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A NOTE FROM ALLEN …

CORPORATE COACHING TAKES ITS STAND IN THEORY Y

Corporate coaching in its current incarnation may be new, but its assumptions are rooted in established management theory. Remember Theory X and Theory Y? Douglas McGregor in the “Human Side of Enterprise,” a book he published in 1960, said most managers have the following assumptions about employees: that people have little ambition, desire security above all, and will avoid work unless they are driven by orders and threats. McGregor called this view; Theory X. Question: How much have these assumptions changed in the past 41 years?

McGregor argued that organizations operating on the assumptions of what he called; Theory Y would better meet the needs of employees and the corporation. Theory Y assumes that people can find a great source of satisfaction in work, that they will commit themselves to organizational goals for the sake of achievement rather than under the threat of punishment, and that they can learn not only to accept but also to seek responsibility.

Coaching is a contemporary form of the continuing evolvement of organizations learning the benefit of treating people with personal respect and recognizing their potential and desire to make much greater and more creative contributions. Coaching in business is Theory Y in action.

Have a wonderful week,
Allen Nohre
**WELCOME NEW CCPers …**

The Corporate Coach U community would like to welcome our newest CCPers... If you have any questions, please go to our website at [http://www.ccui.com/](http://www.ccui.com/) or feel free to contact Tracy Stevens, Coordinator – Student Services at (716) 225-1570 or via e-mail: tracy@ccui.com.

1. Amanda Morgan is a Coach and Trainer from New York City, NY. (Referred by: CCPer)
2. Cheryl Breukelman is from Dundas, Ontario. (Referred by: Coach)
3. George Theotocatos is a Consultant/Coach from Old Tappan, NJ. (Referred by: Web Site)
4. Jacques Levesque is a President from Ottowa, Ontario. (Referred by: CCPer)
5. Larry Friedman is a Management Consultant from Santa Monica, CA. (Referred by: CCPer)
6. Meri Beth Wojtaszek is a Consultant from Springfield, VA. (Referred by: Coach)
7. Michele Kinght is a Legal Assistant/Coach from Villa Park, IL. (Referred by: CTPer)
8. Michelle Glenn is a Rehabilitation Counselor from San Antonio, TX. (Referred by: Web Site)
9. Suzanne Ford is a Vice President from Brush Prairie, WA. (Referred by: Colleague/Friend)

We welcome each of you to the CCP, and look forward to hearing you in class.

**CCUI On The Road …**

**Upcoming events:**

CCUI Staff and Faculty will be attending the ICF Conference in Chicago the week of August 13. Our booth 101 will be present. Please stop by to say hello.

**Request of Faculty Members…**

Please let us know when you are on the road and available to meet with students. We are happy to include it here. Send any information to tracy@ccui.com.

**CCU Exhibit at ICF – Student Volunteers Wanted …**

Thanks to those of you who have found some time while attending the ICF Conference to assist for a couple of hours at the CCU booth. We could use a few more - especially if you want to skip a session. **The hours the exhibit hall have been changed to the following:**

- Thursday 10 to 4 and 5 to 7
- Friday 7 to 12 and 1:30 to 5:30
- Saturday 7 to 3.

Please send an e-mail to Allen Nohre at anohre@aol.com indicating your availability.
A Coach Approach to Corporate Practice Development
-- Geoffrey Robinson, CCPer & CCP Advisory Board Member

As a professional businessperson, and internal/external coach I habitually look at other people, and organization’s approaches to the selling process, or how they got their foot in the door. This habit is the result of a personal interest in my parent company’s single question. Evaluation of anything, services or equipment, they are about to purchase. References! Who can we call to get an unbiased opinion of your product or service?

We as coaches need to begin developing corporate references that are willing to attest to the value they have received from coaching/training, that we can provide or share with each other on a regional basis. Imagine the impact on an organization, watching the growth of its competitor, when they read your proposal and find a positive service reference from that competitor. In my organization if we find the competition doing anything non-proprietary that works, we jump right in, rather than be caught behind the growth curve.

Why would an organization, actively participating in coaching, moving to or expanding in a new region, need to seek out coaching and training partners in the new area when that service could be provided, by their current coaching partner? A coach who has the local market experience may be able to bring added value to the partnership. Who better to provide background and references on an addition to the coaching partnership than the current coach who is familiar with their organization?

The primary reason that this approach should not be viewed as more than regional is the volume of calls any one client would be receiving for reference checks should be limited. Having a single client responding on a national level could certainly reach a volume detrimental to your practice.

The Coach Approach to this ‘care and feeding’ of our profession is a tenet we live by; “It’s not about us”, it’s about the profession. It will take a certain amount of time to locate other coaches you are willing to let use your hard earned references. It will take a certain amount of courage to convince yourself that you are improving the profession, not giving away clients. It will provided you a certain amount of pride and satisfaction knowing you have done more than just promote yourself, you have promoted Coaching.

