



# Learning

Volume 1, Number 1

December 2007

## Chapter Welcomes New Publication: *Learning*

**O**ur chapter is delighted to offer *Learning* as an additional resource for members. This first issue offers a sample of what's to come in future issues of the quarterly publication. *Learning* will include regular columns, feature articles, and other coaching related materials members contribute. Look for or contribute to these regular columns:

- ◆ A2Q (structured interview with chapter member)
- ◆ Book Reviews
- ◆ Feature Stories (models, methodologies, case studies)
- ◆ Inspirations (original poems, stories, art, cartoons)
- ◆ Learning Goings On (list of chapter members' program offerings)
- ◆ Learning Resources (includes tips, techniques, tools)

- ◆ News to Me
- ◆ Takeaways (learning at chapter, regional, national, or international ICF events or other coaching programs)

Feature articles may present such material as coaching models or methodologies, case studies, or aha moments and the subsequent learning.

We will publish in February, May, August, and November.

To see your name in print, consider submitting material to ICF Metro DC *Learning* and observe the following submission deadlines:

- ◆ January 8
- ◆ April 8
- ◆ July 8
- ◆ October 8

Send contributions to the *Learning* Team c/o Renée Barnow, [communications@icfmetrodc.com](mailto:communications@icfmetrodc.com).

## Announcing Coaching Awareness Project

*Imagine a robust collection of stories demonstrating the powerful impact that our work as coaches has on individuals, groups, and organizations. Imagine the value this could bring to your practice.*

The Metro DC ICF Board is proud to announce "The Coaching Awareness Project: One Story at a Time", an exciting new initiative to gather stories that bear witness to the power and value of coaching, and release them in multiple formats in conjunction with the upcoming 10th annual International Coach Week in 2008 (February 3 - 9). This collection will serve as an educational and

(See CAP, page 5)

### Inside

*President's Message* ..... Page 2  
*Takeaways* ..... Page 3  
*Inspirations* ..... Page 4

# President's Message

## What Do You Know?

by *Jon Hockman*

The launch of *Learning* is a welcome reminder of how our profession can serve itself—to expand our minds, to broaden our perspectives, and to deepen our learning. In the same way as we do through the power of observed coaching, case presentations, and continuing education, this publication can and will be another way to grow and learn together.

In the spirit of peer inspired learning, let me share a bit: I had lunch this week with one of my fellow Newfield graduates, Carol Roller, ACC, and she shared with me one of her favorite new coaching questions: “What answers are you pretending you do not know?” Carol’s great question has stuck with me as both a person and professional opportunity. May it have equally disturbing qualities for you!

If I apply the question to our coaching community, here are few things that I hope will provoke new thinking...and perhaps some of those provocations will turn into future pieces in *Learning*.

What is the Metro DC coaching community pretending it does not know?

How to earn a sustainable income from coaching work. . .  
*(Oh, we know. We're afraid to assert our offers and expect professional fees.)*

How to build a profession that is revered, not mocked on radio commercials. . .  
*(Oh, we know. We've got to demand credentialing and perhaps even stronger regulation.)*

How to network and develop business opportunities together. . .  
*(Oh, we know. We choose to say we don't have enough time to make it happen.)*

How to play and work and learn together. . .  
*(Oh, now this we do. Of course, we'd love to play and work and learn with more of you—we have more than 500 ICF member coaches in the Metro DC area!)*

What else do we know? What do you know? We'd love to hear from you.

The Metro DC Chapter of the International Coach Federation provides the nation's capital with a local forum for the art and science of coaching where we inspire transformational conversations, advocate excellence, and expand awareness of the contribution that coaching is to the future of humankind. It is also our mission to be the voice of the greater Washington DC area coaching community to the international organization, supporting them in meeting the needs of all members and the coaching profession.

### Chapter 2007 Officers

#### President

*Jon Hockman*

#### President-Elect

*Susan Braverman*

#### Secretary

*Chris Brookfield*

#### Treasurer

*Brad Sterl*

### Learning Team

*Renée Barnow*

#### Founder and Managing Editor

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*Carol Goldsmith*

*Mary Beth Hatem*

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### Learning

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Submit coaching-related articles,  
poems, cartoons, whatever, and  
comments to

*Renée Barnow*  
[communications@icfmetrodc.com](mailto:communications@icfmetrodc.com)

# Takeaways

## ICF Global Conference Takeaways From a First-Time Attendee

by Pamela T. Walker

What a year of exhilarating new experiences 2007 has been. After a 24-year career in human resources, I resigned from my executive level position and started my own executive coaching practice in August. In October, I had the opportunity to attend my first ICF conference.

