

April 2018 Newsletter

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President's Message

Dear Colleagues:

From March 15-17, 2018, ICF Global hosted the Global Leadership Forum (GLF) in Vancouver, British Columbia, Canada. This event brought together ICF chapter presidents and other board leaders to share ideas and learn about strategies to create more vibrant chapters and deeper ties with Global and other chapters in our region and around the world. Of the 131 ICF chapters, 127 attended. Kristin Robinson, our board VP for Programs, and I represented the ICF-NT chapter and board, and our own Sara Smith, co-chair of the Global board, also attended. What an overwhelming mix of ideas, resources, good food, perspectives, and people with a passion for the excellence of coaching!

GLF is about leadership development. How are we showing up as leaders? What do we want the experience to be for those we lead and also for ourselves? How do we empower others and then get out of the way so they can own what they are doing? Why is inspiring others more important than motivating others? How do we inspire others to positive productive action? How do we create space for important conversations that connect? What does it mean to really, I mean really, listen? How do we align our personal vision with the vision of the organization and the team? Where does co-creating leadership begin? How do we hold ourselves and each other accountable?



So many questions—and so many conceivable answers, depending on the circumstances, context and personalities involved. I offer no answers here but present these as food for thought.

We are all leaders just as we are all members of groups and teams in our professional and personal lives. Our experiences are based, at least in part, on what we give and how we play in the proverbial sandbox. What do we need to flourish and how do we support those around us to thrive? In the words of John C. Maxwell, "The challenge of leadership is to create change and facilitate growth."

In closing, I ask that you share your leadership strengths with our chapter. We need you and your inspiration and your gifts. We'll make it work. Let's reach out and help each other learn and grow and prosper—personally and professionally. I'd love to hear from you at president@icf-nt.com.

Leading with you, side by side.



Catherine A. Oleksiw, Ph.D., PCC
ICF-NT President, President@icf-nt.com

*If your actions inspire others to dream more, learn more, do more,
become more, you are a leader. - John Quincy Adams*

April 13 Luncheon

Register at www.icf-nt.com
or click on Registration Button

Register by April 9: \$30
Register after April 9: \$40

**Register for the April 13
Luncheon Program**

Pay for this event online
when registering

Meeting Details

Time: 11:15 AM to 1:15 PM
Location: Hackberry Creek
Country Club
Address: 1901 W. Royal Lane
Irving, TX 76051
Website: www.hackberrycreekcc.com



April 13 Luncheon Program

Sell Like a Coach

By Dana Phillips, PCC

Our April 13 luncheon program features Dana Phillips, PCC. Dana is an internationally known expert in direct selling. By the time she and her husband sold their franchise, their organization was number 4 in the nation and number 16 worldwide in a large global direct selling company. Dana is fun, informative, and real. She will touch your heart and give you great tools to grow your business.



Dana is a Founding Partner of Team Connections, one the largest international leadership coaching companies for direct sellers. She is co-author of *Direct Selling 101* and *101 Proven Ways to Inspire Your Team* and is a frequent blogger on www.teamconnections.org/blog. Dana is a certified trainer for Everything DiSC (Wiley), a Certified Stand Out Coach, a Certified Franklin Covey Coach, a Certified Facilitator for Patrick Lencioni's *Five Behaviors of Effective Teams*[™], and a former Director of Training for AdvoCare, Inc.

Program Description:

Sales and Marketing are closely interlinked and utilized to increase revenue, but they are not the same. Once the product is out in the market, it is the task of the sales person to connect with the customer to buy the product. By definition, selling is converting the leads or prospects into purchases and orders. If you want more coaching clients, this session is for you.

Dana Phillips, PCC sells individual and group coaching and inspires others to do the same. She is a coach, not a marketer, and keeps a full schedule of individual coaching clients throughout the year. Through fun, interactive exercises, participants will connect with their feelings about selling their coaching services. She will address the three biggest obstacles to selling.

Using a five step selling process that encourages the coach to use core coaching skills such as active listening and powerful questions without manipulative "sales" techniques, coaches will be able to sell without fear. Participants will have an opportunity to practice this simple selling process, ask for a referral, and enjoy the process.

Program Outcomes:

While marketing may help you get more leads, marketing alone will not convert them to clients. In this short program, participants will:

- Learn to address what is stopping you from selling your coaching
- Discover and practice a sales system to convert more clients

CCEUs for this Program: 1 Resource Development CCEU

Be sure to check in at the Welcome Table when you arrive at monthly meetings so we can record your attendance. Certificates are sent only to those who actually attend our meetings.

Then, check your email on Monday following an ICF-NT luncheon or workshop for your CCEU certificate. If you have questions or have not received your certificate, please contact programs@icf-nt.com.

