

September 2009



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Amongst our contributors...



**EMCC 16th Annual
Conference
Amsterdam**

26-28 November 2009
[Bookings being taken](#)

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 the mentoring and coaching across Europe.

If you would like to comment on this newsletter please contact EMCC.editor.newsletter@emccouncil.org



Have your details changed?

You can update your address, email, phone number etc on the emcc website.

Visit www.emccouncil.org and click on 'member login' on the right of the screen



Dear Colleagues

I am very pleased to welcome you to the Autumn edition of the EMCC newsletter. I hope that wherever you were and whatever you did, the summer has left you refreshed and ready for a fresh start.

Many of you will be facing difficult times given the current global economic climate. If not personally, then in how to support your clients who may be having difficulties. We as coaches and mentors listen to their stories, have understanding, give support and help our clients, friends and families. We need the inner power to do so. But we maybe facing similar situations ourselves – where do WE get our support from. It is during these times that your membership of EMCC becomes even more invaluable. I urge you to support each other, by sharing best practice, learning, ideas, energy, hope, trust and even offers of work. You can post these on the EMCC forum on our website www.emccouncil.org. If you haven't already visited the forum then do have a look, you can sign up to receive email alerts every time someone posts something new.

Now is also the time for you all to take an active part in your local country EMCC. It is often a human reaction during difficult times to retreat into oneself. Reaching out to belong and share and to be supported in return is something we advocate as mentors and coaches to our clients. Now I turn to you to do the same. EMCC runs mainly with volunteers all of whom are stretched with their own work, their own lives and the work they do for EMCC. With your help we can ease that burden. And I am sure all the current volunteers will tell you that they get from their EMC work much, much more than they put in. So reach out – get in touch with your country President and see how you too can help EMCC help other (and yourself).

The EMCC coaching and mentoring conference is our annual opportunity to get together as a community. This year is the 16th consecutive conference! If you have not already booked your place then I strongly advise you to do so. If you are a member then you are entitled to significant discounts for attending plus we have introduced an incentive scheme if you introduce new clients to the conference. Another great way for us to support each other during these times! Once again our website holds all the up to date details including a brochure and booking form.

Despite all the hard times we currently work in many of our EMCC colleagues continue to do invaluable work – organising the EMCC, developing new website functionality, designing strategies, building the pillars of our future existence. Let us thank them all for their effort and give them as much support as we can. I am truly delighted that this newsletter holds news of all the wonderful progress that EMCC has made in furthering the work of the EQA and introducing the European Individual Accreditation (EIA). I would like to thank everyone who has worked extremely hard, giving their time, energy and enthusiasm, to allow us to make such amazing progress in such a short time. In particular I would like to thank Lise Lewis our Vice-President of Strategic Co-ordination, who has taken on the additional role of European EQA and EIA manager. You can contact Lise about the EQA or EIA on

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

So once again, I wish you a fruitful and prosperous Autumn and look forward to seeing many of you at the Conference in November.

Sincerely yours

Petr Necas
EMCC President
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'Up-to-the minute' updates on EIA/EQA

Changes to Level Titles

Following a suggestion from EMCC Netherlands, we have consulted on and, reviewed the titles of the levels in both EIA and EQA. These are:

- *EIA for individual accreditation:*
- *Foundation/Intermediate are combined to become Practitioner level*
- *Practitioner is now Senior Practitioner level*
- *Master Practitioner is unchanged.*

EQA for training programme accreditation:

Same as EIA with the addition of: Introduction level for short programmes which introduce the basics of coach/mentoring.

EMCC founded anew in Belgium

Alexander Vreede

EMCC Treasurer

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As you may know EMCC was set up as a non-profit-making Swiss association governed by article 60 and following the Swiss Civil code. EMCC has been seated – but not registered – in Geneva, Switzerland.

This setup was chosen because it was at the time the easiest (and cheapest) way of making EMCC a truly European organisation

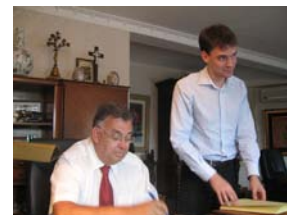
Over the years this solution has proven to be not as fruitful as it seemed. We have had difficulties managing some of our banking affairs and we have not been able to set up a system for accepting credit card payments. And being a Swiss association makes it impossible to apply for funds from the European Union. These are just a few examples of the problems we have encountered.

As a result of this, the EMCC Council decided to move EMCC to, or set up EMCC anew, in a country that is part of the European Union and uses the Euro (€) as its currency. After some research it turned out that Belgium – with Brussels as the seat of most of the European affairs – would be the best option. Belgian law even has a special form of legal body for organisations like EMCC: the “*Internationale Vereniging Zonder Winstoogmerk*” (IVZW): the Not For Profit International Association.