On October 31, I arrived in Long Beach excited, fully present, and curious about what I would learn to enhance my growth as a new coach. The ICF conference experience exceeded my expectations. My most significant takeaways resonated from Zainab Salbi's keynote speech at the November 2 Super Session and David Rock's breakout session on November 1, titled "The Neuroscience of Coaching: New Discoveries Explain How and Why Coaching Works."

I reviewed Ms. Salbi's bio and found it intriguing. Because she was not a member of the coaching profession, I wondered what she would say that would trigger my learning about coaching. Ms. Salbi's story about her journey to telling her true "story" was riveting. Two of my takeaways from her keynote speech were: (1) the power of recognizing watershed moments and *choosing* to make new choices and (2) helping others is a reciprocal process. I am applying this learning to how I show up personally and professionally.

Mr. Rock's breakout session was aptly named because I learned how and why coaching works during his presentation on breakthroughs in brain research. Coaching has worked for me personally and I have seen it work for my clients. Furthermore, prior to attending this session, I understood the distinction between coaching and consulting and how asking meaningful questions can generate insights for clients.

However, attending the neuroscience session was similar to my experience reading a novel after watching the movie adaptation.

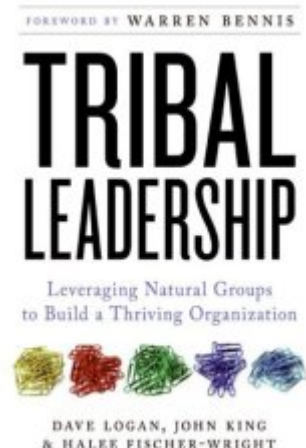
While I enjoy the movie and celebrate with the protagonist, reading the book gives me more insight into the story's context. Typically, much more than is feasible during a two-hour movie.

Mr. Rock described the mechanics of how the brain works in layman's terms. I now fully understand the challenges we all face maintaining focus on identifying, creating, and maintaining new behaviors. It's not necessarily because we don't have the desire, but because of how our brains function. I can now more effectively apply techniques for facilitating positive change and self-directed neuroplasticity for my clients and myself.

Pam Walker is a 2007 graduate of the Georgetown program. She can be reached at [pwalker@prismpathways.com](mailto:pwalker@prismpathways.com)

## Book Review

*Learning* Team member Judith Westbrook's review of *Tribal Leadership* will appear in *Learning* Volume 1, Issue 2.



Chapter member Claudia Dail greeting chapter member Renée Barnow at the Author Book Signing event at this year's Global Conference

# Inspirations

a carol on  
Relaxing Your Syntax  
by *Carol Goldsmith*

Sue the masseuse was tied up in a knot  
Because of advice she completely forgot.

While sitting together outside over lunch  
Poor Sue started sighing, "I have such a bunch  
Of errands and tasks and unpleasant chores,  
Assignments and wishes and Oh! so much more  
Than I could ever squeeze into a day  
I find myself wanting to just run away."

"Have a drink," said the waiter, "a glass of white wine."  
Thank you, but no. This is hardly the time.

I leaned on the table. "So tell me, dear Sue.  
Be very specific. What's bothering you?"

"I must clean the house before company arrives.  
Tomorrow's Dad's birthday; should plan a surprise.  
I'm going to class twice a week until ten.  
The minute I'm finished, I'm back there again.

"The kitchen drain's clogged  
The dishwasher stopped  
The windows need washing  
The floors should be mopped.  
The cats have to go for their shots at the vet..."

I started to speak.

"Wait, I'm not finished yet!"  
Sue anxiously added, "I've not mentioned work."  
Her neck muscles tightened. I saw her head jerk.  
"I still haven't taken a day off this year—"

"Just hold it there, Sue. I want you to hear  
How your language is studded with *musts*, *can'ts*, and *shoulds*  
With *have to's* and *haven'ts* and I wish I *coulds*.  
Where are the get-to's?  
Where are the joys?  
I bet you can't hear them amid all the noise."

Sue stopped for a moment and stared at her plate.  
"It does seem I've been a bit rattled of late.

