



CEO REPORT – 30 May 2007

Welcome to the inaugural CEO Report. I'm so honoured to have been appointed the Chief Executive Officer for the Australian Life Coaching Society. This is both an exciting and critical time for us, and this first report is dedicated to sharing with all of you our strategy for working together to achieve the purposes of ALCS and to make a significant impact in the communities we serve.

I won't take up your valuable time with a lot of "fluff" in this report, but instead will get straight to the point and raise the awareness on a number of key achievements and opportunities. There's a lot to cover in this first report, and I trust you will find this depth of information useful. Here's a brief overview of what I'll cover:

1. The Overall Strategy from the perspective of our core mission
2. Member Benefits & What We Want to Give
3. Portfolio Management & What We Need
4. Financials

If you have any questions, comments or ideas about the ALCS or any of the content in this report, please contact me directly via email at noel@lifecoaching.net.au or ring my mobile 0416 006 476.

Let's get into it...

Overall Strategy

ALCS was born three years ago and the time since then has been largely filled with the Committee of Management clarifying and re-clarifying the purposes of the organisation, which are:

- o **The Principle Purpose** – To bring coaching to under-resourced individuals and organisations
- o **The Secondary Purpose** – To build a strong social network of coaches to uphold the values of giving, supporting and connecting

We know that these two purpose statements must be tied together, in that we can't achieve one without the other. It could be argued that many, if not most of us, became coaches to help others. Similarly, the

vast majority of us have joined ALCS in order to increase the opportunities for also providing altruistic coaching services to those in need who might not otherwise have access to coaching.

At the same time, the coaching industry as a whole is still relatively new, even after over 25 years of development. This “newness” means that we also have some unique needs as an industry. In particular, the need for collegiate support, providing opportunities for us to grow as individual coaches; to collaborate versus working in isolation, and to support and encourage positive growth in the coaching industry.

ALCS intends to address these issues as part of our high-level core strategic objectives as follows. (Please note, specific and detailed strategy descriptions are detailed further in this report.)

- o **Attract the Right People** – Our priority over the past months and for our future, is to attract outstanding individuals, with significant and needed skills and talents, who are passionate and willing to commit to growing ALCS to its potential. Therefore, we are also committed to ensuring we are attractive as an organisation to these people.
- o **Raise the Profile of ALCS** – The huge task before us must be to positively raise the profile of ALCS, and we will do that by first re-inventing our website to accurately and adequately reflect what we’re about, what we have to offer, what we need and the positive impact we have on the individuals and organisations we interact with.

Additionally, we now have a near complete Committee of Management, although some key positions are still vacant. The people on board now have already been challenged to develop strategies in various portfolios including Public Relations, Sponsorship, Membership Management, Communications and Publications, Client Relationship Management and Regional Leadership. The concerted and strategically planned efforts of all these people, as well as the efforts and actions of all our members are the foundation of ALCS becoming known and respected in the industry.

- o **Attract Clients** – Obviously, we’re here to help people and organisations who identify themselves as under-resourced and in need of coaching. We have helped scores of people over the years, and our goal for the next financial year is to move that figure into the hundreds.

- [Attract Coaches](#) – And of course, to serve the target of hundreds of clients per year we need quality, passionate and altruistic coaches who are willing to commit, participate and share not only with their clients, but with their colleagues.
- [Attract Sponsors & Partners](#) – We are a registered non-profit organisation which at this time does not receive any government funding of any kind. We currently count on the generosity of our members, sponsors and the donations of clients. The 2007-2008 Financial Year has a forecasted budget of approximately \$17,000 in expenditure. We are far short of the mark required and therefore we are putting into place significant marketing strategies to secure these funds.
- [Accessibility of Free Resources for All](#) – As we all know from our own coaching practices, not everyone is ready to be coached. And yet there are huge numbers of people who are currently exploring solutions to their needs, and many of those people start by accessing resources they find on the internet. Providing free resources to assist anyone, anywhere, is part of our primary purpose. Therefore, we have plans to build a free resource library as part of our new website presence.
- [Raise the Profile of Coaching](#) – There are a number of organisations which include raising the profile of coaching in their vision and mission. We complement what they do and we will work together with them in that objective. We are also working from the platform of altruism, and to that end we have a unique opportunity to encourage coaching as a viable service to more people. Where we combine altruistic behaviour with exceptional coaching, we can achieve great outcomes.
- [Governance & Management](#) – Finally, we have established clear lines between the Executive Team (the office holders) and the Committee of Management (the portfolio holders and regional leaders) and the Chief Executive Officer. This means that we're more accountable as an organisation, have dedicated operations teams and are able to share and include you more effectively in the development of ALCS.

Member Benefits & What We Want to Give

Our member coaches are critical to the organisation successfully meeting its primary purpose. For that reason we must honour our commitment to our secondary purpose of supporting our colleagues. The strategies in development are:

- **Mentor Coaching** – To tap into the skills of our more experienced coaches to help our newer coaches, or any coach looking for support in any area, including Coaching Supervision.
- **Professional Development** – Our Membership Manager has been charged with the task of conducting regular member surveys to find out directly from you what ongoing professional development opportunities you feel you need. We will first look to our members to provide those services, and where necessary, look outside the organisation. Wherever possible, learning and development opportunities will be presented at either no cost, or at cost. (Please note: This is one of the few Committee of Management positions still vacant – I am currently ‘caretaking’ the role, but would love to attract the right member to fully focus on this portfolio).
- **Member Benefits** – We are working on a number of strategies to provide you with as many benefits for membership above and beyond the satisfaction that altruistic coaching gives. These include:
 - Profiles on our website
 - Industry information, including research, coaching tools and references
 - Partners and alliances where coaching industry related services to our members can be obtained at no cost, cost or reduced cost. We will not be pushing you to buy anything, and we will not take any advertising fees, sell lists or step outside of the integrity of our membership policies. Only when something is of potential significant value, and appropriately addresses a common need of coaches, will we present you with information from which you can do your own further exploration.
 - Wherever possible, provide networking opportunities, including those which have the potential of providing you with leads for paid coaching work.

