

WELCOME  
TO



*The Australian*  
LIFE COACHING SOCIETY

**Bringing Coaching to Under-Resourced  
Individuals and Organizations**



**WELCOME!**

This welcome pack has been produced for the benefit of coaches interested in donating their time to serve the community, clients requesting services and individuals and organisations interested in providing sponsorship.

By doing so, this document freely shares information from all perspectives and provides a total picture of what The Australian Life Coaching Society is about.

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## STATEMENT OF PURPOSES

### **The Principal Purpose:**

- *to bring coaching to under-resourced individuals and organizations*

(i.e. The Australian Life Coaching Society is an altruistic grassroots movement to express the heart of the coaching ideology.)

### **The Secondary Purposes:**

- To build a strong social network of coaches to uphold the values of giving, supporting and connecting.
- to encourage and help each other develop strong coaching skills; to continually improve our knowledge and abilities.



## OUR BACKGROUND

The Australian Life Coaching Society was conceived in 2004 by the current President, John-James Angheli as part of his MBA project.

He had the dream of bringing together the coaching profession with groups and individuals who could not afford but needed the services of life coaches or similar professionals. He believed that Life and Business/Executive Coaches had a social conscience, and if provided an appropriate structure within which to work, most would willingly give of their time to help less privileged population groups.

Angheli reached out, through his networks, to coaches in Australia, and the seeds of the Australian Life Coaching Society were sown. Many members all over Australia showed interested by joining the society. Over the eighteen months that followed the vision, rules and guidelines of the Society were carefully discussed and agreed to.

By the end of 2005, the Australian Life Coaching Society was a registered non-profit organization, with an executive committee and mission statement as well as the first clients and coaches connecting.



## OUR SERVICES

The Australian Life Coaching Society aims to serve our **primary** customers (the public) by helping clients find coaches who can provide them with the following services on a pro bono or charitable contribution basis:

- ❖ Individual Coaching
- ❖ Executive/Business Coaching
- ❖ Group Coaching/Training
- ❖ Facilitating Workshops/Planning Days

We aim to add value to our **secondary** customers (our member coaches) by providing them with:

- ❖ Ongoing skills building and sharing workshops
- ❖ Opportunities to meet and build relationships with other community-minded coaches
- ❖ Opportunities to build on their professional skills and experience through working with our primary customers
- ❖ The credential of being part of a professional, altruistic and ethical coaching organization
- ❖ Opportunities to build on leadership skills through involvement in committee meetings, fundraising events and other such ventures



## FOR COACHES

The Australian Life Coaching Society is a wholly collaborative project between life coaches, for the purpose of social contribution, with the goal of *improving the social development and the well-being of the coaching community and society at large*. We're building a strong social network of coaches to uphold the values of giving, supporting, and connecting.

This project is open to all life coaches and counselors that seek to further fulfill their life mission of helping others. It is for those that understand that when their small acts of volunteerism are leveraged through a smart organization, a smart team and a smart strategy, - their efforts can create a big difference in the world. *It is a project for those who want to participate in co-creating an enlightened society.*

Becoming a member in the Australian Life Coaching Society, is an active demonstration of your social responsibility. It is a real testament of your beliefs in interdependence, in collaboration, in life long learning, and most importantly - in making a difference in your community. *ALCS honors your activism and caring.*

There is minimum joining fee of AUD\$30 to become a member which helps cover administration costs. Other funding is primarily through corporate sponsorship and grants. As part of their membership benefits all coaches receive their own free sub-domain on our website, (i.e. [yourname.lifecoaching.net.au](http://yourname.lifecoaching.net.au)) which can feature a personal profile, articles and listing in the directory.

Membership in ALCS is an active demonstration of 'walking the talk'. There are four levels of membership that reflect this commitment, and are recognized through the use of one of the post nominal tags on the following page.



## **ALCS Affiliate**

*The category of Affiliate membership (ALCSA) is open to coaches who:*

- ❖ have proven coaching or counseling experience, and/or approved educational qualifications in the life coaching practice,  
*and*
- ❖ committed to continuing their professional development and freely shares their coaching expertise altruistically whenever possible.

## **ALCSM Member**

*The category of Member (ALCSM) is open to coaches who have an established affiliate membership and:*

- ❖ actively participate in ALCS, whether this might be through establishing their own coaching circles, working with clients, contributing to newsletters, being active in workshops/ events, contributing administrative, fundraising or other professional skills, working on special projects, facilitating online seminars etc. Members are expected to contribute a minimum of five hours per month of altruistic activity.



## **AFALCS Associate Fellow**

*The grade of Associate Fellow (AFALCS) is open to coaches who have an established member status and:*

- ❖ a proven and reliable track record of membership and will be particularly instrumental in furthering the mission of ALCS.
- ❖ contribute to their local community, by applying their coaching skills in resolving social causes. They are expected to contribute a minimum of ten hours per month of altruistic activity.