"I'm not making time for enjoyable things  
Like reading or painting, community sings,  
Going to movies or dining out,  
Being with friends or just walking about.  
Even here now as I'm lunching with you  
I'm thinking of dozens of things left to do."

I smiled and nodded. "It's true for us all.  
The trick is to notice. Attend to the call.

"When tightness and tenseness you start to display  
Notice your language. Mind what you say.  
Ask yourself honesty, 'Must I do this?'

What if I didn't? Would I make the list  
Of sinners and satyrs who must burn in hell?  
Could I do it later, and all would be well?"

Sue laughed and relaxed. "Thanks for making me think.  
I can unknot the why not's. This calls for a drink!"

The moral of the story is simple as Seuss.  
You can loosen your language and give it more juice.  
As you relax your syntax, you'll learn in good time  
That life's much more fun when you just let it rhyme.

Reprinted from *The book of carols: Songs of discovery on the path to enlightenment* (2003, Infinity Publishing)

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Change occurs when one becomes who he is, not when he tries to become what he is not.  
—Arnold Bessier

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Have you ever calculated the value of gratitude? How would you measure gratitude? The value of gratitude is boundless. Gratitude is the gift that keeps on giving. . . .Gratitude as a return on investment offers exponential growth.

—Renée Barnow  
From *Cornucopia of Gratitude: Thanksgiving 2007* (ezinarticles, November 28, 2007)

(CAP, continued from page 1)

marketing resource to our membership, and provide material for Chapter public relations, publicity, and outreach activities.

Stories may be published in *Learning*, Volume 1, Issue 2, which will be issued during International Coach Week.

Join the Coaching Awareness Project by taking a current testimonial, capturing a new story, or by inviting a client to document their own experience that conveys the impact of the coaching relationship on the client and/or coach. The most powerful stories will support client confidentiality and be applicable to a wide variety of audiences.

To submit a story to The Coaching Awareness Project: One Story at a Time, simply e-mail your contribution to CAP@icfmetrodc.com.

If you need help in putting your story together, feel free to contact the Coaching Awareness Project team at CAP@icfmetrodc.com.

**DISCLAIMER:** The Coaching Awareness Project is open to ICF members only, and, by submitting a story, the author is giving permission to the ICF Metro DC Chapter to use, edit, and reproduce the information in any format it determines is appropriate. To protect client confidentiality, please refrain from using last names or other identifying information, and, of course, be certain that you have the consent of all involved parties to use their story.

## Learning Guidelines for Contributions

The following editorial guidelines are provided to help you contribute to *Learning*.

### Length of Contribution

Length will vary according to the type of material. Please abide by the following when submitting material.

- ◆ A2Q: 300-500 words
- ◆ Book Reviews: 250 words
- ◆ Feature Stories: 800-3000 words
- ◆ Inspirations: Whatever
- ◆ Learning Goings On: Whatever
- ◆ Learning Resources: Whatever
- ◆ News to Me: Whatever
- ◆ Takeaways: 300-500 words

### Format

Please submit text as .doc or .pdf, graphics and photos as .jpg. For contributions in other formats, please contact the *Learning* Team (communications@icfmetrodc.com) before submitting the material.

### Attributions and References

If you use quoted material, please provide the attribution. If you use material that draws on the work of others, is not original, please include references.

### Review Process

We will acknowledge receipt of contributions immediately upon receipt. Material will be reviewed within one week of receipt. The *Learning* Team will contact contributors whose submissions have been scheduled for publication.

### Submission Deadlines

- ◆ January 8
- ◆ April 8
- ◆ July 8
- ◆ October 8

# Upcoming Chapter Events

- 18 December 2007** *Annual Holiday Celebration*  
Friendship Heights Area, MD
- 16 January 2008** *Michael Charest*  
Georgetown University Continuing Education Center  
Arlington, VA
- 3-9 February 2008** *International Coach Week*  
Global Event
- 20 February 2008** *John Lazar*  
Coaching and Sustainable Leadership
- 11 March 2008** *Bob Anderson*  
The Importance of Understanding Stages of  
Adult Development in Coaching Leaders
- 13 June 2008** *5th Annual Capital Coaches Conference*  
Cafritz Center, George Washington University  
Washington, DC
- 12-15 November 2008** *ICF Global Conference*  
Montreal, Canada

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Self-mailer (for this issue)