



THE ICC ACADEMY NEWSLETTER

THE NEWSLETTER FOR GROWING GREAT COACHES

MARCH 2025

Professional Development for Coaching Success



Hi everyone,

It feels like the year is picking up steam, and we hope you're striking a good balance between work effort and restorative downtime.

We've observed that in New Zealand, many ICC-accredited coaches perform coaching duties on top of their 'regular' role as a leader or line manager, while some run their own coaching businesses. However, very few coaches operate within a large 'squad' or group of qualified coaches - which makes it harder to get performance feedback, or insights to develop your coaching craft.

So today we're going to explore the topic of Professional Development, and how you might 'sharpen the saw' and continue to grow in your skills.

Self-reflection

The best coaches regularly reflect on their own practice. We recommend conducting a brief review after each session, and a longer-form review at the end of a coaching package - for instance, once you've finished six sessions with a client. There's value in keeping track of the tools and frameworks used, insights gleaned, parts of your practice you're proud of, areas where you will seek further learning, and approaches or techniques that you might incorporate, in future.

Good reads

Reading is one of the most accessible ways to grow your coaching toolbox. Here are a few of our recommendations from recent readings:

- **Coach the Person, not the Problem: A Guide to using Reflective Inquiry**, by Marcia Reynolds. Reynolds encourages coaches to use reflective inquiry - carefully listening, observing and playing back what's been said, to essentially 'hold a mirror up' to the client's thought processes. The focus isn't on solving the client's specific problem, but rather, stepping back and examining how the person is thinking about and approaching that problem, and how they might approach it differently. As Reynolds explains, "The approach is "developmental (expanding clients' perspective) instead of operational (exploring what didn't work and how to fix it) . . . The changes in their beliefs and behaviours that occur when you focus on their thinking - instead of just options and consequences - are enduring."
- **Positive Provocation: 25 Questions to Elevate Your Coaching Practice**, by Robert Biswas-Diener. Asking questions is the bread-and-butter of coaching, but these 25 questions are aimed at coaches, rather than clients. Biswas-Diener covers a range of topics - including coaching philosophies, interventions, communicating with clients and more, asking irreverent questions like - 'Why are ethics so boring? What if coaches had agendas? Can we trust eureka moments? What if we used less empathy?' Biswas-Diener isn't aiming to wind people up, but rather "to stimulate your curiosity, engage you with the latest research, and invite you to see your practice with new eyes."
- **The Let Them Theory**, by Mel Robbins. Whilst this isn't specifically a coaching book, the Let Them framework could be useful for clients who are adversely affected by those around them - for instance, the person whose spouse is 'driving them crazy', or the employee who feels their boss 'never listens and is so controlling.' Robbins puts forward a simple but powerful future - imagine if you stopped seeking to manage people, and allowed them to be themselves? If you let other people be who they are, rather than seeking to control them ('let them'), then you, in turn, can decide how to respond ('let me'). The book is practical and helps to dial up the reader's sense of agency, and Oprah, queen of self-development, has said it's the best self-help books she's ever read. Worth a look!

Small support groups

In addition to reading, there is real power in small support groups. The Japanese word 'moai' means a small group of people who meet for a common purpose, and many members of the ICC Academy have found it helpful to set up a 'coaching moai,' ie a group of 3-6 coaches who meet regularly to discuss coaching challenges, opportunities and insights. Groups can meet in person or online, at least every 2 months, and it can be helpful to have a basic structure - for instance:

- Recent work
- Challenges or opportunities to talk through / coach each other through
- Insights to share
- Any areas where you'd like a future check-in or accountability from the group

We also provide regular online ICC community gatherings both there in New Zealand and globally. Just join our ICC Coaches NZ What's App Group to keep in touch and informed: <https://chat.whatsapp.com/FZK8azuyVWVx4RAE23eTv>

Larger networking & learning groups

While small groups can provide regular support, larger networking and learning groups can help you to expand your circle and extend your thinking. For instance, a number of people in the ICC Academy are also active in **New Zealand Team Coaches Connect** - which has been co-founded by ourselves and Helen Zink. As the LinkedIn page states, "This group is a way for formally trained Team Coaches who are physically based in New Zealand to connect and network with each other, share resources and best practice in coaching, development and training material, and partnership opportunities." If that's of interest, reach out to join, here: <https://www.linkedin.com/groups/14415093/>.

Webinars

Webinars took off in the Covid era, and as a result, there are growing online libraries that you can access at any time in order to hone your craft. You may like to subscribe to the International Coaching Community's YouTube platform, [here](#), and explore topics like: [Coaching Solutions for Conflict](#) or [Coaching to boost Employee Engagement](#).

But if you're keen to enjoy the content and the conversation with peers, nothing beats a real-time webinar with plenary discussions or breakout rooms. Which begs the question - Kiwi coaches, what would you like to learn and discuss? What are your curly coaching questions, or the topics you'd like to go deeper into? We'd love to hear from you, so if you have any suggestions, please email us at info@iccademy.co.nz.

Formal qualifications

Finally, you can 'sharpen the saw' by completing a formal qualification or credential. If that's something you're considering in 2025, our upcoming coach trainings are listed below. Did you know that we also run Foundation Coach Training Refresher courses for our ICC Alumni? Please reach out to info@iccademy.co.nz and register your interest.

Until next month!

The team at ICC Academy

2025 DATES FOR COACH TRAINING

FOUNDATION COACHING CERTIFICATE

JUNE/JULY 2025

Module 1:
4th and 5th June

Module 2:
18th and 19th June

Module 3:
2nd and 3rd July

Module 4:
16th and 17th July

AUGUST/SEPTEMBER 2025

Module 1:
13th and 14th August

Module 2:
27th and 28th August

Module 3:
10th and 11th September

Module 4:
24th and 25th September

TEAM COACHING CERTIFICATE

MAY/JUNE 2025

Module 1:
27th and 28th May

Module 2:
10th and 11th June

Module 3:
24th and 25th June

EXECUTIVE COACHING CERTIFICATE

JULY/AUGUST 2025

Module 1:
23rd and 24th July

Module 2:
6th and 7th August

Module 3:
20th and 21st August



ICC Academy

545 Parnell Road, 1052, Auckland

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