

March 2010



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**Our Contributors:**



**EMCC 17<sup>th</sup> Annual  
Conference**

**18-20 November 2010**

**Mark the date in your diary!**



**Have your details changed?**

You can update your address, email, phone number etc on the emcc website.  
Visit [www.emccouncil.org](http://www.emccouncil.org) and click on 'member Login'



## Message from our President

Petr Necas

Dear coaching and mentoring colleagues

As I read through this newsletter I see just how busy we have all been (and only half of what's been done has been written about!). I am so impressed by everyone's energy and commitment. I'd like to share with you some of the key deliverables the EMCC Executive Board has planned for 2010/11 – most of which you can read more about further in the newsletter.

### Alexander Vreede, Treasurer

- ◆ Already introduced a simplified process to enable each country to report on the number of members they have and pay their affiliation fee to EMCC (which enables EMCC to function and work on your behalf)
- ◆ He has delivered a strong budget for 2010 and continues to watch over our finances like a hawk!

### Christoph Eprecht, VP Standards

- ◆ Continues to chair the taskforce that is attempting to find a common, Europe-wide, definition of coaching and mentoring
- ◆ Overseeing the launch of EIA and growth of EQA across all EMCC countries
- ◆ Will launch new Standards initiatives to ensure that EMCC is at the forefront of the Standards setting agenda.

### Gregoire Barrowcliff, VP Regulatory Affairs

- ◆ Continues to work on recognition of coaching and mentoring as a self-regulating profession by the EU commission
- ◆ Continues to consult both internally and externally to EMCC on establishing One Code of Ethics for coaching and mentoring.

### Irena Sobolewska, General Secretary

- ◆ Continues to keep EMCC "legal", looking after all the formalities involved in running a Council, Executive Board and membership organisation
- ◆ Is setting up a support system (dare we call it mentoring) for EMCC country presidents and their boards
- ◆ Is not only project managing our 2010 conference, but is already working on 2011!

### Lise Lewis, VP External Relations

- ◆ Already contacted numerous countries who want to set up an EMCC – all of which you can read about in her update later in this newsletter

- ◆ Plans to continue focusing on EMCC's growth whilst at the same time looking at where we can make strategic alliances that will strengthen EMCC ability to deliver our mission of promoting good practice and the expectation of good practice in mentoring and coaching across Europe.

### Ruud de Sera, VP Communications

- ◆ Has set up our presence on LinkedIn, twitter and facebook
- ◆ Continues to work on delivering a new website for EMCC (due June 2010)
- ◆ Plans to further improve communications (including marketing) internally and externally.

Just writing all this down has exhausted me! I hope you will join me in my thanks to everyone on the Executive Board for their tireless works for EMCC, on a volunteer basis, stealing time from their businesses, their families and themselves to contribute to our wonderful, growing EMCC.

I look forward to catching up with you all soon and encourage you to drop me an e-mail or follow me on my EMCC President's blog.

For those of you who are taking time off over Easter I wish you a relaxing and energising holiday.

Regards

Petr Necas  
EMCC President  
[EMCC.President\(at\)emccouncil.org](mailto:EMCC.President(at)emccouncil.org)



Follow the  
President's Blog

Visit:

[www.emccpresident.wordpress.com](http://www.emccpresident.wordpress.com)



**2010 Conference**  
Irena Sobolewska

[EMCC.GeneralSecretary\(at\)emccouncil.org](mailto:EMCC.GeneralSecretary(at)emccouncil.org)

I am very excited by all the preparations for the 2010 EMCC conference. This will be EMCCs 17<sup>th</sup> Annual Coaching and Mentoring Conference and this year (in case you haven't heard!) it's in Dublin, Ireland from 18 – 20 November.



Fitzpatrick's Castle Hotel where the conference will take place is absolutely spectacular and I can guarantee everyone

who attends will be impressed not just by its looks but by the high level of comfort and customer services that will be provided.

On the content side, we have started to pull together our presenters and keynote speakers. As usual we had an over-whelming number of applications and the Conference Selection Panel reviewed all the applications last week and the results have now been sent to everyone who applied to present.

Another exciting first is the launch of our new conference website. This will not only allow you to book but also to pay on-line! Once you have booked, you will be able to review your booking, reserve a place at any of the workshops and much more. All of which, we hope, will make the process of attending our conference a more enjoyable and effortless experience.

