMCC\(dot\)EIA\(at\)emccouncil\(dot\)org](mailto:EMCC(dot)EIA(at)emccouncil(dot)org)

Tom Battye: ESQA WorkGroup leader UK

[EMCC\(dot\)ESQA\(at\)emccouncil\(dot\)org](mailto:EMCC(dot)ESQA(at)emccouncil(dot)org)

Michel Moral: ESIA WorkGroup leader

[EMCC\(dot\)ESIA\(at\)emccouncil\(dot\)org](mailto:EMCC(dot)ESIA(at)emccouncil(dot)org)

Marialexia Margariti: Competences/CPD WorkGroup leader

[EMCC\(dot\)CFW\(at\)emccouncil\(dot\)org](mailto:EMCC(dot)CFW(at)emccouncil(dot)org)

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[www.EMCCbooks.org](http://www.EMCCbooks.org)



## Research Update

Po Lindvall

EMCC International Vice President  
Research

[EMCC\(dot\)VP\(dot\)Research\(at\)emccouncil\(dot\)org](mailto:EMCC(dot)VP(dot)Research(at)emccouncil(dot)org)

My three years as VP Research in EMCC International are soon coming to an end. I have had a great, interesting and learning time as a part of EMCC's Executive Board and as a member of EMCC. I hope that the new VP Research will build on, and develop, what we have tried to do related to research in mentoring and coaching – because there is still so much more to do!

A main task that has been initiated is to try to bridge the possible gap between research and practice in coaching and mentoring. Two WorkGroups have studied the gap and we are awaiting the results of last year's survey on the matter. One of the WorkGroup leaders, Paul Olson, made a presentation at the 2014 Research Conference. More of that group's gap analysis will be presented in the International Journal of Mentoring and Coaching later this year.

Professor Nicholas Clarke has lead another WorkGroup that has reviewed EMCC's Competence Framework (CFW) against current research. The report is now under review and will be presented to the Executive Board and council in the near future. I can already say that some gaps have been identified in the CFW and the need for further research related to the CFW has been identified.

During EMCC's Research Conference in Warsaw on 23-24 of June we will try to bridge the gap between research and practice further, as that is the theme of this year's conference. I do hope to see as many of you as possible in Warsaw in June – because research matters if you are serious about being a professional mentor and coach.

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## Marketing Update

**Stephen Murphy**  
EMCC International VP Marketing



[EMCC\(dot\)VP\(dot\)Marketing\(at\)emccouncil\(dot\)org](mailto:EMCC(dot)VP(dot)Marketing(at)emccouncil(dot)org)

Against a Marketing Strategy of "Appearing with the Daffodils", we are on target for an exciting Spring period.

- By the end of March, we will have launched our EIA Selfies on our website, so you'll be able to see the videos from each of the countries who have contributed. As new contributions arrive, they will also be added. The more we have, the more interesting the site, so please send your own new Selfies to [EMCC\(dot\)VP\(dot\)Marketing\(at\)emccouncil\(dot\)org](mailto:EMCC(dot)VP(dot)Marketing(at)emccouncil(dot)org)
- Continuing the EIA theme, we are developing a simple to use cost calculator, so that you can see exactly what it will cost to apply for an EIA in your country. This will be available in April via local Country Board Presidents.
- The Marketing Volunteer Teams have been working hard with representatives from their countries and we are now pulling together some broad themes, which will form the basis of our marketing activity over the rest of the year.
- We are reviewing our portfolio of brands and logos with a view to increasing impact whilst streamlining and simplifying our range. More on that soon.
- We are developing a new Social Media Strategy and hope to have that ready in April.
- We are working on new Sponsorships and Partnerships. More details in the near future.

Finally, if you have an interest in marketing, and are able to devote a few hours a week to EMCC International, please just let me know!

Best wishes

Stephen

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## Solidarity Coaching



**Rita Knott**  
Luxembourg Solidarity Coaching & Group Supervision Manager

[LU\(dot\)SolidarityCoaching\(at\)emccouncil\(dot\)org](mailto:LU(dot)SolidarityCoaching(at)emccouncil(dot)org)

A first encouraging Solidarity Coaching initiative took place from 2009 to 2011 between EMCC Luxembourg and the University of Luxembourg with 15 coaching processes conducted by accredited coaches with multi-cultural Master Students. The satisfaction survey of coachees and coaches showed good results. The co-operation concluded in 2011 with the departure of our "sponsor" at the University.