Portfolio Management & What We Need

In order for us to meet our commitments to you, we need your help in achieving our organisational targets. This comes down to two main categories; attracting volunteers to key positions and project teams, and effectively marketing the organisation and its services.

Our current status of positions and needs are outlined on the next page:

Human Resources:

- **Our Current Team** – We have the following people/positions in place:
 - John-James Angheli – President
 - Karina Butera – Vice President
 - Andrea Ebherson – Treasurer
 - Marc de Bruin – Communications Manager
 - Ellise Thiessen – Client Relationship Manager
 - Maria Pau – Public Relations Manager
 - Joanna Sherwell – Publications Manager
 - Brigitte Calvert – Regional Leader VIC
 - And Noel Posus – Chief Executive Officer

This leaves the following positions vacant:

- **Secretary** – With the promotion of Karina Butera from Secretary to Vice President, we are left with a vacancy for this essential position to the Executive Team. The Secretary is integral to ensuring the overall records, communications and compliance requirements of the organisation are met, as well as being a key contributor to the Executive Team. If you are interested in applying for this role, please check out the Position Description by clicking on the following link:
<http://lifecoaching.net.au/coach-news.htm>
- **Membership Manager** – This will be an essential role for the organisation, focusing on the needs of the members, including their professional development. The successful candidate must have the capacity, insight and creativity for measuring the needs of the members and designing and implementing strategies to address those needs. The Position Description is available at: <http://lifecoaching.net.au/coach-news.htm>
- **Sponsorship Manager** – This role is responsible for attracting larger funding and services to support the needs of the organisation. We're not just looking for money, but people and organisations who are willing to donate services including legal, technology, accounting and printing.
- **Regional Leaders** – Currently we only have the Victorian Regional Leader position filled and will need dynamic individuals with the capability, experience and passion for developing local opportunities for colleagues to share, collaborate and network. We need Regional Leaders for NSW, ACT, QLD/NT and SA/WA. The Position Description is available at:
<http://lifecoaching.net.au/coach-news.htm>

Marketing:

Marketing and promotion will be the key to further developing our organisation. Therefore we are developing strategies to support the following key areas:

- o **Clients** – We will attract clients by partnering with other organisations, agencies, sponsors, community groups and any other appropriate referral points. We will complement this with up-to-date, attractive and professional looking letters, brochures, e-mail campaigns and our new web presence. Additionally, we will work on expanding networking opportunities and through the efforts of all our members and Committee of Management, to get the word out there.
- o **Coaches** – We will attract coaches by working directly with coaching schools, professional bodies and other coaching-related groups we identify as well through attending coach networking functions. We will complement this by encouraging all the coaches in the network to proudly display the ALCS brand and promote the organisation through your existing networks and professional services.
- o **General Public/Media** – We will target media points through press releases and developing relationships with the media, including journalists. We will provide information, resources, articles, case studies and research where available to lift the profile of coaching and ALCS.
- o **Sponsors** – We will develop sponsorship opportunities for cash and services, and in return our sponsors will get exposure on our website and in our publications where appropriate to do so. We will be targeting past sponsors and seeking out new sponsors, at various levels. We will be accountable to our sponsors and demonstrate proper governance and behaviour to support their trust in us. This includes where possible, sharing with them statistics and information of the good work ALCS does, and assist our sponsors in promoting their socially responsible investments.

Financials

Finally, it is appropriate to give a quick snapshot of the financial viability and projections of the organisation.

Our key expenditures for the next financial year include:

- o Insurance

- o Technology (web, email and teleconferencing services)
- o Accounting
- o Legal

Our key income streams are:

- o New member fees (we will at some point have to move to an annual fee system)
- o Client wish donations
- o Sponsors
- o Other donations

Our expense target for 2007-2008 is \$16,900.00 and our income target for 2007-2008 is \$23,500.00 leaving a potential positive balance of \$6,600.00 which would be re-invested into the following financial year budget for technology, membership benefits including training, marketing and special projects.

We will only be able to achieve our financial targets with the full support of all members of the ALCS, the Executive Team, Committee of Management, Regional Leaders and Operations (the CEO). Therefore, we will be calling upon all stakeholders over the coming months for your ideas for the development of, and your commitment to, financially sound strategies. A full financial statement will be provided at the AGM in August 2007.

Closing

I think I've said enough for this first report, eh?

Seriously, I welcome any feedback you have, and on behalf of the entire ALCS team, I thank you for your commitment and generosity of spirit to this great endeavour.

Cheers,



Noel Posus

(BFA, MH, Master Coach LCIA, Master Coach ALCA, AFAM, CAHRI, Fellow ALCS)

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Bringing Coaching to Under-Resourced Individuals and Organisations