So watch out for an email that will be landing in your inbox soon announcing the new conference site is open for business and offering you the first of two very exciting early bird discounts.

I look forward to seeing many of you at the conference and if you have any questions then please don't hesitate to contact me.



**Lise Lewis**  
VP External Relations

[EMCC.VP.ExternalRelations\(at\)emccouncil.org](mailto:EMCC.VP.ExternalRelations(at)emccouncil.org)

My new VP role involves encouraging and supporting new country membership. It's very exciting to think that we now have Croatia, Greece, Portugal, Russia and the Ukraine currently working toward affiliation with the EMCC and we're looking forward to growing our membership:

Be in touch if you know of any coaching groups in other countries who would like to know more about joining EMCC.

Another responsibility of my role is to liaise with other coaching and mentoring professional bodies. Progress on this is that I'm joining a meeting with ICF in April to discuss further areas of cooperation – we're already discussing one Code of Ethics with them. I've worked with ICF, APECS and Association for Coaching in the UK on identifying standards for supervision so I am looking forward to a broader perspective with ICF. COMENSA are delighted we're in touch and I have an audio conference meeting with their president in the next few weeks. Will keep you updated on progress!

**Don't forget**  
**EMCC is on Facebook**  
[Click here to join us there](#)



## The role of “standards” within EMCC

Christoph Epprecht

VP Standards

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

Coaching and mentoring are activities in the field of ‘continuing professional/personal development’. The meaning of good practice in coaching and mentoring is to effectively support clients in their efforts to professionally and personally develop.

The aim of ‘standards’ in the context of good coaching and mentoring practice is to assure quality of coaching and mentoring activities. A positive common-sense usage of ‘quality’ means a specified degree of excellence. Determining ‘quality’ involves an understanding a) what are useful activities and b) how these activities become effective when applied in the process coaching and mentoring. Usefulness and effectiveness, therefore, are two amongst several criteria applied to the terms ‘coaching’ and ‘mentoring’.

‘Usefulness’ includes the eight competence categories of the EMCC’s competence framework while ‘effectiveness’ is reflected by a number of ‘capability indicators’ for a coach (or mentor) practicing on anyone of the four subsequent professional coach/mentor levels: ‘Foundation’, ‘Practitioner’, ‘Senior Practitioner’, ‘Master Practitioner’. Thus, the EMCC’s competence framework is a standard document that establishes uniform criteria for the quality of coaching and mentoring practices.

The EMCC’s EQA and EIA are standardized processes, based on the EMCC’s competence framework, to assure quality in the coaching and mentoring profession. Today, the primary task of ‘standards’ in the EMCC is to establish and warrant a standardized quality assurance process that is uniform, reliable, coherent, consistent and transparent in every affiliate country across Europe through the application of EQA and EIA.

Operating standards in the EMCC involves responsibilities, authorities, tasks and funds. The EMCC is in charge of the product management. The central EMCC standards organisation has the responsibility for all decisions relating to product management of EIA & EQA. It sets the framework for the execution of EIA/EQA.

To perform these tasks on the central level the organisation needs to include:

- ♦ Vice President (Executive board) supervising all processes (= VP Standards)
- ♦ Responsible EU managers (paid) coordinating and performing all processes & tasks, if necessary assisted by (joint for EIA & EQA or one for each product)
- ♦ Taskforce(s)/steering committee(s): for development of products and setting up materials
- ♦ EMCC administration: for administrative tasks (if necessary).

As the country EMCC’s will be delivering the products, the EMCC’s central funds for EIA/EQA will be financed through licence fees paid by the respective country EMCCs. The affiliates will develop their own organisations on a country level. In summary, the management of EIA and EQA will be centralized while marketing, sales and delivery of EIA/EQA will be on a country level.

More details of the EMCC quality assurance process will be announced as they are discussed with the each country boards and agreed upon at the council meeting in June 2010.

