



***Our mission is to increase the number of ICF-credentialed coaches in Michigan, and to actively promote their professional development, growth and success.***

February 2007

Dear Friend of PCAM:

### **PCAM Board Focuses on Increasing Value of PCAM Membership**

The PCAM Board devoted one full day in January to examining how the organization can expand its programming and increase its value to its growing membership. As of this writing, 62 Michigan coaches have joined the Professional Coaches Association of Michigan. The reasons for joining PCAM vary from one coach to another and tend to fall into one or more of the following categories:

- Connections and Community
- Knowledge and Mentorship
- Professional Development
- Credentialing Support
- Participation in Community Outreach
- Business Development and Referrals
- Official Link to ICF

PCAM is committed to creating a continuing series of opportunities for Michigan coaches to get engaged, grow their business and make a difference! Some of the programs planned for 2007 include a number of Professional Development Institutes focused on business development, a series of teleclasses on the emerging field of positive psychology, a credentialing support program that pairs experienced coaches with those seeking their ACC and PCC credentials and a retreat for experienced coaches in early 2008 focusing on advanced topics. Your annual

membership provides the organization with the funds necessary to underwrite these activities. We welcome your suggestions and input for other relevant programs and services that support your needs and interests. Feel free to email your ideas to any of the PCAM Board members listed at the end of this update. We would love to hear from you.

### **PCAM to Offer Four Free Teleclasses on Positive Psychology to Members Only**

PCAM is pleased to sponsor four (4) free teleclasses on Positive Psychology from 7:15 p.m. to 8:15 p.m. on the following Tuesdays: March 20, March 27, April 3 and April 10 (with a 5<sup>th</sup> optional session on April 17). These teleclasses, available only to PCAM members, will be conducted by Rick Olson, a Founding Member of PCAM. Participants will be prepared to use the tools and exercises of positive psychology to boost optimism, increase resiliency and improve the level of life satisfaction when working with their clients.

The field of positive psychology is about well-being, contentment and satisfaction (in the past), hope and optimism (for the future), and flow and happiness (in the present). It is about positive individual traits: the capacity for love and vocation, courage, interpersonal skill, aesthetic sensibility, perseverance, forgiveness, originality, future mindedness, spirituality, high talent and wisdom. It is about civic virtues and the institutions that move individuals toward better citizenship: responsibility, nurturance, altruism, civility, moderation, tolerance and work ethic.

Rick Olson became interested in promoting Positive Psychology based on the sense that Michigan is as emotionally depressed as it is economically depressed. Research coming out of the Positive Psychology movement has demonstrated that there are ways to increase one's optimism level, become more resilient and experience more happiness. Rick will conduct this series of teleclasses for interested members of PCAM beginning in March and is hoping this is just the start of an effort to build on our strengths, which is one of the bases for business, executive and personal life coaching.

To sign up for this exciting member-only benefit, please contact Rick Olson at [olson@peakeffectiveness.com](mailto:olson@peakeffectiveness.com) and he will confirm your enrollment along with the dial-in instructions. If you are not a member of PCAM, and would like to attend these classes, please contact David Chinsky at [dchinsky@theleadershipfit.com](mailto:dchinsky@theleadershipfit.com) and he will forward along a PCAM Membership Application.

## **PCAM to Launch Credentialing Support Program (CSP)**

PCAM hosted a well-attended teleclass in January designed to provide information to Michigan coaches applying for the ACC credential. To continue this effort, PCAM will be implementing the first phase of its formal Credentialing Support Program by hosting a new series of bi-monthly teleclasses, which will focus on the ICF Professional Coaching Core Competencies. All are welcome to attend, whether you are pursuing your ACC credential or just desiring to refresh your knowledge as a PCC or MCC coach!

The first of four teleclasses will be held on Tuesday, March 6<sup>th</sup> at 2:00 p.m. and will cover the first set of competencies under the umbrella of **Setting the Foundation**. This competency includes both “Meeting Ethical Guidelines and Professional Standards” and “Establishing the Coaching Agreement”. Future teleclasses will cover **Co-Creating the Relationship**, **Communicating Effectively** and **Facilitating Learning and Results**.

To participate in the March 6<sup>th</sup> teleclass, please contact Kellie Mox Richards at [kellie@inessence-coaching.com](mailto:kellie@inessence-coaching.com). She will confirm your participation and provide you with dial-in instructions. Please watch for an announcement with details for the teleclasses that will take place in May, July and September.

In a recent PCAM Update, Kellie invited questions from our members regarding ICF credentialing. Attached to this email is a document containing the answers to the questions we received.

## **Please Hold the Date: PCAM’s Fourth Annual Conference**

Please hold the date of Saturday, September 29 for the 4<sup>th</sup> Annual PCAM Conference. We are looking for volunteers interested in helping plan and organize this flagship event. To express your interest, please contact Marsha Boettger at [boe1951@aol.com](mailto:boe1951@aol.com).

## **PCAM Adds Three New Board Members**

Three Michigan coaches have joined the PCAM Board of Directors. They are Barry Demp, Sara Miller and Julie Kassalow Norris. We are thrilled to have attracted the interest of these very experienced coaches, and we look forward to their contributions as we continue to grow our value for PCAM members.

In the meantime,

Coach well!

David Chinsky – President ([dchinsky@theleadershipfit.com](mailto:dchinsky@theleadershipfit.com))

Mary Jo Asmus – President-Elect ([mary.jo.asmus@aspire-cs.com](mailto:mary.jo.asmus@aspire-cs.com))

Sara Miller – Treasurer ([sara@tncoaching.com](mailto:sara@tncoaching.com))

Marsha Boettger - Director ([boe1951@aol.com](mailto:boe1951@aol.com))

Barry Demp – Director ([barry@dempcoaching.com](mailto:barry@dempcoaching.com))

Julie Maloney - Director ([julie@sustainablechange.biz](mailto:julie@sustainablechange.biz))

Julie Kassalow Norris – Director ([julie@ktd.biz](mailto:julie@ktd.biz))

Trudy Sykes - Director ([sykes@msu.edu](mailto:sykes@msu.edu))

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