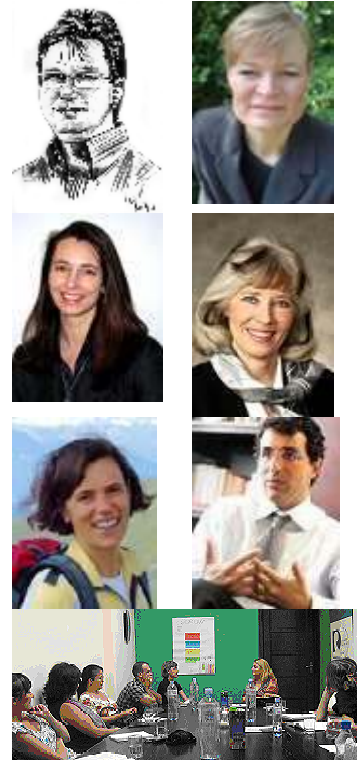


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**Meet us inside!**

Please forward this newsletter to colleagues who may be interested in the EMCC

Notice:  
EMCC exists to promote good practice and the expectation of good practice in mentoring and coaching across Europe.

EMCC communicates to members through three channels: a discussion forum, e-journal and newsletter.

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EMCC is a non-profit organisation established in Zurich and governed by Article 60 of the Swiss Civil Code.  
Website: [www.emccouncil.org](http://www.emccouncil.org).

# Lots of progress since the June Newsletter

By Julie Hay

By the time this newsletter comes out, we will have signed several more affiliations- with Belgium, Bosnia & Herzegovina and Netherlands joining Czech Republic, Denmark, France, Germany Ireland#, Luxembourg, Malta, Serbia, Sweden, Switzerland, Turkey#, and the UK. Taking us to 15 countries and still growing.

We also have 3 more countries that are highly active in preparing to affiliate soon – Finland, Poland and Spain - and we are in contact with volunteers representing Bulgaria, Estonia, Hungary, Latvia, Portugal, and Slovenia.

We also have a group setting up a French-speaking community within Switzerland, to join the mainly Swiss-German language group already there.

## Volunteer in your country

If you are a member in any of the countries mentioned and are not already involved with the national developments, please contact me on [EMCC.President@emccouncil.org](mailto:EMCC.President@emccouncil.org) so I can put you in touch with the appropriate contact person in your country. We ALWAYS welcome more volunteers to help get things done.

Our overall member numbers are growing well – the UK was the largest with around 850 members but now the Netherlands arrives with 1400, France has over 300, and Spain will bring another 200 or more.

# = final signed document awaited but members already incorporated

## Council – important new appointments

EMCC Council meets in full twice a year but in between the business is taken care of by the Executive Board, comprising President, President-Elect (in alternate years in future there will be a Past President instead starting 2009), Vice President, General Secretary and Treasurer. This Executive Board of Officers is also supplemented twice a year when it meets with our five Committee Chairs (Standards, Research, Conference, Membership & Marketing, Ethics). We have, however, been running for some time without a full Executive Board. Those of us on the EB are now delighted to welcome two new Vice Presidents: Ruud de Sera from Sweden and Alex Engel from the Netherlands. We may also have

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found a new Treasurer and will let you all know as soon as that appointment has been confirmed.

We also had two other volunteers to serve on Council and help with the work of managing the EMCC. As these volunteers were not official delegates, and because Council consists of national delegates chosen and appointed by their home associations and not directly-elected members, the Succession Planning Committee and the Executive Board are now considering how we can best include the two extra people and still operate within our statutes.

We need to maintain the integrity of our structure but at the same time we aim never to turn away willing volunteers because we have lots of work to do! It is a great sign of the growth of EMCC that we now have people eager to help, and a long way from the early days of too few volunteers with too much to do.

Julie Hay, EMCC President

## Introducing the next EMCC President



Petr Nečas pictured, gives his thoughts on becoming President at the EMCC conference in Prague in December.