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## EMCC EQA/EIA Update

by Lise Lewis

Although not part of my VP role, having been involved with the development of the EQA and EIA in the UK, I’m now supporting the role out of these products across Europe. I’ve designed assessor training with Claire Hack the UK EIA Manager and we’re currently delivering this in 5 countries – UK, Switzerland, Holland, Luxembourg and Denmark. I had over 100 applications to review and some are still coming through so the response has been really encouraging. These trainings will include representatives from the Czech Republic, Denmark, France, Germany, Hungary, Luxembourg, Netherlands, Portugal, Serbia, Spain, Switzerland and the UK and we aim to have about 50 new assessors for join our existing 12. All these countries are working towards making EQA and EIA available – UK and Switzerland have already launched. It’s great that the EMCC quality products are being recognised and we want to be ready to meet the anticipated demand of applications. Information on both products is available on [www.accreditation@emccouncil.org](mailto:www.accreditation@emccouncil.org).

## Introducing EMCC - European Mentoring and Coaching Council in Russia

By Andrey Korolikhi

### **GM of the Russian School of Coaching & PARC co-founder / trnsl. RdS**

On March 5 2010, Petr Necas, President of EMCC, led a three-hour presentation for an audience consisting of members of PARC (the Professional Association of Russian speaking Coaches)

Presented in the form of an animated 'questions and answers' session the key topics were:

- ◆ An introduction of EMCC, its mission, strategy, standards and philosophy
- ◆ Petr's definition of coaching as distinct from training, consulting therapy etc.
- ◆ Personal information and Petr's coaching background.

The framework of EMCC was well received by the participants. As an "open network for coaches, clients, providers, and scientists from the global coaching marketplace" it seems well balanced for future development in terms of the philosophy, science and practice of the coaching profession.

The EMCC certification process looks simple and achievable for both individual coaches(EIA - European Individual Accreditation) and educational bodies (EQA – European Quality Award).

A question from among the audience regarding the definition of coaching and its borders caused a lively debate.

Petr opened the meeting by presenting a metaphor of "Professional Help" comparing it to a river. In short: coaching is a mainstream of this river together with different kinds of training, consulting, therapy etc. etc. But coaching is not a universal remedy for all the client's needs. There are limits to the method as defined by the standards of the profession.

Petr paid great attention to the need of maturity in the profession. Coaching as a complex discipline needs education, life- and professional experience as well as authenticity.

In addition to the topics describing the philosophy and the method of coaching, participants received a lot of information about coaching practice and pricing issues, as well as national differences in the approach from a European and global perspective.

An intriguing feature of this meeting was Petr's 'sexy' Russian: he gave a speech in the Russian language despite the presence of a specially invited interpreter! With the charisma of a bright leader he delivered an entertaining introduction of the EMCC in Russia and, judging by the feedback from this evening, he succeeded to convince the Russian coaches

It was a promising event in the light of the upcoming PARC Conference bearing the title:"The coaching profession; trends in development".



### Web update

by Ruud de Sera  
VP Communications

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

EMCC's web presence consists today of:

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

**Redesigned website:**

test phase in April'10, launch in June'10

**EIA | EQA website** [www.emccaccreditation.org](http://www.emccaccreditation.org)

Administered by EMCC UK

**Conference website** [www.emccconference.org](http://www.emccconference.org)

To be launched early April'10

**Presidents' blog** [emccpresident.wordpress.com](http://emccpresident.wordpress.com)

In addition there exist a number of country specific websites on country domains of which Switzerland and the Netherlands are examples. EMCC does not administrate those websites. There are several other places on the web where EMCC is present.

EMCC at LinkedIn is a group in an existing internet network with around 25 million users. The EMCC group has 500 members (and counting) at present of which quite a few are not regular EMCC members but clients or people interested in coaching and mentoring

Another place is Facebook; EMCC has its own page and already 67 fans are committed to following what's going on here. In the near future the public discussion on the definition of coaching and mentoring might move to this place.

On twitter we inform regularly on important issues, news, events and such. At this moment we have a small and exclusive following including CIPD with their 4100 followers. This means that these people read our tweets (messages) on a daily basis. From June all these efforts will be fully integrated and connect to each other and we can rapidly grow into a powerful force in the field of coaching and mentoring. Sharing knowledge about EIA and EQA, local EMCC events, on- and off line discussions on important topics, co-operation between members and other bodies etc.etc.

Our strength as an open organization is that we also welcome those from outside our own membership and those who are not practitioners of coaching and mentoring but professionals from other disciplines, clients, researchers and others interested in the field.