We are already referring clients to each other on a limited basis. Why not start referring coaching to organizations? The most effective way to get our profession in the door of any major organization is for it to have impeccable references. Coaching references, not only personal references.

There are several organizations out there actively promoting the Coaching profession. There are thousands of us out here with the skill and ability to immediately begin planting the seeds of Coaching in the corporate arena. When those seeds sprout, and they will, we cannot help but to benefit individually. Ask Dave Thomas of Wendy’s. The more burgers he sells, the MORE burgers he sells.

Helping each other promote the coaching profession, helps us all as individual practitioners.
**Exciting New Version of the Coaching Clinic Announced ...**

The popular CCUI training program The Coaching Clinic® has been updated to reflect the changes taking place in the workplace today. As many organizations have identified coaching as a core competency for their managers and are seeking out training programs to enhance managers skills, there is an increased demand for the training. The new version of The Coaching Clinic® has some additional refinements and gets managers into practice coaching faster and more frequently. If you are interested in becoming licensed to lead The Coaching Clinic® or wish to introduce the Clinic to your organization, contact -- libby@ccui.com. Licensed facilitators will receive a letter outlining all the details of the enhancements, or may contact cheryl@ccui.com for further information.

**Coaching Clinic Train the Trainer Schedule ...**

The Coaching Clinic, now being used in hundreds of corporations is a tried and true business management-training program to develop coaching competencies and a coaching culture in an organization. You can be licensed to use this program by taking the four-day Coaching Clinic Train the Trainer Program. The training is being offered in the following cities.

- San Antonio, TX August 21 – 24, 2001

For more information contact Libby McCready; libby@ccui.com, 416-686-0227 or visit www.ccui.com/training2.htm. To register contact Lisa Johnson; lisa@ccui.com or 888-433-3013 or register online at www.ccui.com/traintrainreg.htm.

**Marketing Review Tele-Class for Licensed Facilitators of the Coaching Clinic ...**

This four-part Tele-class series is offered to licensed facilitators to sharpen your marketing skills and to create strategies for building your clinic business.

The four modules we will discuss are:

- Week 1 Defining your target market and using strategies to position the clinic in your marketplace
- Week 2 Tactics for communicating to your target market
- Week 3 Creating and implementing your marketing plan and a review of sales process
- Week 4 Tools for selling and closing the business

The next class will be offered August 9, 16, 23, 30 at 3 p.m. EST. To register contact Lisa Johnson at 1-888-433-3013 or email her at lisa@ccui.com.
CORPORATE COACH’S SPOTLIGHT – Putting faces with the names…

Today the spotlight is on the Coaching Clinic Team of Cyndi Callori, Libby McCready and Cheryl Smith. This is the leadership and management team for The Coaching Clinic Facilitator Licensing Program (“Train the Trainer”), a training and licensing program for individuals who wish to have a tangible coach-training product to take inside corporations. This is a powerful yet pragmatic course that leverages case histories applicable to business so managers can learn, practice and master coaching skills. The Coaching Clinic is a much sought-after, fully developed model ready to implement in organizations. As the demand increases for leaders at all levels of the organization to take a coach approach with their team members, good training is needed to prepare these leaders for this new role. The Coaching Clinic provides a step-by-step approach that makes sense and makes it easy.

Cyndi Calluori is the Vice President: Coaching Clinic & Internal Coaching Development, a Professional Certified Coach with the International Coach Federation, a Master Facilitator of the Coaching Clinic & Licensing Program, a CCU teleclass leader, and a Certified Corporate Business Coach, supporting individual and corporate clients create and achieve their full potential. After spending twenty plus years in the corporate environment Cyndi is passionately committed to individual and organizational growth. Her work leading the Coaching Clinic and providing follow up coaching provides a unique opportunity to convey the “Coach Approach” to managers, executives, and professionals around the globe. Cyndi’s intensely active life requires a respite so Cyndi loves taking long walks along the beach with her husband and her dog even though it interrupts her special time with her two grandsons. She highly values time with her grandchildren, nieces, and nephews. Cyndi believes that some of her best insights into management and relationships are gleaned during time playing and learning with them. By spending time working in her perennial garden creating a sense of connection with the earth and herself she gathers serenity. This slowing down allows her to create a balance between her busy schedule at CCU, her practice and her personal life. You can contact Cyndi at cyndi@CCUI.com or by calling her at (416) 410-7914.