One wonderful evening recently, I was sitting, high on a mountain slope overlooking Africa's Great African Rift Valley. A proud and brave people inhabit the forested slopes and desert floor alongside nature all in a fight for survival in the very place where mankind is said to have evolved from our biological ancestors...

In harmony and peace, my thoughts flew thousands of kilometres to Europe, to EMCC... just a few weeks before I serve as your president.

We have our own battle for survival. We have taken a not easy but wonderful path to influence people and teams, motivate them and utilise their potential. I see my role in enabling all of you, who are ready to volunteer for EMCC, to utilise your potential in a great environment, where your engagement is appreciated and honoured.

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In Africa, as in business, these values lead my way:

- freedom (together with deep respect),
- fair-play (together with keeping promises) and
- open communication (together with fair feedback).

Let us continue the outstanding and noble work of EMCC as one of the world's leaders in mentoring and coaching. I'm going for it, can I count on your support?

Petr Nečas, President Elect

[EMCC.PresidentElect@emccouncil.org](mailto:EMCC.PresidentElect@emccouncil.org)



© Prague Information Service

### **European annual event for everyone involved in coaching/mentoring and related fields.**

Once again EMCC is bringing together coaches, mentors, academics, researchers, providers of exchange and learning in order to help research, develop and establish pan-European professional practices for the mentoring and coaching profession. As always, an interesting mix of exciting keynote speakers, moderators and presenters with six parallel sessions per day are looking forward to welcoming you. You are invited to contribute with your attendance and active participation to make this the outstanding experience you want it to be. With more than 160 bookings and more coming in every day, you need to act quickly to ensure you get a place.

#### **Book your place now**

Download a [booking form](#) (Excel 180kb)

Download the [programme of events](#) (pdf 1.1mb)

#### **Sponsor opportunities**

We are now also inviting individuals and organisations

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to sponsor the conference through advertising and publicity opportunities. Again more details can be found on our website.

### **2009 Conference**

To be held in the Netherlands. A final choice of hotel has yet to be made but it will be near to both Schiphol and Rotterdam airports.

It has proved difficult to keep the early December pattern that was planned – we were unable to go to Paris this year because hotels tend to book through December for Christmas events, and in 2009 it would have clashed with a major public holiday. So the conference will be scheduled for Friday/Saturday/Sunday, 26<sup>th</sup>, 27<sup>th</sup> and 28<sup>th</sup> in November 2009.

### **2010 Conference**

This will be held in Ireland. Exact dates to be confirmed but expect it to be late November.

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## **Global Convention on Coaching**

David Megginson's experience of a convention that brought together representatives of major coaching organizations from all over the world.

### **250 people involved**

It was not a week's conference. Firstly, it was not a conference, but a gathering of stakeholders in coaching to see what we could do together to develop the contribution that coaching could play in the world and the standing that it needed to play this role. Secondly, it wasn't just a week, but a year's process of getting together in nine interest groups to develop statements and shared understanding about the issues. Over 250 people were involved with the preliminary work, compared with less than 100 actually present at the conference.

### **Engaging**

The process of the Convention was hard work, engaging and well facilitated. We worked together in constantly shifting groups giving attention to the issues that seemed important to each of us. We also had lots of opportunities to hear and to shape the results of the deliberations of other groups.

### **EMCC seen as a key player**

There was much interest across the GCC in the place of EMCC in the process and we were seen (with ICF) as a key player in the future of world coaching. We were represented by Lloyd Denton and me; and Lise Lewis was also present in her own right.

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GCC contd:

Both Lloyd and Lise played a crucial part in developing some of the material.

