

Third National Coaching Psychology Symposium

'Leading Coaching Excellence – How to do it'

22 - 23 August 2008

Dockside | The Balcony Level | Cockle Bay Wharf | Sydney

The
Australian
Psychological
Society Ltd



INTEREST GROUP IN
COACHING PSYCHOLOGY

IGCP National Symposium
August 23, 2008

Global Convention on Coaching:
Together Envisaging a Future for coaching

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GCC Steering Committee



Overview:

1. What is the GCC?
2. What did it produce?
3. Where is it going?
4. Reflections on the global scene.



Background

- Boulder conference 1949
- How is coaching unfolding in the world?
 - What might the future look like?
- Many examples of interesting change methodologies that have failed to thrive
 - Loose or no connection between theory and practice.
 - Proponents making claims that cannot be supported
 - Failure to build a rigorous evidence base



The coaching industry is responding

- Increasing demand for clear professional standards in coaching
- Many coaching groups attempting to formulate competencies for practice, codes of conduct, standards of training etc.



However...

- Lots of overlap and little collaboration
- Benefits of this progress are in danger of being lost due to fragmentation and competition
- Confusing for the consumer and the market.



The GCC – A Stakeholder Dialogue

- A year long process of dialogue based on the scenarios process used in Shell, and the Mont Fleur Process used in SA.
- This dialogue process, seeks to ensure all stakeholders have a voice and shared understanding is reached.
- Dialogue conducted through working groups using a web-based discussion platform and real-time teleconferences
- Culminated with a meeting in Dublin in July 2008



Participants

- Coaching providers
- Major coaching consumers (e.g. corporates)
- Universities and CTO's
- Coaching industry bodies
- Professional bodies
- Parallel professions involved in coaching



Some examples of participating organisations

In Australasia and Southern Africa

- Universities across Australia represented by the Australia Universities Strategic Alliance in coaching (AUSAC)
- Australian Psychological Society
- New Zealand Coaching and Mentoring Forum
- COMENSA (Coaches and Mentors of South Africa)



Some examples of participating organisations

In North America

- Universities across the US and Canada represented by the Graduate School Alliance for Executive coaching (GSAEC)
- International Coach Federation
- Worldwide Association of Business Coaches
- The Foundation of Coaching
- The Alliance of Coach Training Organisations



Some examples of participating organisations

In Europe:

- European Mentoring and Coaching Council
- Association Europeene de Coaching
- Irish Coach Development Network
- British Psychological Society (psychotherapy special group)
- Association for Coaching
- Association of Executive Coaches and Supervisors
- University Faculty from: Middlesex University, Oxford Brookes, City University London, Sheffield Hallam, Charles University in Prague



Other groups

- Chartered Institute of Personnel and Development
- A range of multinational companies,



Process: a brief outline

- Beginning in August 2007, Stakeholder groups gathered together in working groups to identify the key issues facing coaching and potential ways forward.
- The working groups job was to develop a series of future scenarios based on different ways of resolving the key questions.
- These were disseminated, commented on and revised.
- Scenarios brought to the Global Convention in Dublin for discussion and decision making.



Working groups

- Knowledge base for coaching – core and specialist areas
- Code of ethics
- Core competencies – general and specialist
- Training guidelines for graduate programmes
- Research agenda for the development of the field
- Professional status for coaching?
- Mapping the field – what is the field and its related areas
- Selection of coaches and management of coaching engagement
- Evaluation of coaching interventions.



Scenarios

- Each working group produced approximately 4 scenarios about what the possible future of coaching might look like if we made/did not make certain decisions
- Eg. What might the future look like with
 - No commonly acknowledged competencies for coaching
 - Multiple competing competency frameworks
 - Single core competency with specialist areas
 - Status quo continuing



The Dublin Convention

- Held in Dublin from July 7-11
- The Convention brought together over 10,000 hours of discussion and dialogue between 250 coaches from every continent on the planet.
- 63 delegates from every continent and from most of the major coaching related bodies around the globe



What did it produce?