During 2012 and 2013, we could not identify any profit organisation which could offer the appropriate infrastructure and support to fit in with a Luxembourg Solidarity Coaching programme.

At the beginning of 2014, EMCC Luxembourg signed a cooperation agreement with the newly founded "Dress for Success" (<https://www.dressforsuccess.org>). This is a non-profit organisation offering professional outfits for women who, after a career break, are on a job search. The Solidarity Coaching programme aims to support the Dress for Success clients by debriefing the job interviews, and accompanying them during the first weeks and month of employment to increase their employability.

Upon originally joining all of the currently 40 members of EMCC Luxembourg agreed to volunteer 10 hours per year to Solidarity Coaching. However, Solidarity Coaching is recommended but not compulsory as with the other EMCC International members. Today the engagement of the members is to deliver about 10 hours per year of voluntary support for the EMCC. Members of the Board are excluded from Solidarity Coaching as well as coaches who may not be sufficiently trained or experienced for the current Solidarity Coaching programme.

Here some key elements:

**Target coach group:** Accredited and non-accredited coaches, except Board members. For non-accredited coaches, a presentation of their coaching education is required as it needs to include role plays and practical coaching experience.

The coaches need to fix the first Solidarity Coaching session within four weeks after the initial request at latest.

**Supervision:** Individual or group supervision is offered by two EMCC Luxembourg board members. Solidarity Coaches obtain free supervision from two EMCC board members on a regular basis, depending on their need.

**Dress for Success clients = our Solidarity Coachees:** Women registered at the state employment agency and accepted by Dress for Success as clients. Solidarity Coaching deals only with debriefing of job interviews and professional issues around the first weeks and months within the new role and aims thus to support in the hiring & integration process.

**Solidarity Coaching matching and sessions:** The Solidarity Coaching manager screens the coaching objectives in a first (phone) interview with the coachee and attributes the corresponding Solidarity Coach (language match) out of the pool of the 15 solidarity coaches. Then five sessions of two hours each (depending on the need of the coachee) take place in the premises of Dress for Success.

An annual report and satisfaction survey for coaches and coachees is conducted at the end of the each year.

So far four coaching processes have been conducted of which two have finished.



**Rita Knott with Isabelle Ringard, the contact person of Dress for Success.** Handing over the Solidarity Coaching activity report for 2014 on 17<sup>th</sup> December 2014 at the premises of Dress for Success Luxembourg.



## EMCC in 2015

**Dr Lise Lewis**  
**EMCC International President**

[EMCC\(dot\)President\(at\)emccouncil\(dot\)org](mailto:EMCC(dot)President(at)emccouncil(dot)org)

This is a great opportunity for me to share with you what's happening as we move further into 2015.

### Executive Board new appointments

It's incredible to realise that three years have passed since Po Lindvall accepted the role as the first VP of Research. Po had the challenge of re-energising our research efforts in EMCC where research has been one of the foundation stones from which our organisation has grown. Po now finds his personal study and business commitments prevent him from giving the time he'd prefer to the demands of this role and has decided not to stand again for possible re-election.

We're in the process of appointing his replacement and hopefully will bring you news of an appointment in the next newsletter.

In the meantime, on behalf of Council and the Executive Board we send our appreciation for the work contributed by Po. Some of the achievements under his leadership are EMCC International's contribution to high profile research studies, a revised vision and format for our existing professional journal that is soon to be launched as well as encouraging dialogue about the professionalisation agenda.

I'm also delighted that Po will be with us at the 5<sup>th</sup> EMCC Research Conference in Warsaw on 23/24 June 2015 – and, of course, hopefully I'll see you there too! The conference is a great opportunity to keep ahead of leading edge research and to contribute to your continuing professional development - get more details about the conference at [www.EMCCconference.org](http://www.EMCCconference.org)

### Executive Board activity

Each year we hold a team event in January to focus on our contributions to developing and sustaining EMCC. This year we decided to devote our time to a radical review of the current Strategic Plan 2012-2017. Whilst this plan was a welcome addition in 2012 we realised it was no longer fit for purpose for the current and medium term needs of EMCC. Our discussion focused mainly on the services offered to Affiliated Countries, the most appropriate structure to deliver these services, sponsorship to support the delivery of our aspirations and internal/external communications. A draft report covering the Executive Board's proposals

is currently with Council for their feedback before implementation. You'll be receiving updates about planned changes in future newsletters and hopefully through your local country board communications.