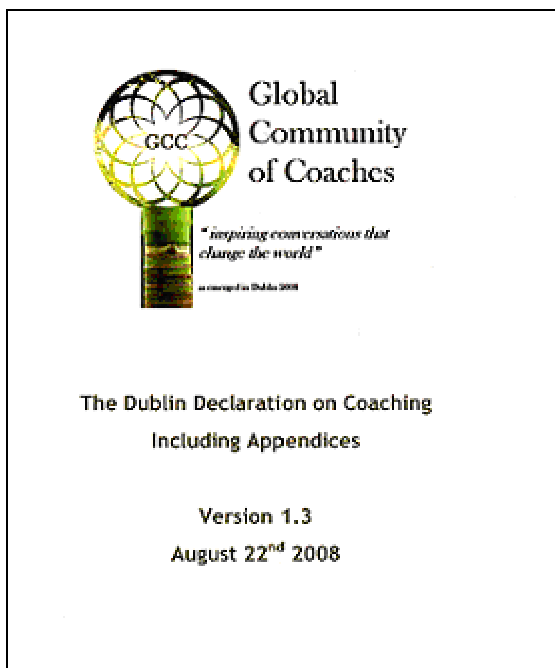
### **The process continues**

Towards the end of the week, a Declaration was prepared, and this was further worked upon at a meeting in London, with others telephoning in to make their contribution. I hope that EMCC across Europe will sign up to the convention and I know that EMCC UK Board at its recent meeting expressed a wish to do so. The process continues as the Global Community of Coaches, and I encourage members of EMCC to keep their eye on the process and contribute to its evolution.

David Megginson EMCC Ambassador

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## **The Dublin Declaration**



EMCC is making the Dublin Declaration on Coaching available for comment. The Declaration itself will appear as a news item and download on the EMCC homepage. We will then be inviting reactions, feedback, questions etc via our Public Forum and our Members' Forum#. The former is intended to bring the Declaration to a wider audience, as requested by the GCC, and the latter so we can invite your comments, opinions and questions about future EMCC involvement with GCC.

The material produced in Dublin provides a valuable overview of many aspects related to the coaching

profession so is well worth reading. Click [here](#) for an easy connection to the document – but please also let us have your feedback, as a member or non-member.

# = For a reminder of how to access the forum see FORUM page 5

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## **ICF/EMCC**

By Julie Hay

EMCC Exec Board came together with the ICF Board for a groundbreaking meeting on June 25th in Geneva. We have had meetings of officers of the two organisations before but this was the first time so many of the respective Board members had come together. Also present was the UK Standards Committee Chair, who talked about the work ongoing between ICF and EMCC UK.

We had a very wide ranging, honest and amicable discussion. We agreed to issue a common statement as follows (no details yet because we are still considering several options):

“Representatives from the EMCC met with the global ICF Board at the June ICF meeting in Geneva to discuss how the two organizations might engage in dialogue to encourage and support the growth and integrity of professional coaching.

Additionally, both groups exchanged information on their membership, organizational goals, strategic direction and reviewed projects where representatives are currently working together. The groups will continue to dialogue further and explore potential areas where they can work together to advance coaching as a profession.

Both organizations are currently considering areas for potential joint efforts, keeping in mind their strategic goals, standards and ethics, to see where and if there may be opportunities for a mutual approach.

The ICF Board voted to offer three ICF memberships to the EMCC Board in exchange for three EMCC memberships. EMCC representatives are invited to attend the Annual International ICF Conference in November and ICF representatives will be attending the EMCC conference in December. “

Michel Moral has taken over from Lloyd Denton as the lead in coordinating EMCC contact with ICF. Michel joined me in a teleconference on 8th September with ICF President, President Elect, Executive Director and Assistant Executive Director. Like previous

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ICF/EMCC contd.

teleconferences, this was highly productive and I expect soon to be announcing progress on some specific initiatives.

Meanwhile, feel free to email Michel and/or me with any comments. Please keep Michel updated also on any contacts you have nationally with ICF. His role is to collate and coordinate so that EMCC Council can be kept aware of the possibilities. His email is:

[EMCC.ICFtaskforce.MichelMoral@emccouncil.org](mailto:EMCC.ICFtaskforce.MichelMoral@emccouncil.org)

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## Online Bibliography

By Julie Hay

The forthcoming EMCC online bibliography is designed to become THE place for researchers and others to find out what has been written where about coach/mentoring. Access will be free to EMCC members. Final checks are being made of current content and some updates are being added before the bibliography goes live on the website.