And to top this we also keep you updated by email and our emailed newsletter from time to time.

Please include us on your (and your company's) websites, follow us on twitter and facebook, become a member of on the LinkedIn groups, recommend us to your colleagues, your employer and your friends. Leave a message, start a discussion, inform us about interesting news and articles related to coaching, mentoring, leadership, environmental development, an educational project.

Share your knowledge so we show that EMCC ( in other words YOU) is the resource of knowledge on coaching and mentoring to turn to.



## EMCC Regulatory Affairs

Grégoire Barrowcliff

Vice President

Regulatory Affairs

[EMCC.VP.RegulatoryAffairs\(at\)emccouncil.org](mailto:EMCC.VP.RegulatoryAffairs(at)emccouncil.org)

The thought that, almost overnight, the regulatory authorities could dictate not only what coaching and mentoring is, but also who could or could not practice, was indeed a sobering one, and it prompted us to look at this head-on and then to take a proactive stance.

It was thought that there is a significant risk that imposed regulation could happen at some time in the future if we didn't act, and that the best line was to take the initiative sooner rather than later.

The EMCC Council therefore agreed last November to "seek to formally self-regulate and then gain recognition from the EU Commission of this". A taskforce comprising 8 members from Belgium, France, Ireland, Luxembourg, UK and Switzerland has since been working to establish the basis on which this might be feasible.

The first part of the task includes investigating:

- ◆ The EU legislative framework available
- ◆ Comparable experience of other service professions
- ◆ The process and content of a formal application
- ◆ What EMCC may need to put in place internally to be eligible
- ◆ In what way best to involve other international coaching bodies.

There are many aspects which may come into the picture in the future, these include core competencies, the EQA and EIA accreditation processes, the Code of Ethics as currently drafted, etc. However, the focus to date is on what should be included in a Charter, or a Code of Conduct, which might also be shared more widely within the coaching/mentoring profession.

There is important related work going on in two other EMCC taskforces :

- ◆ One under the guidance of Christoph Epprecht, EMCC Vice President of Standards, looking at a possible universal descriptor for coach/mentoring
- ◆ The second one looking specifically at the issue of "One Code" as above

More will be said about this no doubt in the coming months, and a consultative process will be set up if and when a Charter or new Code is proposed.

Don't forget  
EMCC is on LinkedIn.!

[Click here to join us there](#)





## News from AEC EMCC France

Quite a few changes have been taking place in France, since December 2009 when we held our General Assembly.

Patrick Amar, who was AEC EMCC France president for the past three years, had wished to step down from his mandate. Many, many thanks from all Board members go to him; Patrick has indeed given a major input to help AEC EMCC France move towards further professionalization, he has also made substantial contributions to further structure the association, and supported the move towards Europe and EMCC as a whole. Patrick will continue to work with AEC-EMCC France in co-organising the partnership with organizations. He also is "Président d'Honneur", together with Pierre Angel, AEC-EMCC France's initial President.

With Patrick leaving the presidency, this has induced other movements within the executive board. François Spicq was elected to be the new President, and the Board as a whole gives him a warm welcome. As the new President, on 23 January 2010, he has opened our Annual Conference.

With over 300 participants, this was our first important event of the year, but bi-monthly workshops, presentations and work groups continue to be organized throughout the year.

Our goals, supported by François, continue to be the close cooperation with EMCC Europe, the further work on EIA and EQA, as well as the introduction of Solidarity Coaching™ within other European countries. In this respect, we are currently working on a formalization of the process, as Solidarity Coachings™, because of their complexity and the issues at stake for the clients, require specific competencies of the coach, as well as a particularly well defined setting and framework on behalf of the body which promotes this activity.



As soon as AEC-EMCC France has achieved sufficient progress on the formalization of the Solidarity Coaching™, we will be able to share our knowledge to EMCC Europe.

Solidarity Coaching™ continues to be one of the primary motivations for members of AEC EMCC France, and we know that it corresponds also to the values promoted by EMCC as a whole.

Our challenge will be to introduce EIA and EQA to France and to further work on the professionalization of coaching. We consider it to be a great opportunity to get all the valuable input and work from EMCC, and are happy to contribute with our experiences and knowledge.