### Country visits

Our first joint Executive Board meeting/Country visit this year was in February when we met with members of the EMCC Belgium board. The main topic of discussion was exchanging productive ideas about promoting EIA throughout the two largest regions in Belgium. We closed our meeting with the anticipation of attracting mentors and coaches across Belgium to apply for their EIA. As always with all our visits we welcomed the opportunity to meet with colleagues and focus on specific needs as well as to enjoy the experience that face to face meetings offer.

### Conferences

Session topics are showing promise of stimulating and informative experiences at both the 5<sup>th</sup> Research Conference in June in Warsaw and the 22<sup>nd</sup> Annual International Conference in Istanbul in November.

These EMCC International events offer value for money as well as excellent networking opportunities. Plan to visit at least one of these events when scheduling your continuing professional development for this year. Take a look at [www.EMCCconference.org](http://www.EMCCconference.org).

### Update from my President's portfolio

Evidence of cooperating between Professional Bodies: The Global Coaching and Mentoring Alliance (GCMA) whose members are AC, EMCC and ICF continue to arrange virtual meetings. Although progress is slow, joint working is progressing on competences and code of ethics. You can read more about this at <http://www.emccouncil.org/eu/en/gcma>.

Expanding geographical coverage: EMCC Norway is our most recent affiliation under the presidency of Paul O Olson – a warm welcome to all our colleagues in Norway making 24 EMCC Affiliated Countries!

In addition to gaining new Affiliated Countries we also continue to receive regular expressions of interest internationally and are attracting new membership from those wishing to be aligned with European standards and principles.

EMCC has a rich source of cultural diversity within its membership. Understanding more about our cultural difference and similarities will strengthen our organisation and the mentoring and coaching

offering. I'm seeking to create a team for EMCC International to progress ideas identified in Council discussions that cultural diversity can be understood better by:

- Developing an awareness and understanding of differences as a good starting point
- Learning to adapt to the cultural differences by using the awareness that we have as mentors/coaches to build our knowledge
- Using our differences in service to ourselves rather than as something which is a real determining step.
- Let me know if this interests and motivates you to volunteer in developing this topic at [EMCC\(dot\)President\(at\)emccouncil\(dot\)org](mailto:EMCC(dot)President(at)emccouncil(dot)org)

Putting the 'M' back in the EMCC project – this project continues to develop modestly! I hope to have more to report in future newsletters.

Providing a world view of how mentoring and coaching can improve people's lives and strengthen a sense of community especially during economic recession – this activity is being achieved through Solidarity Coaching/ Mentoring. The Solidarity Coaching project demonstrating EMCC International's contribution to social responsibility continues to inspire coaches to offer pro bono services to those unable to finance coaching for themselves. Read more about the Solidarity Coaching activities of one our Affiliated Countries in Rita Knott's article in this newsletter.

I'm delighted that we've added Solidarity Mentoring to our offering as we discover that Affiliated Country membership is already engaged in projects – don't stay silent about what you're doing - let's talk about it and celebrate our achievements together!

Raising the profile of EMCC: Over the past few months I've been in discussion with the Association of Coaching Supervisors (AOCS). We've now agreed reciprocal arrangements that offer discounts for our members to join AOCS and similarly for their members to join EMCC. We're also discussing similar arrangements for our respective conferences and continuing professional development events. The aim also is that this arrangement will encourage AOCS members to apply for our accreditations. I will be attending the AOCS Supervision Summit in Oxford – England in May together with David Sleightholm our VP Standards. You can read more about this [here](#).

There's a new activity to raise the profile of EMCC developing at international level – Internal coaching. We're attracting and welcoming membership from organisations some of which have internal coaching services. Clearly this presents an opportunity for us to support these organisations through promoting our accreditation processes that encourages the adoption of alignment with EMCC standards and professional practice. Prompted by the enthusiasm of Brunhilde Borms from Belgium to set up an international internal coaching WorkGroup, I'm supporting this project in my portfolio. The group will need more volunteers if we're to develop our offering - so my usual plea is of course:

**more volunteers = more achievements!**

It's been good to connect with you all via this newsletter!