### Librarian

We have just appointed Marianne Skettrup in Denmark as the EMCC Library Coordinator. Marianne is an experienced business and personal coach who has Certified International Coach status with the International Coaching Community. She is working towards the MSc in Coaching & Development run at Portsmouth University (which is a holder of the EMCC European Quality Award). Marianne (pictured) will be working with Irena Fuetsch in Switzerland, who has volunteered to track publications there in English, French and German. We still need volunteers for other countries and languages – we can't have too many for a huge task like this. And even if you don't feel able to help on a regular basis, if you are currently an author, lecturer, student or researcher who has to track down literature anyway, or someone who has read an interesting book or article that you think would interest others, why not offer to pass on the references to EMCC for the bibliography. We need an abstract plus full reference details (author, title, publisher, date etc plus ISBN, ISSN if possible). Send to [EMCC.Librarian@emccouncil.org](mailto:EMCC.Librarian@emccouncil.org)



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## Have your book reviewed

If you have written any books yourself, then as well as submitting an entry for the EMCC Bibliography, why not send a copy of the book so it can be reviewed in the e-journal (contact Angelique de Toit for information on where to send books – email her at [EMCC.Editor.e-journal@emccouncil.org](mailto:EMCC.Editor.e-journal@emccouncil.org))

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## More website developments

### Forum for membership administrators and content editors

The EMCC webpage was designed after extensive consultation to serve all of the national EMCC's that make up the Council. If you look at it, you'll see a series of country flags at the top right.

These link to separate sets of pages – some in English, as for the main EMCC pages (and the UK and Ireland of course), but others that have been translated. And of course the pages showing the national Board and committee members, and the membership forums, are specific to countries.



The number of countries, and hence flags, is growing rapidly, as you will have read in the earlier item on affiliations. With so many people now involved, we need to ensure we maintain a clear EMCC image and consistency. We have therefore established an online forum so that all administrators and editors can communicate easily with each other. This way, ideas can be shared, new developments can be reviewed for general suitability, and learning can be passed on as new people join the group.

If you are an administrator or content editor, you should have been notified directly about the forum and will automatically receive all communications.

If for some reason you have not been included, and you have responsibility for your national membership information or whatever is publicly issued about your national association, please contact your national delegate (or me [EMCC.President@emccouncil.org](mailto:EMCC.President@emccouncil.org)) urgently and we'll check it out.

### Events Page

EMCC policy is to avoid endorsing non-EMCC events. There are sound reasons for this – our reputation is excellent so if we appear to endorse something,

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### Events Page contd

people will trust us. However, we do not have the resources to check out non- EMCC events, publications and the like (apart of course from the European Quality Award for programmes, where we are set up to evaluate).

Our non-endorsement policy means that we have turned away requests to use our mailing list or to advertise in our newsletter or journal. At the same time, however, Council has been aware that an events page would be helpful to members and non-members. We are therefore designing such an addition to the website.

Those running any kind of events, including conferences, training courses, research symposia, etc, will be able to post details onto the EMCC Events page, within a pre-determined structure. We will indicate whether or not such events are presented by EMCC, including national EMCC's as well as the pan-European Council.

If you are likely to want to display events on the page, and want to help us make sure it is user-friendly for providers and enquirers, contact me on [EMCC.President@emccouncil.org](mailto:EMCC.President@emccouncil.org)

### Research Exchange

This will be set up online so that any researcher, EMCC member or not, can enter details of who they are, what they are working on, what involvement they seek from others, what they will provide in return e.g. individual test results, copies of final reports, etc.