## **FALCS Fellow**

*The grade of Fellow of the Australian Life Coaching Society (FALCS), is open to members who demonstrate all of the capabilities above and:*

- ❖ are highly dedicated to the mission of ALCS and, as such, have either hold key leadership roles within the organization or show a strong commitment and contribution to social causes from a coaching or related perspective. Fellows are expected to contribute a minimum of twenty hours per month.



## **Matching coaching skills to client needs**

The Australian Life Coaching Society's website is the hub of our operation. Through this site we provide profiles of each of our members, along with job requests from our primary customers (clients). The site will be set up in a way that clients will be able to register their requests on line.

Those coaches in the appropriate region and with the requested skills will be automatically notified and encouraged to check the site.

If the client has a specific member in mind for the work, they may indicate this and the special request will be put to the requested coach. Primary customers, however, cannot be guaranteed the coach will be available to fulfill the request.

Upon seeing a request that they are interested in working on, any member can contact the client with a view to discussing their wishes in further detail. After preliminary discussions, should the coach and client be satisfied with their agreement both parties will sign a contract committing to the work. This is a private contract between the coach and client and must identify the responsibilities of each party to uphold.

ALCS will not be liable should one party not uphold their side of the agreement. However, should this happen and not be sufficiently explained, ALCS will review the rights of the member and/or client accordingly.

## **Ongoing personal and professional development of members**

Weekly teleconferences will be scheduled from March 2006. These calls will be 45-55 minutes in duration and facilitated by our members. A schedule will be listed on the website and featured in regular newsletters so that coaches can see each week what the topic is, who is presenting it, and how to dial in to be part of the online presentation. The benefits of this are that those members who present will have added experience and feedback on their material and



presentation skills, the teleconferences will also give the participating members ongoing professional and personal development opportunities and an opportunity to get to know other coaches Australia-wide and the Regional Heads will get the opportunity to hear the coaches in action, which will give them deeper insight into the particular talents and passions of the members in their region.

### **Networking and professional support between members**

The coaches directory not only provides a simple way for our clients to choose coaches that may be right for their needs or project, but it also offers coaches an opportunity to locate other coaches Australia-wide if they have a need to expand their business or seek out affiliations.

If the desire is there for members to meet each other in 'real space and time', the Regional Leaders will arrange one-off or regular gatherings, coaching circles or other social events for the members of their team. Members will be encouraged to support and encourage each other for the good of the industry and their own professional development.

### **Opportunities for paid work and business growth**

Although the purpose of the Australian Life Coaching Society is not directed towards credentialing coaches or offering paid work, the Coaches Directory offers individuals and businesses who are in a position to afford coaching an opportunity to choose from a range of coaches with a strong social conscience.

Likewise, many of the projects we work on may provide opportunities to meet individuals and decision makers who have the potential to become paying customers of the individual coach. Many businesses and individuals now will deliberately seek out the services of professionals who share similar ethics and social values (for example, there is a company set up specifically to help investors find 'ethical' shares to invest in). Therefore, as word of the Australian Life



Coaching Society spreads, there may well be opportunities created for our members. The paid work that comes from ALCS referrals is a bonus for members and is conducted outside of their role as an ALCS member coach.

## **Partnering with charities and other non-profit organisations**

ALCS will also work to partner with charitable and certain non-profit organisations where any monetary contribution the client is making in exchange for the coaching service goes directly to the charity. For example, we might partner with a cancer related foundation and offer coaching services as a donation to be raffled or auctioned at their fundraising events. This becomes part of the promotion and all funds are paid directly to the foundation.

Should ALCS find itself in a position of having excess funds, these too will be donated to suitable charities and listed on the website.

## **Client Contributions**

All member coaches volunteer their time and they will not charge clients for this service. However, clients are invited to make a contribution of some sort if they wish. If they would like to make a monetary donation, they are invited to contribute \$10 total for the entire coaching relationship. They can contribute more if they desire.

There are other ways of contribution, such as donating money to another cause or charity of their choice or buying a copy of the Big Issue for each session. You and your client can discuss and agree together what level of contribution they would like to make and how that will be documented and handled.

For monetary donations to ALCS we will provide the client with an invoice / receipt. For other contributions, we recommend you ask for evidence the contribution has been made, such as asking for the copy



of the Big Issue to be shown to you each session, or witnessing a receipt for another contribution.

## **Paying it forward**

Also, we encourage all coaches to discuss with their client the opportunity of **paying it forward**, meaning that instead of paying the coach, they pay someone else some level of contribution.

For example, prior to each coaching session the client purchases a copy of *The Big Issue* from someone on the street. Or perhaps they may have an elderly neighbour who they can offer to help with gardening or picking up shopping. The point is that our coaches provide the coaching and the client pays it forward by providing funds or service to someone in greater need.

**For further information please see our website at:**

**[www.lifecoaching.net.au](http://www.lifecoaching.net.au) or email us at:**

**[info@lifecoaching.net.au](mailto:info@lifecoaching.net.au)**



## FOR CLIENTS

The Australian Life Coaching Society is honoured to be able to provide coaching services to individuals, charity organisations, under-resourced government groups and others who have a desire/need for coaching but do not have the financial resources to afford it.