Best from Lise



**Interview with**  
**Paul O Olson**  
**President EMCC Norway**

[NO\(dot\)President\(at\)emccouncil\(dot\)org](mailto:NO(dot)President(at)emccouncil(dot)org)

**Tell us a bit about yourself? What's your background? Who are you when you're not working with EMCC?**

**Paul:** When people ask about my nationality I often say "Norwegian-European". I started an international career when I was headhunted in 1984 to global accounts manager at GE Information Services. Speaking several languages already then, working in a truly global organisation felt right and travelling around to customers in Norway was already boring. If I had followed my desire in 1979 to study in St Gallen instead of Oslo, I would probably have moved for good. But then I had a well-paid job and was very interested in my wife to be. We later married and have two children that we are both very proud of and love so much – now 24 and 27.

During my eleven years with GE I worked from offices in Oslo, Stockholm, Cologne, Munich and London; plus travelled all over the US. Seeing your

country from the outside is a useful experience, and I took my family with me to Cologne so my children speak German fluently. Actually Cologne feels like home to me, more so than Oslo. I used to speak French and Italian, too, but I'm out of practice now although I can still read novels without a dictionary. I like to speak with people in their local language and understand what they're talking about – for management it's indispensable. I became the first Norwegian ever to have an international management position in GE and a role in the European leadership matrix.

I'm definitely a European citizen and although I didn't study in St Gallen and settled in Switzerland or Germany, I've had my share of fun including a master in general psychology's from Stockholm and a clinical doctorate in London; it adds up to years of working and living outside of Norway.

Now both my son and daughter are perfectly OK with my project to buy a house north of Malaga and do my consulting and courses from there in the winter months.

What interested you with EMCC?

First and foremost the quality of the membership but also that I'm not really a member of any coaching industry. As a psychologist EMCC membership felt like the right token of quality. Since 2007 I have also been speaking at seven or eight coaching psychology conferences. Then I got involved in EMCC conferences and Po Lindvall asked me to lead the EMCC X Research group. You simply get drawn into things and then EMCC Norway.

There is so much change going on and I think the concept of strategic thinking is very important for an organisation with 5.000 members in the middle of technological changes. Where I worked, GE Information Services went from world leader to major customers leaving within 5 years. I don't think it's going to happen but it is possible even for EMCC to lose virtually all members over a period of 3-4 years if members simply stop paying their fees for whatever reason.

I think we can have more reasons to be proud of our EMCC membership. Only last week I met colleagues from those 20 years ago – whenever I meet such colleagues from anywhere in the world we always agree that GE was a terrific learning experience. We were helping companies build better systems and tie their world together. We had a strategic advantage when for instance Volvo could consolidate its global accounting within three days instead of five weeks. From late 1960ies until about 1995 we were world leaders to make computers talk together all over the world:



invaluable for container tracking, trade documentation, financial consolidation, and supply chain management.

We had a clear mission. And we delivered. I got global e-mail with customers when I joined in 1984, at a time when few of us understood how it could change the world; a few years later I sold contracts for intranet services and clearinghouses based on mailbox technology long before the Internet. In fact GE invented time-sharing and the proprietary central operating systems handled loads already in the 1980ies that would be possible by Unix farms only 20 years later. So we really wrote history in GE. We even used the cloud metaphor in our presentations – so the idea of cloud computing isn't new at all and it certainly didn't start with the Internet.

We should be equally proud as members of EMCC as I am of GE – that's when people spread the word.

For EMCC the quality of its membership is our best asset. This is what we will promote in Norway. We are serving a market that won't buy unless we (EMCC Norway) ask: Which value is EMCC bringing to local members that they in 2015 cannot get anywhere else? What is it that is so valuable that they would pay 3 x their current membership? If we can then afford to offer it for the old price, then ok. Remember Groucho Marx: "I don't want to be member of an organisation that wants me as a member". We need to be clear about who we want and don't want as members.

#### **And tell us a bit about EMCC Norway?**

**Paul:** Last year we got a request if we might perhaps launch EMCC in Norway. Five of us met in Oslo and decided to make a try. So we drafted the statutes after discussing the principles first in one meeting and then finalised and signed as founding partners in a second meeting on 19 May 2014. Then we went out for dinner to celebrate the event and I mailed the papers to the Norwegian authorities. I voluntarily took on the paperwork because I'm teaching at the Norwegian Board Academy and know how it should be done. Actually I had decided not to stand for president, but didn't even get to protest.