Again, if you might want to use this facility, get in touch and help us make sure that our design includes all the appropriate categories for completion by researchers. Contact me on [EMCC.President@emccouncil.org](mailto:EMCC.President@emccouncil.org)

Julie Hay, EMCC President

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## Online Survey

By Christoph Epprecht

The EMCC standards committee has, among others, the remit to address:

What is good practice in Coaching and Mentoring in Europe?

For this reason, EMCC Council has approved a recommendation under the auspices of EMCC Research Committee for Christoph Epprecht to run a survey about 'good practice' in coaching and mentoring. The online survey is to provide a segmentation of respondents representing seven principal roles in three

different perspectives by each European country affiliated with the EMCC:

Perspectives \ Roles	Coaching	Mentoring	Coaching/ Mentoring
Coach	●		
Coachee	●		
Mentor		●	
Mentee		●	
CoachMentor (optional)			●
Sponsor/Buyer CoachMentor Services			●
Supplier CoachMentor Training/Education			●

Evaluation of pre-testing the online questionnaire suggests that closed-ended questions on coaching and mentoring are 'priming' the answers of respondents to subsequent open-ended questions. To avoid this the closed-ended section was removed leaving it to respondents to describe coaching or mentoring based on their experience and in their own words.

Another section of the survey investigates familiarity with the EMCC competency framework of members. The survey is in English and takes some 25 minutes to complete. Testing of the adjusted version in 11 European countries is under way.

The main launch of the survey inviting all EMCC members to lend their voice is due in October 2008. As the standards committee is aiming to further develop a European stance on this subject your opinion will be extremely valuable. Please help us to better define the profession and to ensure that robust standards are set.

Christoph Epprecht, Chair EMCC Standards Committee

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## Forum

To access the EMCC Members Forum, just log in with your user name and password and select Forums. (Please use the automatic forgotten password facility if necessary rather than emailing an administrator). You will of course only see both Public and Members if you are a member. Don't forget that you can set your online profile to receive emails about forum postings rather than having to log in to check for messages.

## News from Countries

### Czech Republic

by David Selucky,

EMCC CZ started activities in spring this year.

#### Research

We thought it was very useful to understand the current mentoring&coaching status in our country so EMCC CZ organized a survey called Coaching in Companies.

Respondents are companies which buy and use coaching services. There are several targets we expect from this survey. The first is to understand how companies from different business feel about the benefits from their mentoring and coaching programs. The second is to get know what companies are not happy about. The third is to promote EMCC and its purpose.

There will be about 50 respondent companies. A final report will be available shortly.

#### Summer workshops

Based on requests received, we organized during this summer two afternoon workshops around the topic of Coaching in Today's Business. There were participants from providers of coaching, buyers of coaching as well as people from a university. The workshops proved a very good platform for sharing experiences and opinions. So we will continue in this kind of workshop

#### Goal

The main goal of EMCC CZ is to provide useful and excellent service to its members. Thanks to our member, company Atheris, there is now available for our members a lot of interesting coaching&mentoring books from their library.

David Selucky, EMCC CZ

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### Finland

By Satu Mäkinen

Finland will join EMCC in September.

Mentoring and Coaching have a long history in Finland. Starting among women entrepreneurs twenty years ago mentoring idea rapidly diffused into both private and public sector, business and education. In addition to traditional mentoring between mentor and mentee many other ways to use mentoring for learning are used, like team or peer or mutual mentoring.

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Last February old EMCC members and other people interested in mentoring and coaching got together in order to set up the national EMCC. Various experiences, competences and interest areas were represented in the meeting.

