



THE ICC ACADEMY NEWSLETTER

THE NEWSLETTER FOR GROWING GREAT COACHES

OCTOBER 2023



DEAR COACHES

Welcome to the October newsletter! As we embrace the lead up to the Summer season, we are excited to bring you the latest updates, insights, and inspiration to keep you informed and motivated.

Whether you're seeking personal growth, professional development, or simply a source of inspiration, we have curated a collection of articles and resources that we hope will enrich your journey.

Raechel

This month, we dive into understanding the concepts of coaching & mentoring, exploring these two distinct yet complementary approaches to nurturing talent & fostering personal & career development

Discover how coaching empowers individuals to harness their innate strengths and insights, while mentoring offers the invaluable wisdom of experienced professionals.

Both are integral to our quest for growth and excellence and as coaches it is important to understand the nuanced difference.

Let's read on...

EMBRACING BOTH THE COACH AND MENTOR

I have been excited to kick off another month with a new Foundation Coaching Certificate cohort, embarking on their journey to acquire the essential tools and skillset of coaching.

It's a source of constant joy for me to welcome fresh faces into the ICC Academy, as they set out to become exceptional coaches, whether in a fulltime professional capacity or to enhance their leadership and management skills in the workplace.

One of the most interesting early conversations we engage in during the course revolves around differentiating the roles of coach and mentor. It's a topic that sparks valuable insights and sets the stage for the transformational learning that lies ahead of them on the course.

So let's delve into the intriguing realm of mentoring and coaching and draw a clear line between the two. As someone passionate about personal development and professional growth, it's essential to recognise the distinctive roles these two play in nurturing talent and fostering personal and career development.

Mentoring: The Wisdom of Experience

Mentoring is akin to receiving guidance from an industry sage, a seasoned expert who's been down the road you're traveling. Mentors provide invaluable insights into how they've tackled the challenges and triumphed over hurdles in their careers.

They're like beacons of wisdom, offering pearls of advice that can illuminate your path. In essence, I like to refer to mentoring as direct imparting of knowledge and experience from a trusted source. It's the equivalent of receiving a map that shows you the best route to take.

Coaching: Unleashing Your Inner Resources

On the flip side, coaching is a distinct shift. Here, it's not a prerequisite for the coach to be a subject matter expert in the same field or role as the coachee. Coaching is about harnessing the coachee's innate potential and resources. It's a transformative process that helps individuals tap into their unique strengths, talents, and perspectives.

The coach's role is to facilitate self-discovery and empower the coachee to come up with their own solutions. In coaching, it's not about handing over a map; it's about helping the coachee create their own map, develop their navigational skills and giving them the tools to explore uncharted territories.

The Lasting Power of Coaching

What makes coaching immensely powerful is its emphasis on individual growth and self-realisation. Mentoring is great for getting specific answers but it often does not develop self-reliance and self-discovery. When we coach we enable individuals to tackle challenges not just for the present moment but for the long haul, as they become more self-aware, adaptable, and capable decision-makers.

The coachee's own insights and strengths are utilised to approach their roles and challenges in a way that's uniquely suited to them. In a world of constant change and evolving roles, when we coach, we equip individuals with the skills to navigate the unknown with greater courage and confidence.

When developing others, take care to understand when each approach is most appropriate for the individual and the organisation, being intentional on the decision we make on which hat we choose to wear.

2024 DATES FOR COACH TRAINING

FOUNDATION COACH TRAINING

Feb-Mar 2024

Module 1: 7th and 8th
February

Module 2: 21st and 22nd
February

Module 3: 6th and 7th
March

Module 4: 20th and 21st
March

May-Jul 2024

Module 1: 22nd and 23rd
May

Module 2: 5th and 6th June

Module 3: 19th and 20th
June

Module 4: 3rd and 4th July

Oct-Nov 2024

Module 1: 16th and 17th
October

Module 2: 30th and 31st
October

Module 3: 13th and 14th
November

Module 4: 27th and 28th
November

TEAM COACH TRAINING

Apr-May 2024

Module 1: 9th, 10th and
11th of April

Module 2: 30th of April,
1st and 2nd of May

[Book Team Coaching](#)

[Book Foundation Coaching](#)

TESTIMONIAL



This programme was an exceptionally valuable development experience for me, in all aspects of my life and my cohort was a fabulous bunch to learn with and from. It was an inspiring, fun and supportive environment. Raechel's guidance was amazing and in addition to her coaching expertise, I loved her energy, clarity and relaxed but focused manner. It was an amazing learning experience!



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