With the help of a Belgian notary we have now transferred our Swiss statutes to statutes fitting the IVZW in Belgian Law. These new statutes are bilingual: an official text in Dutch with the English translation in the column next to it. Almost all of the Swiss regulations have now found their place in the new Belgian statutes. The only difference is that in the new statutes all the affiliated country associations are ‘working members’ of EMCC, being represented in Council and at the General Assembly. All members of the country associations and all the direct members are ‘individual members’ of EMCC.

On August 26th the deed founding this IVZW was signed in Bertem (Belgium) by notary Eugène Van Goetsenhoven, EMCC General Secretary Irena Sobolewska, EMCC Vice-President Alex Engel and EMCC Treasurer Alexander Vreede. Before the new legal body can be active it needs to get legal status by being certified in a Royal Decree from the Belgian King. Shortly after that it will be published in the Belgian state Journal. As soon as everything is arranged the EMCC Executive Board, on behalf of the EMCC Council, will gradually transfer all activities and assets to the new legal form of EMCC.

At the General Assembly, which will be held as usual during the Annual Conference (26-28 November 2009 in Amsterdam), the EMCC Council will propose to dissolve and liquidate the Swiss association EMCC. This will of course will have to be done according to the official procedures in the Swiss statutes (article 20). Meaning that a 51% majority of those voting will be needed.



I hope that you all approve of this move and the opportunities it offers EMCC. If you have any queries then I would be delighted to answer them [EMCC.Treasurer\(at\)emccouncil.org](mailto:EMCC.Treasurer(at)emccouncil.org)

EMCC Annual Conference

Irena Sobolewska

EMCC General Secretary

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



The 16th Annual Coaching and Mentoring Conference, which is this year being held on 26 - 28 November 2009 in Amsterdam, is just over two months away.

You can book your place by downloading the booking form from the conference pages on our website www.emccouncil.org. There are a variety of attendance options available to suit everyone ranging from full conference to just one day non-residential.

We have a special offer for those of you who introduce a senior coach/mentoring purchaser or senior leader working in the people field to the conference then you get a refund of 10% of their conference fee when they book and pay. Again, you can download further details of the offer from the conference pages on our website www.emccouncil.org.

And don't forget that you can sponsor the conference or choose from a range of exhibition options. These have been priced to suit small and large organisations as well as individual members. Once again our website holds all the details.

Future of Coaching

Sir John Whitmore, co-founder of the EMCC and the “inventor” of the GROW-Model spoke on an event, organized by the ZfU International Business School and EMCC Switzerland, about the “Future of coaching”.

Among the approximately 40 participants from all fields were also Rudolf Pletzer, President EMCC Switzerland, Christoph Epprecht, Chair EMCC Standards Committee and Peter Rütter, President EMCC Germany.



From left to right: Christoph Epprecht (Chair EMCC Standards Committee), Peter Rütter (President EMCC Germany), Sir John Withmore, and Rudolf Pletzer (President EMCC Switzerland).

European Quality Award (EQA)

Lise Lewis
EMCC EQA Manager
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47 coach mentoring training programmes have now been accredited with the EQA. These 47 programmes are delivered by a total of 32 training providers. We have several more organisations in the pipeline which are currently completing the application process.

Considerable updating of the EQA documentation has been completed over the last year to account for best practice drawn from evaluation of assessments carried out across Europe. We are very excited that the momentum is gathering and we have a growing number of organisations who are interested in and have already successfully gained EQA.

At the moment, the EQA is managed centrally by EMCC and for the UK through a regional manager

If you are, or you know of any organisation wishing to apply for EQA full details are available on the front page of the EMCC website www.emccouncil.org

EMCC/EFMD survey of in-company coaching and mentoring

David Clutterbuck
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EMCC and the European Foundation for Management Development (EFMD) have collaborated closely over recent years. The latest outcome of this collaboration is a detailed survey of in-company coaching and mentoring in Europe which all EMCC members were invited to participate in recently. The survey, completed by 173 HR professionals with responsibility for coaching and/or mentoring, shows that, while employers are taking a more coherent, managed approach to these areas, there is still a long way to go before they become coaching cultures. Perhaps not surprisingly, giving the greater cost, coaching has received more systematic attention than mentoring. Although both are used widely. The survey concludes that coaching and mentoring in European organisations may be in a transition phase, towards getting more value from their investments into internal coaching and mentoring.

The report of the survey will be published in the next few weeks as a special paper in the EMCC International Journal of Coaching and Mentoring.