Libby McCready is the Director of the Coaching Clinic and Train The Trainer program at Corporate Coach U, a Certified Corporate Business Coach who works with managers, executives, and teams across North America in the financial sector, government agencies, pharmaceutical and entertainment fields. Libby’s one-on-one and group-coaching programs are customized to meet client needs. Libby loves to watch clients integrate new learning and concepts and really “get” the “coach approach” when they have an “aha” experience while learning coaching principles. She sees her niche implementing post-training coaching programs that are designed to deepen client understanding and develop the client’s application of key concepts and skills. A key to Libby’s effective presentation style is her requirement to have fun. She strongly believes that learning is more easily absorbed and integrated if people are playful and enjoy the process. Libby is exploring going deeper in the kinds of people shifts that need to occur in organizations. In addition to having fun on the job, Libby enjoys embracing new and challenging activities such as sky diving, running a half marathon, and snow boarding; each year she adds a new challenge and or adventure to her repertoire. Her current endeavor is the remodeling of her home by herself and some knowledgeable friends. Visit Libby at her website www.frontandcentercoach.com or drop her an email at www.libby@frontandcentercoach.com or phone her at (416) 686-0227.
The Corporate Coach U Support Manager for licensed Coaching Clinic Facilitators, is **Cheryl Smith** a Master Certified Coach with the International Coach Federation, Workshop Leader, Certified Coaching Clinic Facilitator, workshop presenter, and offers coaching services to individual and corporate clients. Her love is mentor coaching, leadership development, and organizational change management. Her stated mission is “sharing her knowledge, ideas and enthusiasm with others, such that it influences and motivates them to move forward in their lives”. In addition to her busy professional life she is a voracious reader, enjoys biking walking, needle work, and down hill skiing at Whistler. Last, but surely not least, she loves to travel and do life exchanges. In the midst of all her activity she managed to complete her Masters of Arts degree in Leadership and Training last year. If you would like to get to know a little more about Cheryl visit her website at [www.ourcoach.com](http://www.ourcoach.com) or call her at (604) 251-7994 or drop her an email at [www.cheryl@smith.bc.ca](mailto:www.cheryl@smith.bc.ca).

We are interested in sharing students and graduates success with our readers. If you are an active Teleclass Leader, CCU Volunteer, or Internal/External Coach, and a graduate from the CCP we would like to hear from you. You could be our next Corporate Coach Spotlight! Please drop a note to [fritzart@ridgenet.net](mailto:fritzart@ridgenet.net) or [tracy@ccui.com](mailto:tracy@ccui.com).

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**Quote of the Week …**

“Change your thoughts and you change your world”

– Norman Vincent Peale

To share your favorite quote with the CCU community, please send it to [Tracy@ccui.com](mailto:Tracy@ccui.com). We will pull randomly from the quotes we receive and give full attribution in the newsletter.

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**Legacy Leadership**

On behalf of our partners Drs. Sandstrom and Smith of CoachWorks, we are pleased to announce the Legacy Leadership Institute. The intellectual and content foundation of CCU was developed by CoachWorks. CCU will be actively involved with their new program and we encourage you to consider adding Legacy Leadership to your professional capabilities.
The Legacy Leadership Institute

October 10-13, 2001

Lincoln Centre Doubletree Hotel
Dallas, Texas

Want a comprehensive leadership model to take into organizations?
Want an ageless way to bring out your best and model for others?
Want a proven pattern for developing other leaders?
Want a solid model to impact the “bottom line?”

It’s all here.

No more wanting—now it’s available. Whether you are a corporate leader or someone who coaches leaders, CoachWorks has developed a program—a lifestyle—that will significantly change the way you lead, the way you work, and the way you live your life.

CoachWorks® International has always been a thought leader, bringing innovative programs and materials to the leadership development industry. Legacy Leadership, however, is more than a program. Drs. Smith and Sandstrom have refined reliable time-honored principles into an intentional, powerful system for success—today and tomorrow. For you, and for others.

Legacy Leadership™ is a full leadership and life model that:

- Provides a complete framework of competencies for personal and professional development—finally, a complete model of contexts against which to coach others
- Encourages the leader to:
  - Be a lifelong learner
  - Transfer learning to others
  - Become a learning partner and facilitator
- Helps leaders reach their goals while developing other leaders to be their best

What will you get from attending this Institute?

- A model you can put into practice immediately
- An all-in-one model you can apply to your organizational or individual coaching initiatives
- Use of a model that can be delivered in either small modular pieces or a full 3-day workshop
- A new eye-opening perspective that integrates easily into your coaching, your leadership system, your relationships and your life
- An exciting adventure in studying, learning, experiencing and practicing leadership in a unique all-encompassing manner
- Sharpened skills for the facilitative transference of learning to others
- 4 days that will change your life, and the lives of your clients

For more information. http://coachworks.com/legacy.html
See you in Dallas in October!
CCUI Administration …

- CCU STAFF…Contact information is available at:  [http://ccui.com/staffbio.htm](http://ccui.com/staffbio.htm)

- The Suggestion Box … If you have suggestions for articles you would like to see in the Corporate Coach U News, please contact Tracy Stevens at [Tracy@ccui.com](mailto:Tracy@ccui.com). Your ideas are most welcome.

- SIGS (Special Interest Groups) [http://www.coachu.com/](http://www.coachu.com/)

- How To Make Changes in your Student Information … When you have changes in any of your student information in CCU's student database, please send an e-mail to [database@ccui.com](mailto:database@ccui.com)  with the updated information in the body of the e-mail. Please be sure to note your name and student number so our administrator, who handles this, will be able to locate your record easily.