1. The Dublin Declaration and supporting documents
2. Pathways to continue the dialogue
3. Commitment from the major bodies to continued dialogue



The Dublin Declaration

- The DUBLIN DECLARATION is a one page document.
- It makes four major calls to action for coaching bodies and their members, academics, practitioners and clients to work together.
- The Declaration is being published on September 1st 2008 in multiple languages



DUBLIN DECLARATION JULY 11TH 2008

- We are coaches from many backgrounds who have gathered in Dublin to dialogue on the state of our emerging profession. Recognizing the value of creating global cohesion and clarity while honouring diversity, we are drawn together by a sense of urgency to capture the essence of the power of coaching in a world where people everywhere are encountering a time of critical change.
- Grounded in a profound belief in the value of what we do, we are sixty-three individuals from sixteen countries, defined by our commitment to the profession that energises us, our concern to see it through this pivotal moment in its development, and our desire to discover, dream, design, and deliver our shared vision for its future.



- Through twelve months of international dialogue, over 250 people contributed to ten working groups to address key areas for development of the coaching field. This led to the Global Coaching Convention, the first meeting of its kind. We have found ourselves inspired by the diversity of the participants, both cultural and professional. We have discovered also an exciting degree of common ground, beginning with a belief in the power of coaching to unlock the potential of people, organisations, and society.



- Additionally we have encountered a yearning for the kind of cooperation for which this dialogue process might serve as a model, and a desire to play a part in nurturing the growth of our profession in this dynamic stage of its development. We acknowledge with gratitude the ongoing interactions of individuals and groups that are leading to the emergence of a high degree of coherence and significance of this young profession. We affirm our commitment to the Global Coaching Community that includes practitioners, academics, business people, administrators, and professional organizations to continue pursuing this dialogue.
- At the same time we recognize the challenges that face our emerging profession, the conflicting approaches that might diffuse its energy, as well as the moves to control it from within and without that threaten to limit its ability to make its full contribution to individuals, organizations and society. We affirm the immediate imperative for the coaching community to come together to define and regulate itself.



Therefore, we, the delegates of the Global Coaching Convention, hereby declare that the individuals and organizations that comprise the Global Coaching Community need to:

1. Establish a common understanding of the profession through creation of a shared core code of ethics, standards of practice, and educational guidelines that ensure the quality and integrity of the competencies that lie at the heart of our practice.



2. Acknowledge and affirm the multidisciplinary roots and nature of coaching as a unique synthesis of a range of disciplines that creates a new and distinctive value to individuals, organizations and society. To accomplish this we need to add to the body of coaching knowledge by conducting rigorous research into the processes, practices, and outcomes of coaching, in order to strengthen its practical impact and theoretical underpinnings.

3. Respond to a world beset by challenges for which there are no predetermined answers by using coaching to create a space wherein new solutions can emerge. In doing so we are stepping into the power of coaching as coaches and inviting our clients to do the same.



4. Move beyond self-interest and join with us and other members of the Global Coaching Community in an ongoing dialogue to address the critical issues facing our field, beginning with those that were identified by the ten working groups [see reports from the groups appended to this Declaration].



Working group annexures

- There are 9 annexures to the Dublin Declaration – one from each of the working groups.
- Annexure content is organised under the headings:
 1. What we have found
 2. Dilemmas, Questions and Concerns
 3. Stakes in the Ground
 4. Questions still present.
- These are being published from September 1st 2008



Future activities

- Extending formal dialogues between coaching bodies in the areas of ethics, accreditation, training and competencies.
- Creation of local, regional and global opportunities for meetings and events
- Dedicated time at ICF, WABC, EMCC to carry the dialogue forward at conferences
- GCC Convention which is already being planned for Cape Town in 2009/10.



Some reflections on the global trends

- The industry is developing – rapidly
 - Widespread recognition of need to professionalise
 - EMCC has competency and accreditations standards that are good
 - ICF and EMCC are working on shared ethics
 - Growing sophistication of theory and practice in coaching outside psychology.
 - Industry backing for this development



Can psychology forge its own path in coaching?

- Possibly.....
 - We are well placed
 - We are already a profession and leading in some areas of coaching.
 - We have the skills and ability to build a body of coaching knowledge
- But.....
 - Do we have the clout to claim the industry?
 - What is the market perception?
 - We are struggling for recognition within psychology



A systems perspective...