This was before summer holidays and the rest of the year went by with planning and website stuff. We decided that 2015 would be our first operating year with a Nordic Conference as a big splash to help us create a public profile and recruit. We stole the theme *Professional Conversations* from EMCC Sweden and by labelling it the *1<sup>st</sup> Nordic Conference on Evidence Based Coaching and Mentoring* we not only assemble the countries in

EMCC Nordic but have gained endorsements also from coaching psychologists.

As you know I have been speaking at many coaching psychology conferences since 2007 so in the back of my head I thought we would get endorsements from psychologists, too. As evidence based practitioners they are a natural partnership. While you will hear both Finnish and Scandinavian languages at the conference, the conference language will be English. Hopefully it is the start of a series of local practitioner conferences to circulate between Oslo, Copenhagen, Stockholm/Gothenburg/Malmö and Helsinki. Our objective is not to compete with the international conferences, but simply to draw together a 'Nordic 100' of practitioners from within three or four interest areas – with pre-conference streams for people on the mailing list to get to know each other before the conference.

One country cannot change the competitive landscape in their country, but together we can be a mighty resource.

#### **What's the mentoring and coaching market like in Norway?**

**Paul:** For mentoring there are local informal networking but nothing yet to assemble practitioners – this is a great opportunity for EMCC.

For coaching Norway is dominated by two groups: ICF coaches and non-affiliated coaches. Different shades of NLP, sports coaching and life coaching dominate the public perception of coaching, with little resistance from other camps. This is something that we definitely want to fix – the EMCC Nordic conference is designed to put out a very strong message in pre-conference publicity and campaigns, and we hope to attract national media coverage for the conference and its speakers.

Profiling a 'Nordic 100' EMCC resource will be a lot of fun. It's a marketing adventure but highly realistic.

#### **What are EMCC Norway plans for the rest of 2015 and for 2016 and what do you think your biggest challenges will be?**

**Paul:** Except for the Nordic Conference, engagement is probably the biggest challenge. We need to engage potential members such that they feel EMCC is valuable for them, and their interests are so varied that we need to form interest groups where people can meet virtually and know each other when they meet. Without interest groups our message won't be clear enough.

Of course the Nordic conference is our biggest initiative, but it is part of a marketing plan that should benefit us all. Time is another challenge – we all know how it is always much easier to make a plan and a commitment than actually deliver on it. If everybody delivers only half of what they promise, then we should be successful. The problem is to know which half...

### What do you enjoy most about being President of EMCC Norway?

**Paul:** I've always been an entrepreneur and EMCC Norway has a great team in a great organisation with a great mission. But no strategy can be successful if there are no people behind it. EMCC Norway has a strong Board, without which we could never have stood up for a Nordic conference. There's a lot of energy and knowhow – I truly enjoy the contours of what we will be able to do: we know there is a real need for EMCC in the marketplace in the Nordic countries.

Being President means that you can influence central strategies in the making – it was perhaps what I liked the most about my jobs as Principal Consultant Europe in GE and as Nordic partner and Global Practice Leader in International Executive Search Federation. Although still learning I have enjoyed the Council meetings and look forward to many interesting challenges in the next two years.



## 5<sup>th</sup> Mentoring and Coaching Research Conference

23-24 June 2015 – Warsaw, Poland

**The theme of the Conference is  
'Bridging the gap between research and practice'**

We have a great line up for you of two [keynotes](#) one of whom is Dr Otto Laske and the other is Wojciech Eichelberger.

Dr Otto Laske is the Founder of the Interdevelopmental Institute (IDM), its Director of Education, and its main instructor. He has a broad, multi-cultural and multi-



disciplinary background linking philosophy, psychology, cognitive science, and the arts. Being a scientist as well as an artist, Otto draws together in his work many cultural influences and creative projects. Read more [here](#).

Wojciech Eichelberger is a psychotherapist, coach and mentor. He is also a well-known inspirational speaker and lecturer. He is the author of many popular books in Poland, contributes to many magazines and has been a guest on several TV and radio programmes. Read more [here](#).