The main target for this year is to get new members to EMCC Finland through strong publicity. The board members of the EMCC Finland and their main competence fields are:



Satu Mäkinen, Chair



Tuula Lillia, Vice Chair

Satu Mäkinen, Chair MNSc RN  
Tuula Lillia, Vice Chair MA MBA  
Sinikka Vainionpää, Secretary MHSc MA(Ed) PN  
Tiina Rautkorpi Lic.Soc.Sc  
Satu Ahopelto MBA

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### France

From Monika Verhulst

Final procedures have now been implemented to add to EMCC well over 300 members in France. They are the members of Association Européene de Coaching, which took on dual identity as the



Monika Verhulst

EMCC in France when it affiliated to the Council. They join AEC Luxembourg, which was in fact the first organisation to submit the formal affiliation documentation that was introduced during 2007; they are about to be joined by AEC Belgium which is also now affiliating to EMCC.

The AEC/EMCC France Board is led by President Patrick Amar, (pictured right), with François Spicq as Vice-President and Jean-Marc Alleaume as the General Secretary. The delegates to Council from France are Monika Verhulst and Grégoire Barrowcliff,



who have both worked tirelessly at progressing the

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affiliation arrangements and have also been significant contributors to the work of Council from well before the affiliation. Both also serve as EQA Assessors, Monika is on the Succession Planning Committee and Grégoire co-ordinates EMCC activity around our potential involvement with the European Commission over regulation of the profession.

AEC has been running workshops and conferences in France for some years – the next is planned for 24 September with Thierry Chavel, speaking about “The Coach’s Power”. [Click here.](#)

In addition to a European outlook, AEC also promotes coaching as a service which should be available to the socially and economically disadvantaged. In cooperation with other associations being active in the area of social and economic reintegration, AEC members have the possibility to offer pro bono coaching sessions whilst benefitting from pro bono supervision.

To become more involved in EMCC activities in France, contact Monika on [FR.BoardMember.MonikaVerhulst@emccouncil.org](mailto:FR.BoardMember.MonikaVerhulst@emccouncil.org) to discuss volunteering to join the regulatory taskforce, contact Grégoire on [EMCC.Chair.RegulatoryTaskforce@emccouncil.org](mailto:EMCC.Chair.RegulatoryTaskforce@emccouncil.org)

AEC is also developing processes for individual accreditation in coordination with the EMCC Standards Committee.

Monika Verhulst, delegate to Council

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### **Serbia**

From Slađana Milošević

1st meeting of EMCC Serbia, May 31st 2008. We have now 21 members, 5 new interested contacted us this August.

In August we presented “Coaching Demonstration Night”, see picture. Two demonstrators: Predrag Jovanovic (wingwave coaching) and Sladjana Milosevic (iGROW model).

In October we shall welcome Professor David Clutterbuck. David is one of the EMCC Ambassadors, along with David Megginson. Both are sought-after consultants within the profession and both generously donate their time to help fledgling national EMCC’s get valuable publicity within their countries and attract new members. At the same time, they are of course providing great learning opportunities, ensuring that professional knowledge is shared across Europe, and

### **Coaching Demonstration Night - Serbia**



left to right: Svetlana Olenik, Snežana Jović, Nevenka Aleksić, Predrag Jovanović, Slađana Milošević, Biljana Stanković.

bringing back insights into cultural differences that may impact on the profession.

Slađana Milošević, President EMCC Serbia

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### **Switzerland**

From Christoph Epprecht

EMCC Switzerland held its annual meeting on the 15th September 2008 in Zurich with guest speaker Erik de Haan, director of the Ashridge Center of Coaching. Prior to the meeting there were two workshops by Erik:

The future of executive coaching is relational.

Approaches to research and standards setting in relational coaching in a business context.

Following the annual meeting Erik presented a paper:

The critical moment in executive coaching – conclusions from a 6 year research programme – what coaches say and what clients say – implications for relational approaches to executive coaching.

Christoph Epprecht, Board Member EMCC CH

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### **United Kingdom**

From Irena Sobolewska

EMCC UK is going from strength to strength under the forward-looking leadership of its new President – Mike Hurley – who was elected in March 2008. Mike has now been joined by Diane Newell as the new Vice-President elected on 1st September.

