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the campus, each coach volunteered for one-hour-sessions for three students. We also organised a group coaching session for 12 students that was an interesting project even for us! Dóra Hegedűs, ACC, Chapter President, gave an hour-long presentation on the coaching profession and the ICF before the coaching sessions started.

ICF Coach Klub—a new social media site for coaches and the wider public

ICF Hungary launched a new and innovative initiative, our online ICF Coach Klub to supplement our successful in-person quarterly Coach Klub event series with Web 2.0 tools, such as a coaching blog, discussion forums and a membership site. During ICW, the website attracted over 500 visits and more than 2,100 page views. See it here: <http://icfcoachklub.hu>.

“Coach of the Year” 2011

The chapter announced a new award for Hungarian coaches: the “Coach of the Year for 2011.” Any coach can apply by writing a short report on a coaching case completed in 2011. In November, 2011, all anonymous case studies will be published on the ICF Coach Klub website for ICF members for review. A decision will be made at the annual chapter meeting in December. The title will be awarded during the next International Coaching Week.

Coaching Book Week

Coaching Book Week was incorporated into <http://icfcoachklub.hu>. The largest local business book publisher offered a 30 per cent discount and free delivery to ICF members and other visitors of the site for coaching and management books.

ICF Coach Club

We’ve organized the quarterly ICF Coach Club for two years now. Our special guest for the ICF was Jean-Christophe Barralis who presented the Appreciative Inquiry (AI) coaching method to our participants.

Coaching Conference

Our chapter was a professional partner of the third national coaching conference, a full-day program with 250 participants. The chapter president was asked to moderate a round table on the coach selection processes and requirements of large companies.

We are very happy that being a small and young chapter we managed to organize a colourful palette of programs and promote coaching in our country. Submitted by Dóra Hegedűs, ACC, President of ICF Hungarian Chapter, and Tamás Cserenyák, President-elect of ICF Hungarian Chapter.

Coaching and Success Drivers

“How we created and led a successful 2-day conference”

ICW 2011 Geneva

by Virginia Williams, MBA, PCC, ICF Switzerland Co-President 2006–2011 with Nathalie Ducrot, ICF Switzerland Ambassador (Switzerland)

International Coaching Week (ICW) didn’t have much meaning for me until this year. February in Switzerland is just after the New Year and in the middle of ski holidays. Normally not an ideal time for a two-day coaching conference in the Alps. But 2011 was OUR year to regenerate the spirit of ECC2008 (ICF European Coaching Conference) and to bring clarity to professional coaching through a unique set of workshops and keynotes facilitated by renowned speakers and testimonials from client leaders sharing the positive impact of the coaching journey in their organizations. And at the heart of this ICW event: to reframe the image and standards of professional coaching for coaches, for clients, and the local press.



Co-chairs of ICW 2011 Geneva: Nathalie Ducrot (left) and Virginia Williams, PCC.

And all of this organized in two full days and evenings—one day in English and one day in French. Geneva is an international city and it seemed a reasonable choice, but who would show up? **Our challenge was set to create and lead an inspiring, memorable learning experience—in two languages, in two days in a culturally diverse environment during globally uncertain times.** A significant challenge designed for professional coaches motivated by a common vision and inspired into action!

What are our Success Drivers?

VISION: Our theme was “Coaching and Success Drivers” (en français “Coaching et leviers de réussite”). We were highly motivated by our VISION to bring clarity to our profession. We invited experts in the fields of motivation, positive psychology, and neurosciences to demonstrate the link with professional coaching.

VALUES: Be the change we want to see in the world—to model effective teamwork in support of our belief that professional coaching is in even greater demand in these times of uncertainty and rapid change. To make a positive difference.

VOLUNTEERS: And let’s not forget that we were doing all of this in our “spare” time. As volunteers, it was important to ensure that this event was a priority and to commit to deliver on our promises.

Sounds simple, yet it took focus, momentum, and commitment to bring it all together. We agreed that the time was NOW to come together as a purposeful, values-based, and joyful team to accelerate the global shift to more success and satisfaction for more and more people. And we had done it before so I reached out to invite the core “ECC2008 Dream Team*.”

Visit the ICW Geneva Event Website [here](#).

In summary, our success centered on our capacity to:

- Define, agree, and commit to deliver on our Vision and outcomes;
- Live our Values and Standards as we work together—complementing each other with our unique strengths;
- Create an inspiring and meaningful experience for our participants as joyful, motivated, and accountable volunteers, and on the day of the event...; and
- Breathe, smile, and “step into the flow.”

Attended by more than 150 over two days, ICW 2011 Geneva was an opportunity for us to bring our dreams to reality and to generate interest in the local press. **In our own collective and unique ways, we are “Advancing the Art, Science and Practice of Professional Coaching.”**

*ECC2008 Dream Team - Nathalie Ducrot, ICFS Ambassador ; Béatrice Tétaz, event webmaster; Françoise Depéry, Chapter Leader Suisse Romande; Gianna Battolo, ACC, Communication Suisse Romande; Virginia Williams, MBA, PCC, ICFS Co-President 2006-2011.