‘Up-to-the minute’ updates on EIA/EQA

Simplification project

Following a two-year consultation process the EMCC competence framework and capability indicator documents is being combined into one document. The purpose is to produce a simplified competence framework whilst retaining the authenticity of the original evidence based research. The reconfigured framework will be included in the EIA launch documentation and the EQA process at the same time.

eJournal

Angelique du Toit
EMCC e-journal Editor

EMCC.ejournal@emccouncil.org



EMCC continues to provide a significant platform in bringing together the mentoring and coaching community throughout Europe. One of the many ways in which this is achieved is through the International Journal which is currently published twice a year; a summer and winter edition. The Journal contributes to the growth and development of mentoring and coaching throughout Europe and our aim is to be at the forefront of research for the benefit of both practitioners and the research community. This is often achieved through collaboration.

The International Journal is not only a benefit to members, but it also provides members with the opportunity to contribute to the ongoing debates and developments in mentoring and coaching. Members are able to do so by providing papers and articles which reflect current research and practice with which they may be involved. Anyone interested in submitting a paper to the Journal, please refer to the Guidance for Authors on the website.

The next edition of the ejournal will be published in December.



The closing date for submissions for the Summer version of the ejournal (June 2010) is 30th April 2010. I look forward to receiving your contributions to the Journal.

European Individual Accreditation (EIA)

Lise Lewis
EMCC EIA Manager

EMCC.EIA@emccouncil.org



Following evaluation of a successful pilot in the UK between November 2008 - June 2009 and feedback from consultation across Europe, the process for EIA is nearing completion and will be available this Autumn. Of the 30 applicants who participated in the EIA pilot, successes include:

- 11 gaining Master Practitioner level
- 11 gaining Practitioner level
- 1 gaining Intermediate level.

The aim of the EIA is to raise standards within the industry generally and to provide an accreditation process which is inclusive for all types of coach mentoring. This has meant designing a process which takes a broad perspective and which invites applications from individuals with the relevant experience whether qualified or not. The process for demonstrating competence will understandably be more demanding for those without a qualification and considerably easier for those who have attended an EQA accredited training programme.

Support on completing applications will be available for those requesting 1-2-1 sessions with trained assessors or attendance at regional workshops.

A press release will be available on the EMCC website in the near future. Our website holds full details on how to apply for the EQA but please do email me if you have any questions
EMCC.EIA@emccouncil.org



EMCC website developments

Ruud de Sera

VP Communications EMCC

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

Since the spring of this year we have been working to develop further the EMCC website's functionality both regarding its graphic presentation and the management of it.

An EMCC team consisting of Alexander Vreede, Jeremy Gomm, Sarah Rhoads, Irena Sobolewska and Ruud de Sera met at the beginning of June together with a web design team lead by multiple awarded graphic designer Chris Alt (www.chrisaltdesign.com). The team discussed a proposal with the principal goal to simplify maintenance and increase ease-of-use of the website for our members.

In the past months a lot of work has been done to rethink the entire 'construction' of our web site. This is nothing you as a user see on the outside but it is the program that works behind the surface that you watch and navigate and makes all the features work e.g. membership administration, newsletter, forums, ejournal, credit card payments etc.

As each and every affiliated country is expected to 'design', manage and edit its own website a lot of time has been spent on finding and developing a simple and easy-to-use tool (so-called CMS= content management system) to accomplish that. We believe we have found a solution that will stand both the challenge of use and that of time as developments in this area are subject of fast and constant change.

Besides making some necessary final decisions regarding size, costs and timeframe of the project, the next steps consist of starting the programming and designing the new site and then transferring and merging the present site content in order to be able to present it to members during the Annual Conference in November.

At the same time a reworked graphic house style for EMCC will be made available to all the affiliated countries in the form of templates for letterheads, business cards, newsletters, press releases etc. From then on it will be easier to make adapted or own local language versions of EMCC information in a universal EMCC branded style.



Don't forget EMCC is on LinkedIn

Join us there on

www.linkedin.com



Finland

Tuula Lillia
President EMCC Finland
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EMCC Finland, registered approximately a year ago, is still a small but determinedly growing Association presently numbering 20 members. The main target for the time being, and over the next year, consists of recruiting new members. In order to intensify membership acquisition, discussion forums will be arranged for existing and potential members interested in coaching and mentoring in various parts of Finland. The forums will also give the members an opportunity to get acquainted with each other and to exchange valuable experiences, which will be useful for creating networks. In addition, efforts will be made to be present in a large number of events, exploiting marketing material. By the means of social media the Association, and its activities, will be made known.

The first membership forum was held in Tampere on 27 August 2009. In the photo some contemplation of how to acquire more members.