April 13 Workshop

Register at www.icf-nt.com
or click on Registration Button

[Register for the
April 13 Workshop](#)

Pay for this event online
when registering

Workshop Details

Time: 1:30 to 3:30 PM
Location: Hackberry Creek
Country Club
Address: 1901 W. Royal Lane
Irving, TX 76051
Website: www.hackberrycreekcc.com

 **Envision**
COACH TRAINING



*"...an incredible journey and
transformation..."*

"...truly transformational..."

"...an AMAZING program..."

LEARN MORE


ACTP
Accredited Coach Training Program
International Coach Federation

April 13 Workshop

Building Your Potential Client List in 3 Key Areas

By Dana Phillips, PCC, and Neil Phillips, PhD, PCC

1:30 to 3:30 PM

(Immediately following the luncheon program)

Workshop Price: \$69.00

Join us after the luncheon as Dana and Neil Phillips present a fun workshop that looks at building your potential client list in three areas: using social media, at in-person events, and by referrals.

Neil and Dana Phillips have partnered together in direct sales for 30 years and have developed the only complete leadership program specifically designed to build leaders in direct sales. They've taken this wealth of experience and built a style of coaching new leaders that specifically addresses the unique challenges of direct sales. Neil has 30 years of experience as a coach, mentor and direct seller and has touched thousands of entrepreneurs through his writing, speaking and coaching. Dana has been described admirably, as the "only person in the world who can give you a hug and a kick in the pants at the same time." Together, they bring out the best in each other and in their coaching clients.



Workshop Description:

We often hear coaches say, "I have run out of people to approach." In sales talk, we say, "I need more people at the top of the sales funnel." In coach speak we hear, "How do I find new people?"

- **Social Media:** Although this part of the workshop is not an advanced class in social media, we will share 5 simple steps to get you started, since we get 85% of our coaching leads from social media.
- **Person to Person:** Learn how to share what you offer without sounding like an elevator speech. We will review and practice the five step sales system you just learned in the luncheon program.
- **Referrals:** Learn a proven system for growing your coaching practice by using referrals while raising your rates. You will find the best time, place, and method for building a business through referrals.

CCEUs for this Workshop: 2 Resource Development CCEUs

Zoom Call with ICF-NT President, April 17 and 19

**Share your Leadership Ideas on a Zoom Call with
ICF-NT President, Catherine Oleksiw**

Tuesday, April 17, at Noon and Thursday, April 19, at 4 PM

Join from PC, Mac, Linux, iOS or Android: <https://zoom.us/j/906528446>

Meeting ID: 906 528 446

Or

iPhone one-tap: US: +16465588656,,906528446# or
+16699006833,,906528446#

Or

Telephone: Dial (for higher quality, dial a number based on your current location)
US: +1 646 558 8656 or +1 669 900 6833

ICF North Texas Value Proposition

ICF North Texas enriches the coaching community by providing opportunities for professional development and engagement through networking and service, which facilitates the professional growth of our coaches.

*Just a friendly reminder to
please complete the
payment
for your monthly meeting
reservation
at the time you make your
reservation
in order to earn the early
registration price
and to be sure we've
ordered a meal for you.*

ICF North Texas Vision and Mission

Vision

ICF-NT will be known as the leading resource for the coaching community and the organizations and individuals it serves, providing:

- A collaborative network of credentialed coaches
- Continuing education
- Impactful contributions to the coaching profession

Mission

To grow and develop a competent coaching community that drives results for coaches and those they serve.

International Coaching Week: May 7–13, 2018

International Coaching Week (ICW) 2018 will take place May 7-13, 2018. It is a week-long celebration where ICF Chapters and coaches around the world host a variety of activities and deliver pro bono services in their local communities to enable others to experience coaching and its benefits firsthand.

ICW was first started in 1999 by ICF Master Certified Coach Jerri N. Udelson, and its purpose is to educate the public about the value of working with a professional coach and acknowledge the results and progress made through the coaching process.

In the past, ICF-NT chapter members have provided pro bono coaching to employees within the United Way as well as their affiliated agencies. In addition, chapter members have coached within Girl Scouts, DallasHR, Stand Beside Them (a non-profit serving the needs of veterans) and the Dallas Independent School District. The cities of Dallas, Fort Worth and Irving have even made proclamations in honor of this celebration of coaching.

If you have ideas on pro bono coaching opportunities or would like to be involved in ICF-NT's Coaching Week activities, please contact Kathleen Klaviter, VP of Alliances, at alliances@icf-nt.com.

ICF Credentialing Changes

Don't Be Caught By Surprise—ICF Credentialing Changes

During the final quarter of 2017, the ICF Global Board of Directors approved a series of Credentialing and Accreditation policy changes that, once implemented, will promote continued excellence in the coaching profession and make it easier for individuals to navigate the process of becoming a coach and earning an ICF Credential.