### Who is in charge of what?

[http://www.aecoaching.eu/site/Qui\\_fait\\_quoi\\_a\\_IAEC-46.html](http://www.aecoaching.eu/site/Qui_fait_quoi_a_IAEC-46.html)

## AEC-EMCC France Executive Board

President	<b>François Spicq</b>
Vice President	<b>Monika Verhulst</b>
Treasurer	<b>Jean-Marc Alleaume</b>
Vice Treasurer	<b>Michel Moral</b>
General Secretary	<b>Daniel Lévy</b>
Vice GS	<b>Marie-José van Coppenolle</b>
Administration	<b>Edwige Trancart</b> (our permanent secretary)

## AEC-EMCC France Council

Solidarity Coaching™	<b>Isabelle Demeure</b>
Membership	<b>François Boizot</b>
Conferences	<b>Esther Galam</b>
Communication	<b>Bénédicte Maître</b>
	<b>Prosper Carlis</b>
European Devt	<b>Thierry Gaches,</b> <b>Aude Roy</b>
	<b>Grégoire Barrowcliff</b>
Organisational Partnership	<b>Corinne Ohayon</b> <b>Patrick Amar</b>



Ireland

**Paula King**

[IE.President@emccouncil.org](mailto:IE.President@emccouncil.org)



Greetings from Ireland where we are beginning to experience, not only the wonderful sense of Spring in the air with accompanying sunshine, but also, you will be delighted to hear, a growth in interest in the EMCC!

This is due, in no small way, to the wonderful work being done by the EMCC IE Governing

Body in Ireland I am always amazed at how generous people are with their time and, of course, this comes from a true belief in the profession of coaching and the necessity for an ethical body to lead the way with regards to Standards and Ethics in coaching. We held our Inaugural Conference at the end of 2009 and we were absolutely delighted with the attendance. Each speaker spoke about a theme extracted from the title of the conference which was "Embracing a High Performance Culture through Leadership, Resilience and Growth". We had wonderful speakers including our own Professor David Megginson PhD who was our keynote speaker. The title of David's talk was "Should Performance Coaches focus on Performance?" A thought provoking title indeed which raised great discussion from the coaching audience. David also did a performance coaching demonstration based on a whole life perspective 'As if there were more to life!' which the audience found riveting. We were also delighted to welcome President of CIPD Ireland who focused on Resilience, Mr Patrick Barr Director Microsoft who spoke on Growth, Mr John Shine Vice Chair ESB Ireland whose topic was Leadership and Mr Tom Kelleedy, Enterprise Ireland. I am sure you will ask a good coaching question which is what did we learn from organizing this conference? Well you won't be surprised to hear that the feedback we got was that the coaches in attendance enjoyed hearing about the 'real' experiences from Leaders in Industry and, of course, loved the live session with David.

We are now busily organizing further events for our members and of course we are so excited about the International Conference taking place in November in Dublin. I hope you all have the date in your diary and will join us. We promise you a great welcome and, as always, a wonderful conference. Until next time 'Slán go Foill'

**EMCC Ireland would like to thank all of our guest speakers and everyone who attended our conference!**



Professor **David Megginson**, Keynote Speaker,

**Paula King** President EMCC IE, **Mr Michael**

**McDonnell** Director CIPD Ireland, Guest Speaker

on topic Resilience, **Mr Patrick Meehan** Treasurer

EMCC IE, **Mr. John Ryan** Ethics EMCC IE



## Luxembourg

**Marie-Brigitte Bissen**  
[LU.President\(at\)emccouncil.org](mailto:LU.President(at)emccouncil.org)

**EMCC Luxembourg announces the signature of a "volunteer coaching" agreement with the University of Luxembourg, represented by Asst -Professor Gudrun Ziegler.**



By this initiative, which is opened to the accredited members, the coaches of EMCC Luxembourg emphasize their willingness to contribute to the "social responsibility" initiatives by offering 10 hours of their time in

order to facilitate the integration of students from the "Master Multi-LEARN" (Learning & Development in multilingual and multicultural contexts).

From March 2010, all EMCC Luxembourg members have the opportunity to participate to "group supervision" sessions, which will be facilitated by a professional supervisor. Further information will be given about this initiative in the next Newsletter.