We also have a panel discussion, over 20 [sessions](#) and pre-conference [MasterClass](#).

The venue for the Conference is the prestigious Lazarski University in Warsaw, Poland. An internationally-oriented private institution with over 4,500 students from all over the world it was founded in 1993.

We are offering a fantastic discounts for early [bookings](#).

Books of the proceedings from previous Research Conferences can be purchased from our on-line bookshop [www.EMCCbooks.org](http://www.EMCCbooks.org)

[www.EMCCconference.org](http://www.EMCCconference.org)



## Introducing Charlotte Van den Wall Bake

EMCC Netherlands

[EMCC\(dot\)Council\(dot\)NL\(dot\)CharlottevandenWallBake\(at\)emcccouncil\(dot\)org](mailto:EMCC(dot)Council(dot)NL(dot)CharlottevandenWallBake(at)emcccouncil(dot)org)

**Tell us a bit about yourself? What's your background? Who are you when you're not working with EMCC?**

**Charlotte:** When I'm not working with EMCC, the chances are high that I'm working with EMCC Netherlands/NOBCO. As a member of the Dutch

Board it takes me approximately two days a week to run EMCC Netherlands/NOBCO with my colleagues.

When I'm not working with EMCC Netherlands/NOBCO, I'm probably coaching. I have had my own coaching practice since 12 years and I primarily coach on leadership issues and team coaching especially in the medical branch. I've also written over 130 articles and two books about behaviour.

When I'm not coaching or writing, I am running our family life; playing games with the children (11, 15 and 18 years old) or helping them with their homework, cooking, taking care of our Middle Aged house, or... if I allow myself, I'm reading.

When I'm not running our family life, I guess I'll be busy with one of the two other board memberships I have: the "Onthaasting" (which means: de-Accelerate) a lunchroom run by people with an intellectual disability. "Holland Opera", an opera company that re-writes operas, for instance they sing opera as rock music.

When I'm not doing all of the above, I'm either sleeping or having a whisky ☺

#### **And tell us a bit about EMCC Netherlands and your role on the board**

**Charlotte:** We've just extended our board with a sixth board member; she will be responsible for marketing, communications and PR. We have a lot to offer to our coaches and need to spread the word, she will help us to share our thoughts and products. In the Netherlands there are several coaching assemblies. EMCC Netherlands/NOBCO stands for developing the coaching profession and helping coaches to develop themselves. In order to achieve this, we do research, organise nearly 40 meetings a year, are very active to promote the standards of EIA and EQA. Our newest product is the Coaching Monitor, which enables coaches to measure the results (ROI) of coaching.

My role is primarily to increase the number of EIA's (65% of our coaches have an EIA). And I'm also busy with developing intern mentorship, a buddy system for new coaches, peer supervision, departments of themes of coaching, council member to EMCC, etc etc.

#### **What's the mentoring and coaching market like in the Netherlands?**

**Charlotte:** In the Netherlands there's a running gag that you either are a coach, or you are being coached. There are indicators that say that there are over 40,000 coaches. I think that is highly

exaggerated, since there are also financial coaches, weight coaches etc. The reversal of this amount of coaches is that there is no such thing as a taboo on coaching and I'm quite sure that despite the economic conditions the market is still growing. I'm very happy that finally more and more clients are aware of the fact that they have a choice between hiring a coach and hiring a certified EIA coach.

#### **What are EMCC Netherlands/NOBCOs plans for the rest of 2015 and what do you think your biggest challenges will be?**

**Charlotte:** We've just launched our new strategic plan with 41 ambitious goals for the coming four years. The last couple of years we have invested a lot of energy in the community of our coaches. There is a good connection amongst the coaches, we think that we (as a board) know what moves them and what their needs, wishes and concerns are. As far as these fit in our strategic plan (and time schedule) we provide them. We will remain investing in this and also 'open the windows' and share our thoughts, benefits of EMCC Netherlands/NOBCO coaches, ideas, research, articles etc to all potential customers in the Netherlands.

#### **What do you enjoy most about being a board member in EMCC Netherlands?**

**Charlotte:** Despite that being a board member isn't always easy, I'm very proud to be one, make a difference and happy to be part of a team that works closely. After nearly five years I still strongly feel that I'm on a mission; a missionary urge to awake the Dutch customers that they have an option, a choice to select an EIA accredited EMCC coach.