It was also approved for all future credentialing changes to be announced in February each year.

Some changes are effective immediately for ACC renewals after December 31, 2018. Other changes will be implemented over the next 13 months.

Go to <https://coachfederation.org/credential-updates> for more information on changes affecting:

- ACC Renewal: Mentor Coaching and Coaching Supervision hours
- ACC Portfolio Path Requirements
- MCC Coaching Hour Requirements
- PCC Requirement for MCC Application

ICF Membership Experience Director Don Whittle will host 30-minute Zoom calls on April 4 at 12 PM CST and April 25 at 10 AM CST. These calls will address leveraging ICF professional development and how to apply for or renew a credential, and credentialing policy changes. There will be time for questions.

Email questions you may have to support@coachfederation.org.

To register for the calls, sign up at [Sign Up to Join a Meeting](#).

Member News

Two of our members have received their ACC (Associate Certified Coach) credentials from ICF:

Leanna Laskey-McGrath, ACC
Dale Young, ACC

Congratulations to Leanna and Dale!

Welcome to Our ICF North Texas New Members

Feb 22 — Mar 22

Justin Gassett
Necia Jackson-Guidry
BJ Levy
Danny Pickens
Terry Stevens

Are you newly Credentialed?

Have you recently earned an ICF Coaching Credential? Your ICF-NT Chapter wants to recognize your achievement!

Please email Tracy Cadorine (memberships@icf-nt.com) so your professional organization can recognize your accomplishment.

First ICF-NT Meeting of Volunteer Communicators

Great Minds Think Alike...and Differently First Meeting of Volunteer Communicators

Shared knowledge is a great thing, especially when it's shared over lunch. In late February, a group of seven ICF-NT members and friends of the chapter gathered for some lunchtime conversation about all things communications, social media and even a little bit about technology. And, it was all in the interest of creating, maintaining and supporting communication mechanisms that get our members and potential members the information they need—when and where they need it.



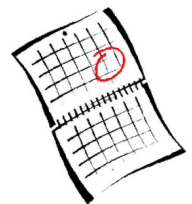
Did you know that having lunch with fellow coaches constitutes volunteering? Well, it does when you bring your skills, ideas and talents to share with others and ultimately to benefit our ICF-NT chapter. One topic discussed was ways to be involved that don't require a huge time commitment or are special project related. Our goal when it comes to utilizing volunteers is to offer opportunities that members will enjoy participating in without asking too much of your time to do it.

For more information on how to volunteer with ICF-NT, contact communications@icf-nt.com or visit the Welcome Table at the next ICF monthly luncheon.

And thanks to Mike Caracalas, Lisa Yarbough, Leanna Laskey-McGrath, Terry Buzzard, Jane Koenecke, and Catherine Mitchell for taking time out of your week to bring your expertise and enthusiasm to ICF-NT.

Save the Date—Upcoming ICF-NT Monthly Meetings

- ✓ **Friday, May 11:** ICF-NT Luncheon Program
Holly Williams leads a program on Group Coaching How To's
- ✓ **Friday, May 25:** ICF-NT Webinar
Mike Caracalas presents *How to Run Your Very Own Webinar*
- ✓ **Friday, June 8:** ICF-NT Luncheon Program and Workshop
Kelly Gallagher presents a program and workshop on Sales
- ✓ **Friday, July 13:** ICF-NT Credentialed Webinar
Pamela Teagarten teaches us about Positive Psychology
- ✓ **Friday, August 10:** ICF-NT Luncheon Program
Teresa Pool presents a program on MCC, PCC Markers (ICF Credentialing)
- ✓ **Friday, September 14:** ICF-NT Luncheon Program and Workshop
Sherry Yellin presents a program and workshop on How to Develop Brain-Based Coaching/Training Programs



ICF-NT Member Spotlight — April 2018



ICF Global News

Please click [here](#)
to read the latest
ICF Global News!



Leverage the ICF Brand

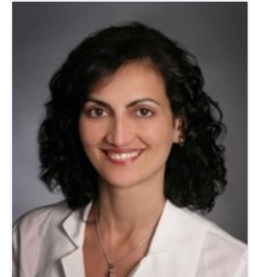
The ICF has invested in great [marketing and brand work](#) that is available for use by members. Check out what is available and proudly display your membership in the strongest coaching organization on the planet!



Neena Newberry

When one of our own ICF-NT coaches is among 170 nominees for an award, it deserves attention. But then when she is one of 30 people who actually receive it, you, as a fellow ICF-NT chapter member, need to know.