Presentations of the association are being held in order to increase our visibility & recognition as a reference in Luxembourg.

For the 4th year, we are proud that one of our board members has launched the next year "cross-mentoring" programme with 34 participants in Luxembourg. This initiative involves companies like Anglo American, Deloitte, ING Bank, skandinaviska enskilda banken and is organised with the endorsement and patronage of the Luxembourg Ministry of Equal Opportunities.

Since February, the same programme has been launched at a pan European level. We are confident that this programme will further develop in the coming years.



## The Netherlands

**Alexander Vreede**  
[NL.President\(at\)emccouncil.org](mailto:NL.President(at)emccouncil.org)

At our traditional New Year Reception (and 7th anniversary) in January we said good bye to the NOBCO founder Alex Engel as member of the board of NOBCO / EMCC-NL. Alex was honoured for his contributions to the growth of NOBCO and was humoured (more or less) for the characteristic way in which he (sometimes) operated. As one of Holland's greatest football players once said: "Every advantage has its disadvantage" (and vice versa, of course). In our board meetings we shall miss his optimistic way of doing business.



But we have a very worthy successor in the person of Alexander Waringa (what's in a name?) who will be running PR & Communication affairs and Research. Alexander has already been very busy, working on the new NOBCO website ([www.nobco.nl](http://www.nobco.nl)), due to go on air in May, and organizing a well attended workshop on doing research in the coaching practice.

The focus of our attention this year is to introduce EIA and EQA in the Netherlands. EIA will replace our 'certification system' (ranging from RBS 2003 to RBS 2009). So this introduction will also involve the transition of all our present Registered and Associate coaches to the new EIA categories.

EQA will be a new product of NOBCO / EMCC-NL, for which many training organisations have been asking for years.

The introduction of EIA & EQA means that all official documents have now been translated into Dutch, on the one hand keeping as close as possible to the original English wording but putting the original meaning in proper and understandable Dutch on the other hand. Which has turned out to be not as easy as we thought it would be.

At the end of March the first training of assessors will take place in Amsterdam, after which we will know more about the transitional rules that will apply in the transition from RBS to EIA. Then we can also predict how much time and effort will be involved in the introduction of EIA in the Netherlands.

Almost at the same time we will start working on EQA for which we now already have 25 applicant training organisations.

So if you wondered whether we are active in Holland or not ..... I hope to have given you a picture of (only part of) what is keeping us very busy over here.



## Poland

**Maciej Bennewicz**

[PL.President\(at\)emccouncil.org](mailto:PL.President(at)emccouncil.org)

At the moment we are building EMCC Poland www pages. I am personally in charge of the process and I hope to announce the grand opening of Polish edition really soon.

Furthermore EMCC Poland is about to convene the general assembly. According to the statutes the first tenure of the Management Board lasts for a period of one year therefore we will be choosing the second Board for the period of four years.

The first year we have focused on registration, forming the organization and promulgating the Council among coaches and mentors in Poland.

Here are the effects of our activities:

- ◆ Recognition of EMCC Poland
- ◆ Excellent cooperation with Kozminski University which has resulted in:
- ◆ Formation of coach club under the patronage of EMCC
- ◆ Lecturers given by coaches associated in EMCC Poland
- ◆ The conference with participation of Professor David Clutterbuck
- ◆ The 1st International Coaching Conference hosted by Kozminski University in January 2010 under the patronage of EMCC Poland
- ◆ The patronage given to a quarterly journal "Focus Coaching" to be published by Gruner + Jahr
- ◆ The development of Polish EMCC web page which is coming soon.



## Serbia

**Tamara Živadinović**

EMCC Serbia General Secretary

**Sladjana Milosevic**

[RS.President\(at\)emccouncil.org](mailto:RS.President(at)emccouncil.org)

EMCC Serbia Country Delegate/President

**3rd meeting of EMCC Serbia. The first one in 2010 was held on January 16th 2010**



At the meeting:

- ◆ News from EMCC Conference in Amsterdam was presented
- ◆ EMCC Serbia is still under the process of formal registration which started at the beginning of 2009. We hope to have it completed beginning of March 2010. As soon as we registered we will be ready to apply for grants of international donor organizations in Serbia.
- ◆ Sometime in March a meeting will be held to present members and all interested coaches and organizations EMCC EIA and EQA accreditation.