- Our fortunes are inextricably linked
 - If the coaching industry professionalises without us, where is our voice and our niche?
 - If the coaching does not professionalise, where is our industry!
 - ATO



Other movements in psychology ...

- Research and practice is increasingly becoming cross disciplinary
 - Positive psychology
 - Mindfulness
 - Adult education
 - Dialogue
 - Systems thinking
- There is a growing recognition and energy for people who connect the dots
- The old boundaries are getting fuzzier
 - for us and for our customers.
 - Our corner of the market is growing in scope and shrinking in uniqueness



Some exciting opportunities

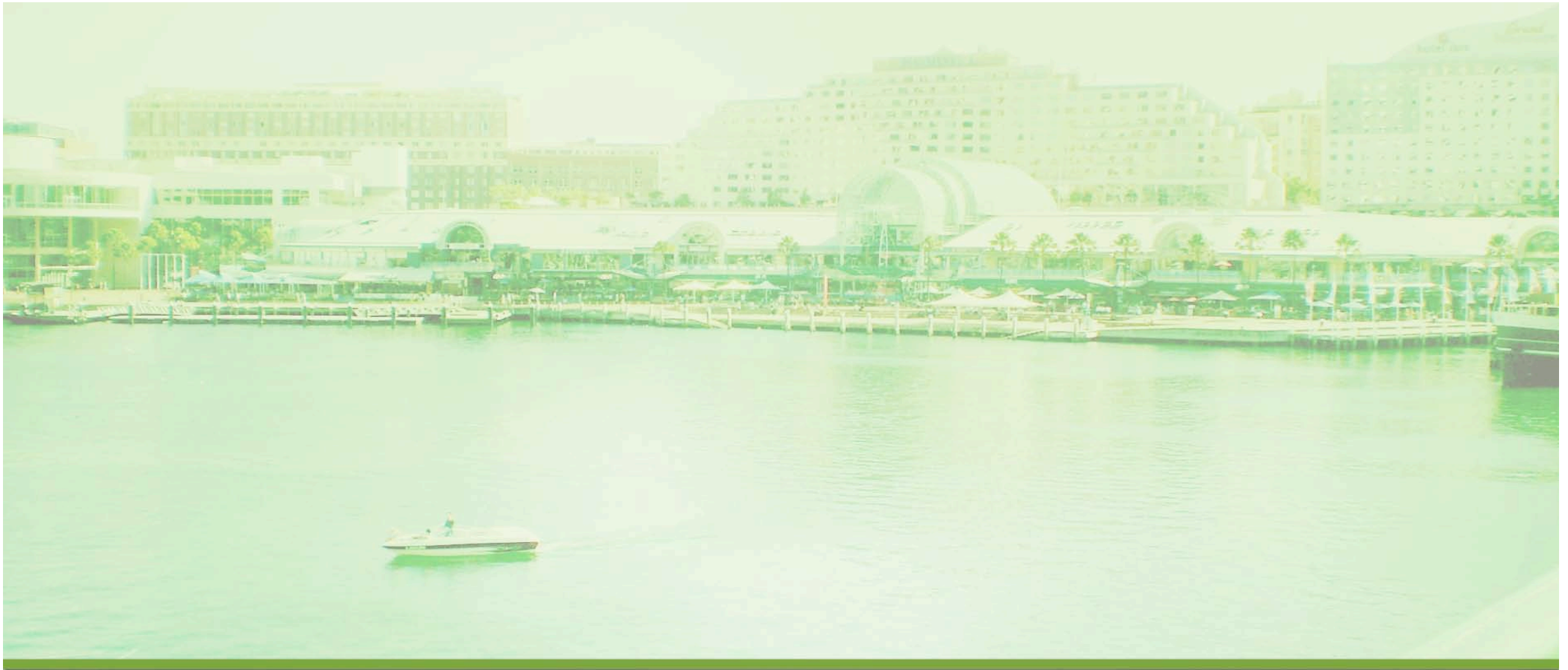
- Opportunities
 - The ability to take our place in the conversation and contribute what we have to offer
 - The ability to learn and be challenged by new paradigms
 - Forging a new perception of psychology as really working above the line
 - A small step toward a more connected and healthier world

The costs.....?



So what do we want to do?





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