Neena Newberry was named by the *Dallas Business Journal* as one of their 2018 Minority Leaders of the Year in February. There are many reasons that undoubtedly led to this prestigious award, not the least of which is Neena's contributions to the community through her involvement in organizations such as the United Way, Dallas Women's Foundation, Akola, George W. Bush Presidential Center, and the Dallas Children's Theater. And, underlying all of it is Neena following her own advice of focusing on one's passion while leveraging personal strengths played a part in her own success.



The passion that Neena speaks of is exactly what led her to leave an executive role at Deloitte Consulting in 2008, after 14 years of helping businesses and leaders elevate their performance to higher levels. She knew that she found it rewarding to help clients see who they really are while owning their value. She also knew that she wanted to do that in a more focused manner and in a way that would give her the kind of life she wanted. What she didn't plan on was the recession of 2008 that happened three months after she started Newberry Executive Solutions. But, she didn't let that stop her. And ten years later, she's working with Fortune 100 clients—coaching leaders at the VP level and above to create their own version of success. You might hear her asking them one of her favorite coaching questions, "How do you want to show up?" Notably, over 75 percent of her clients have been promoted after working with her. Particular focus areas in her coaching include working with female leaders and high potential leaders. She's also venturing into the world of technology and has recently developed an app called New Lens that is in the pilot stages with two large corporations in Dallas.

Part of her motivation for starting her business was to live life the way she wanted. She's an adventure seeker and has traveled to 33 countries. Hiking and being outside renew her. Neena essentially thrives on anything that pushes her outside her comfort zone. It's not a surprise that she's currently reading *Braving the Wilderness* by Brene Brown. In her spare time, Neena and her 12-year old son play sports, listen and dance to music, and generally enjoy being silly. She also actively contributes to ICF at both the local and global levels. She spent six years on the ICF-Houston and ICF-North Texas boards serving as VP of Programs, Prism Chair and as President of ICF-North Texas. She regularly shares her research with other coaches through events such as the ICF Global Conference.

It's obvious why Neena was awarded the Dallas Business Journal Minority Leader award. But, as Neena says, "When you focus on your strengths and passion, it's amazing what can happen. My heart is full of gratitude. Coaching is such a privilege and I'm so fortunate to get to do what I love."

We're grateful too, Neena. Congratulations!

YOUR COMPANY NAME



Advertise your services,
offer your books,
or tout your expertise to
ICF-North Texas members.

Contact us to advertise in both
our monthly newsletter and on
our web site for only:

\$100 quarterly for members
\$350 yearly for members
\$150 quarterly for non-members
\$550 yearly for non-members

\$25 fee for changes to Ads in
the middle of a paid period.

- ✓ High Res (300 dbi) jpeg ad
- ✓ jpeg at least 250 pixels wide
- ✓ Ads are subject to approval
of ICF-NT's Board
- ✓ Artwork and content must be
approved and payment made
prior to placing ad

Contact Lisa Yarbough today
(socialmedia@icf-nt.com)
to have your ad posted.

Upcoming Meetings and Events

April 4	ICF Global Zoom Call with Don Whittle on leveraging ICF professional development and credentialing changes. To register for the calls, sign up at Sign Up to Join a Meeting .
April 6—8	ICF All-Texas Coaches Retreat and Conference. Registration is full with 60 participants coming from four Texas chapters. Watch for highlights in the May newsletter.
April 13	ICF-NT Luncheon Program at Hackberry Creek Country Club. <i>Sell Like a Coach</i> . Presented by Dana Phillips, PCC.
April 13	ICF-NT Workshop at Hackberry Creek Country Club. <i>Building Your Potential Client List in 3 Key Areas</i> . Presented by Dana Phillips, PCC, and Neil Phillips, PhD, PCC.
April 17	ICF-NT Zoom Call with Catherine Oleksiw, Chapter President. This is an opportunity to share your leadership ideas. https://zoom.us/j/906528446 . Meeting ID: 906 528 446.
April 19	ICF-NT Zoom Call with Catherine Oleksiw, Chapter President. Another opportunity to share your leadership ideas. https://zoom.us/j/906528446 . Meeting ID: 906 528 446.
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May 25	ICF-NT Webinar at Noon. Zoom details are forthcoming. <i>How to Run Your Very Own Webinar</i> . Presented by Mike Caracalas. Stay tuned...

Tell Us About Your Coaching Success Stories!

We'd like to hear about your coaching success stories—the successes of your coaching business and especially your clients' successes. These are an integral part of our ICF North Texas Coaches story. Your experiences remind us of our mission to grow and support a professional coaching community that drives results for individual coaches and those they serve. And sharing your story could help others.

Please take a minute to tell us about a positive experience you've had as a Coach. All stories will be reviewed and documented, and with permission, we may share your story online or in one of our ICF-NT publications.

If you're interested in sharing your story, please contact socialmedia@icf-nt.com.

International Coach Federation—North Texas Chapter

www.icf-nt.com

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