Members of the current Board:

Tuula Lillia – Chair
Satu Ahopelto - Vice Chair
Tuulikki Juusela – Secretary
Ritva Nyberg and Tiina Rautkorpi

HRM Expo 2009



Zukunft Personal
Europas größte Fachmesse für Personalmanagement

22.-24. September 2009

www.zukunft-personal.de Messe Köln, Halle 4.1, 5.1, 5.2, Eingang West

Cologne, Germany

Europe's largest Exhibition for Human Resource Management - the HRM Expo 2009. EMCC Germany has some free tickets for this event. Anyone interested should contact to Mr. Peter M. Rütter, President EMCC Germany.



Germany

Peter Rütter
President EMCC DE
[DE.President\(at\)emccouncil.org](mailto:DE.President(at)emccouncil.org)

Successful Training for Business Performance Coaches

Eleven participants from various companies in Germany have successfully completed their training as a Business Performance Coach with an EMCC accredited EQA company. On 19th May 2009, Peter Rütter, as Vice President HR of Vivento Customer Services GmbH (VCS), responsible for staff development and also as president of EMCC Germany, presented the certificates to the graduates at the distinguished venue of the Collegium Leoninum in Bonn.



Dr. Susanne Klein, external Program Director (left) and Peter M. Rütter, President EMCC Germany (right) with the graduates.

The training program for Business Performance Coach, based on the EMCC standards was developed and approved by the VCS-Academy and last year was awarded the European Quality Award from EMCC. It is aimed at people with solid professional education and long-time coaching experience.



Ireland

Paula King
President EMCC IE
[IE.President\(at\)emccouncil.org](mailto:IE.President(at)emccouncil.org)



EMCC IE signed our affiliation agreement in Prague in December 2008. We are genuinely proud to be part of such a professional and cutting edge

organization, Since our affiliation we have been working hard here in Ireland to ensure that we are offering the most up to date and relevant offerings to our membership. Our initial work was to get a strong team together to drive the work of the EMCC forward in a positive and proactive way. In a country where there are many coaching organizations we were aware of the importance of establishing the unique identity of the EMCC. We now have a strong Directorate in place all of whom have a deep belief in the work of the EMCC and all whom are already extremely proactive in getting the message of the organization to the Irish Coaching Community.

We will hold our first national conference on October 6th 2009 in Dublin – colleagues from Europe will be most welcome to attend and will receive a warm Irish welcome! Our guest speaker is EMCC Ambassador Professor David Megginson. The title of Professor Megginson plenary is "Should Performance Coaches focus on Performance" which I am sure will be just as intriguing and stimulating as it sounds! The Professor has also agreed to do a Demonstration with a volunteer entitled 'Performance coaching as if there were more to life'. The demonstration will be based on a whole life perspective. The conference will bring together a wealth of coaching expertise, coaching workshops, live demonstrations and lunch time seminars. It is not to be missed.

EMCC IE is also working on a complete Autumn programme which will be announced at the beginning of September and is guaranteed to provide stimulating, educational and fun seminars to both current members and prospective members.

We will keep in touch with our colleagues throughout Europe as we grow and progress the work here in Ireland.

Yours in coaching
Paula King



UK

Irena Sobolewska
EMCC UK Company Secretary
[UK.CompanySecretary\(at\)emccouncil.org](mailto:UK.CompanySecretary(at)emccouncil.org)

The EMCC UK has had a busy summer with a few of us even having time to take some holidays! We have been working on a restructuring of the EMCC UK board and following a wide consultation are



ready to implement this starting with a strategy day on September 14th. Full details will be sent out to all EMCC UK members in September, if you are outside of the UK and interested in hearing about it then for more information email [UK.CompanySecretary\(at\)emccouncil.org](mailto:UK.CompanySecretary(at)emccouncil.org)

Earlier in the year we reorganised our membership categories and now have different membership benefits and membership pricing structures for organisation, academic and provider organisations in small, medium and large categories. We have also introduced a category especially for organisations who hold the EMC EQA. We have retained the individual member category. More details are available on the EMCC UK web pages www.emccouncil.org/uk

So far in 2009, we have had a successful UK conference held in April with over 170 attendees. We have also run more than 20 evening events in London and other towns across the UK covering subjects such as supervision, TA for coaches, coaching culture, manager as coach, ethics in coach/mentoring and others. These events are open to all members of EMCC (and non members too) whether from the UK or not. So if you ever find yourself in the UK with some spare time one evening, check out our events calendar www.emccouncil.org/uk and maybe we'll see you there! The dates for our 4th UK conference have just been announced as 5-7 May 2010. All our European colleagues are welcome to attend – keep an eye on the UK web pages for more details in the coming weeks.

We have our own newsletter – the EMCC UK bulletin – which is issued quarterly. Anyone can read this so if you want more information on EMCC UK just go to our website pages and download the bulletin.

We now look forward to any even busier Autumn and will report back on our progress in the next newsletter.