EMCC Serbia Facebook group has 108 members from Serbia and neighbouring countries where people can understand each other languages. At LinkedIn we have 61 members.

Each week there is info about conference, article, accreditation or research results at those groups.

EMCC members got access to EMCC Conference presentations at our Google group who is only available for those who pay membership.

We are in contact with coaches from Croatia who are interested in establishment of EMCC in Croatia.



Sweden

**Tommy Braathen**

[SE.President\(at\)emccouncil.org](mailto:SE.President@emccouncil.org)

On the 12th March, the new SE board gathered for its first planning session. The days theme was to align us all with the challenges we can see before us, taken in consideration that some of us are new in the organisation. The board represents a variety of the coach industry, such as coach, mentor, buyers, research and top management. This constellation of competences will give us a possibility to see things with more than one eye, we hope.

We had two guest presentations. For a solid start, we had invited Sören Bäckman, grand old chair in SE, to give us the big picture, organisation and background of EMCC SE. A well needed and appreciated hour.

After lunch we had the opportunity to meet our newly trained EIA/EQA assessor Marie Lindvall. She made a applauded presentation of the process of getting a EIA certificate and her experience of the training . And it raised a few considerations as well.

Although not completely ready, we made some decisions, which we will present in more detail in the SE Newsletter, such as:

- ◆ Getting closer with the members: Newsletters, more dialogues, and seminars, local hubs (not Pubs!, well maybe) we want to give a personal touch and we live in a long-distance country . A modern local website, link to the EMCC central one, maybe like in UK.
- ◆ Getting closer to the “market”, researchers, biggest interest group, making a new Pdf presentation and using our personal contacts.
- ◆ Active in important EMCC task forces, if needed and wanted.



From left above: **Hannie Lundgren**(SE Council member), **Ylva Lindén**, **Kerstin Frenning**, **Lena Hammarbäck**(SE secretary, membership contact).

Sitting: **Po Lindvall**, **Tommy Braathen**(SE President), **Hindrik Öunpu**(SE Treasure)

Missing: Henry Egidius

A day like this, even well planned and performed, runs quickly. It's a good start, but “One swallow does not make a summer” nor “One woodcock a winter” - we just started the spring!.

Best wishes

From the SE Board

PS: Henry is still in Portugal, coming back in the end of Mach



Don't forget EMCC is on twitter.



[Click here to join us there](#)



Diane Newell

[UK.MD\(at\)emcccouncil.org](mailto:UK.MD(at)emcccouncil.org)

It's already been a busy first quarter for EMCC UK with lots more activity planned for the rest of the year.

We kick-started the year by launching the UK's LinkedIn website group as a primary networking connection for our UK members. We already have over 100 members in the group and we're now looking to develop its use in a number of ways for example:

- ◆ As a key forum for quality, standard and ethics – including an ethics panel and an EIA exchange to enable learning around EIA applications
- ◆ An opportunity to highlight EMCC UK CPD events – a growing calendar of exciting subjects and speakers.

In February we launched an EQA Provider's forum and we are also talking to interested members about similar network groups for Academic and Public Sector members.

We also continued to deliver the successful Ethics Awareness Workshops – a valuable resource for sharing the ethical dilemmas most of us face at some time in our coaching career. With the help of our active and committed volunteers we are also looking at how we best develop a second generation of such workshops later in 2010.

We are planning to grow the regional networks across the UK with a target of eight more set for 2010!

In March, we were delighted to support one of our large organisational members at the First NHS National Coaching Conference held in Manchester. This one-day conference looked at coaching for success in the NHS, meeting the challenges and enabling its people to maximise their performance.

During the first couple of months of this year we were able to confirm the Board's restructure (Executive and Advisory) which now gives us clarity on our development and governance here in the UK.

The changing face of coaching and mentoring is the name of our new-look three day EMCC UK Conference and its bursting with great ideas and phenomenal variety, with interactive workshops and demonstrations, six MasterClasses and includes keynote speakers\*: Bill Lucas, Linbert Spencer, David Megginson, Myles Downey, Jessica Pryce-Jones, John Blakey and Clive Wilson.



We hope you can join us at EMCC UK's 4th Annual Conference 5 - 7 May 2010 in London