In December the UK board will be reviewing our first year of working under the new strategic plan which has 3 strategic objectives all underpinned by building a strong financial base. The committees are busy



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implementing plans to deliver 3 key strategic objectives:

1. Building the brand
2. Growing Membership
3. Developing Services

The Marketing and Membership Committee led by Ann Rodrigues, are working on strengthening the UK brand against some stiff competition as well as initiatives for attracting and retaining members. Work has included defining membership benefits as well as working with the board to agree EMCC UK brand in terms of vision, aims and values. The Committee has also been providing vital support to each of the Committees in ensuring that marketing expertise is available to them in their work as well as helping improve the membership experience in all our activities. A task force is currently working on updating the UK part of EMCC's website in order to create a more contemporary presentation and easier navigation around the site. The aim is for the website to become a useful resource and source of coaching and mentoring information for members in the UK, as well as providing a showcase for EMCC UK and its various activities.

The Research Committee, under the new leadership of Debbie Seunaryan, have started working on a programme of that will include asking the UK membership what they want from research at EMCC, undertaking core research projects based on membership response to the consultation, ascertaining the areas of research currently being pursued by other professional bodies, expanding and co-ordinating co-branded research events with UK academic institutions, presenting research at conferences and events, setting up an academic panel to sign-off and mentor members completing research-based study and a website research portal which will include a researchers' page and resources as well as providing relevant research content for downloadable podcasts.

The Ethics Committee, led by Steve Nicklen, has been working on raising the awareness of ethics in the UK. Following the completion of a very successful survey in 2007 that gave us data on how the code of ethics was being used by members, the Ethics Committee has delivered a series of regional workshops to help members understand how to apply the code of ethics and to work through actual ethics dilemmas. The Committee has now started work on a joint project with Marketing and Membership and Research Committees to survey the use of in-house coach/mentors, exploring how they address issues such as confidentiality, boundary issues and supervision. This work will raise EMCC's awareness with the FTSE Top 100 organisations and their equivalents in

the public sector, whilst supporting our aim of getting more UK corporate members. This project will show organisations that the EMCC UK is taking a positive stance on ethics as well as gain EMCC UK publicity from the resulting report and seminar. The Committee will use the results to input to the EMCC wide update to the Code of Ethics.

The Standards committee, led by Lise Lewis, held it's 5th very successful Annual Standards workshop in June. The workshop is the members' opportunity to shape and guide the quality of coaching and mentoring accreditation in the UK. On the agenda was an update on the European Quality Award for coach/mentoring training programmes. There was also an opportunity to hear an up date on progress re Individual Accreditation and Supervision standards as well as an opportunity to be part of the on-going consultation process. The Standards committee continues to work on EQA lite, Supervision standards and competence mapping. Current focus is on launching Individual Accreditation in the spring of 2009. To date we have shared our model for professional individual accreditation and consulted the UK membership and the wider coaching community. Feedback has now been incorporated in the criteria for accreditation and is informing our design of the process.

The Professional Bodies Liaison Committee, which is a relatively new UK committee led by Chris Gulliver, continues to work on setting up its remit and objectives. The committee owns the UK's participation in the round table (a body representing all the coaching associations in the UK).

The Conference and Events committee, led by Sandra Wilson, has two remits – our annual UK conference and regional events. Planning for the 3rd Annual EMCC UK conference, which will be held at Ashridge Business School on 6th and 7th April 2009, has started. Keynote speakers are being sourced and proposals from people who want to run sessions at the conference are currently being collected. During 2008, the events team have so far delivered 3 very successful London based evening workshops on the subject of leadership, supervision and coaching culture. One more evening workshop is planned for November on "how to get your work published". The committee is also running its first one-day MasterClass in October, for which we have been able to attract four high profile speakers, Jenny Bird, Myles Downey, Elizabeth Ferguson and Peter Szabo. A programme of workshops and MasterClasses for 2009 to be run in London and regionally is currently being prepared.

Irena Sobolewska, Company Secretary EMCC UK