### **Our Policy**

The Australian Life Coaching Society (ALCS) is committed to connecting individuals and organisations with coaching professionals who are competent and able to volunteer and deliver these coaching services in line with the client's needs.

ALCS requires all member coaches to carry their own public liability and professional indemnity insurance before any connections with clients are permitted. ALCS takes great care in evaluating coaches through an application before granting them membership and before placement on the database for client matching.

However, ALCS cannot be held liable or responsible in any way for the performance, choices or behaviours of the coach or any advice that is given or perceived as given. Nor can ALCS be held liable or responsible in any way for the outcomes of the coaching services provided, or the choices, actions and behaviours of any client.

The ALCS Board of Directors will engage in monitoring, supervising, mentoring and other strategies on an ongoing basis with our member coaches who have taken on client assignments, as part of our commitment to quality, ethics, developing coaches and protecting our clients.



ALCS provides no guarantee that we will be able to successfully meet every client need, match all clients with coaches, or to guarantee any particular result. You are assured of our complete dedication to pursuing the best matches, outcomes and service offerings. If we are unable to assist, we will make personal contact with the client and discuss alternative options.

The ALCS Board of Directors will personally connect our clients and coaches on a regular basis to evaluate our services, the needs of the people and organisations we engage with, and will drive continuous improvement initiatives from both a governance perspective and in line with our Statement of Purposes.

## **Our Process**

- ❖ Clients go to our website at [www.lifecoaching.net.au](http://www.lifecoaching.net.au) and submit their "Coaching Wishes" through an online form asking for the following information:
  - Name of Individual or Organisation
  - Contact Person
  - Email Contact
  - Preferred Phone Contact
  - Description of Coaching Wish (300 words max)
  - When are the services required?
  - How many people require coaching?
  - Requirements of Coach (e.g. attend specific training, have competencies in certain models, can coach in particular language, etc.) (300 words max)
  - Explanation as to why pro bono is required.
  - If able to make a contribution what is your budget?
  
- ❖ Clients will be contacted directly by either a member of the ALCS Board or a member coach to further explore their needs if necessary.
  
- ❖ Clients will be contacted as above to be advised of a potential match with a coach, or coaches.



- ❖ Clients are expected to take responsibility for interviewing their potential coach to ensure their needs will be met. Some suggested interview questions are:
  - What training have you received? What ongoing training do you receive?
  - What kinds of issues have you coached through and what have been some of the specific outcomes?
  - As my coach, how will you assess my current skill level and measure my improvement?
  - What is your philosophy of coaching?
  - How long do you anticipate we need to work together?
  - What have you achieved in your own life?
  - How are you supervised and/or mentored?
  - What is your preferred coaching style? What methodologies do you use?
- ❖ Clients will be contacted after the coaching services have been provided, and possibly during the coaching term, to ensure their needs are being properly met and to seek feedback regarding their coach, the services provided and ALCS in general. This may take the form of a written survey and/or a phone or in-person interview.
- ❖ If clients are in any way dissatisfied with their matched coach or the services provided, and/or wish to make a complaint, these will be treated and managed confidentially and as a priority of the Board. All claims, investigations and responses will be properly documented and maintained.
- ❖ Clients may be asked to participate in a case study or research project where the coaching services they are receiving and the outcomes achieved are documented for



further ALCS use, and/or to be shared with the coaching industry.

- ❖ Clients will be asked if their personal and/or organisation name can be publicly listed on our website, documents and/or marketing collateral to demonstrate ALCS' history of work.

**For further information please see our website at:  
[www.lifecoaching.net.au](http://www.lifecoaching.net.au) or email us at:  
[info@lifecoaching.net.au](mailto:info@lifecoaching.net.au)**



## FOR SPONSORS

The Australian Life Coaching Society requires the kind sponsorship and commitment of individuals and organisations to be able to consistently connect coaches and the people who need them.

We have the following sponsorship opportunities available:

**Gold Sponsor - \$1,500 p.a.** – There are only five of these premier sponsorships opportunities available per year. The sponsor is entitled to an editorial feature on our website, including a description of their business services, their company logo and full contact details. They will also be included in all relevant marketing material and proudly represented at live events.

**Silver Sponsor - \$750 p.a.** - This level provides the sponsor with the privilege of having their logo, a brief description of their business and their company details featured on our website.

**Supply Sponsor** – Businesses who donate products (net value of \$300+) to ALCS for fundraising or use in serving our customers will have their logo and company contact details featured on our website.

**All Sponsors** will be permitted hyperlinks connecting our websites and will be given priority invitations to all ALCS events.

**For further information please see our website at:**

**[www.lifecoaching.net.au](http://www.lifecoaching.net.au)**

**or email us at [info@lifecoaching.net.au](mailto:info@lifecoaching.net.au)**



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