

January 2017 Newsletter

In This Issue

[January 13 ICF-NT Luncheon](#)

[CRR Global Ad](#)

[January 18 - February 8
ICF-NT 4-Part Webinar Series](#)

[ICF-NT Business Development COP](#)

[Envision Ad](#)

[President's Message](#)

[iPEC Ad](#)

[2017 ICF-NT Board Members](#)

[February 10 ICF-NT Luncheon](#)

[ICF Global News Corner](#)

[Featured Links for Members](#)

[Coach Veterans Transitioning to
Civilian Life](#)

[Update Your Member Profile on
ICF-NT Website](#)

[Upcoming Chapter Events](#)

January 13 Luncheon

Register at www.icf-nt.com
or click on Registration Button

**[Register for the
January 13 Luncheon](#)**

***Pay for this event online
when registering***

Meeting Details

Time: 11:15 AM to 1:15 PM

Location: Hackberry Creek
Country Club

Address: 1901 W. Royal Lane
Irving, TX 76051

Website: www.hackberrycreekcc.com

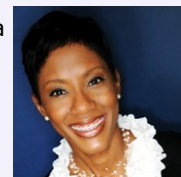
January 13 Luncheon Program

January 13 Luncheon Program

Four Ways to Stand Out on Social Media with Snack Size Content

By Tanya Smith

Our January 13 Luncheon Program features Tanya Smith, Online Marketing Strategist. Tanya is a creative social content strategist and coach, soccer mom and geeky student of all things internet. Described as a "walking Google," Tanya's step-by-step [snack size marketing strategies and training products](#) have helped hundreds of executive coaches, business consultants and trainers free up more time by using the internet to leverage their expertise, gain a broader reach, and dramatically increase their income. Her experience and branding perspectives have been featured on stage, in radio, print, and a number of well-known digital publications, such as *Visionocity* Magazine.



Program Description:

Coaches ... Does social media frustrate you? Do you want to learn how to leverage Social Media better without taking hours? You are not alone! Social media is a low-cost and efficient way to spread your message and to get visibility for your coaching business. But being on social media means you need to stand out from the noisy online marketplace. You must share content of value that represents you as the unique and powerful coach you truly are.

[Check out Tanya's video!](#)

Program Outcomes:

In January Program, Tanya will teach you little known shortcuts to sharing highly attractive content that will drive prospective clients from the computer to your coaching programs and services. You will discover:

- The amazing power of **short form, multimedia content** to showcase your brand on social media
- How to **choose the right tools** to save you hours of time coming up with content that is ready to post
- How to create **deeper, more personal connections** with the right mix of automation + YOU (without the overwhelm)
- How to get the most **bang for your buck** out of work you've already done

After the lunch presentation, Tanya will offer a limited time, four-week online series of short videos and worksheets, to teach you the best methods for leveraging video, images, audio and charts/graphs for social marketing domination. Each week you'll be challenged to complete a single task so that by the end, you are armed with a complete, creative arsenal for social content that differentiates you from anyone else online.

CCEUs for this program: 1 CCEU

January 18—February 8 Webinar Series

Register at www.icf-nt.com
or click on Registration Button

**Register for the
Jan 18 — Feb 8
Webinar Series**

**Pay for this event online
when registering**

Meeting Details

When: Wednesdays on
Jan 18, Jan 25, Feb 1, Feb 8
Time: 6:00 PM
Where: Online Event
Cost: \$89



Organization
and
Relationship
Systems
Coaching™

Advanced
Coach
Training



January 18—February 8 Webinar Series

January 18—February 8 Snack Size Webinar Series

Snack Size Your Marketing: 4 Keys to Engage More Followers and Have More Fun with Social Media

By Tanya Smith

Wednesdays: January 18, January 25, February 1, February 8

6:00 PM

Webinar Series Cost: \$89

Feeling overwhelmed and disoriented about how to engage on social media to get the results you want?

You are not alone. Lots of coaches feel social networking is just a huge time suck. But it doesn't have to be. You can grow your following and enjoy...yes, I said enjoy networking on social media when you choose the perfect time-saving content strategy for you.

In this session with Tanya Smith of Snack Size Marketing, you will learn how to take the 'meh' out of social media with powerful, snack size content.

You'll discover:

- How to **choose the right social networks** best suited to your personality
- The power of snack size **daily engagement** to drive hungry coaching clients
- How to create **high quality, micro-content** that people want to read and share

Each week you'll be challenged to complete a single task from 1 of 4 weekly lessons. No need to travel—you can watch these short tutorials on the go, or from the comfort of your office. Join us live or catch each replay in a private members area.

In 30 days, you'll have applied practical tips to get more engagement and find your sweet spot on social media.

Mark your Calendars Now!

CCEUs for this webinar series: 4 CCEUs

ICF-NT Business Development COP

The ICF-NT Board announces that the our Business Development Community Of Practice is going to step back and reevaluate our audience and the chapter's appetite for this topic. Effective immediately, we will pause delivery of the monthly Business Development COP sessions.

We remain optimistic that there is an appetite for this topic, especially with newer coaches who are just building their practices. We know there's a pony in there, but we just haven't found it yet!

If you are interested in helping with the rebirth of this initiative, we invite you to give us your feedback in a short survey. <https://www.surveymonkey.com/r/GC62SDP>.

Based on what you tell us, the Board hopes to bring this program back in a form that meets your needs and creates a high-energy community that brings value to its members and a great way to connect with other coaches in our chapter.

All the best for peace and success in the New Year (and *lots* of business!).

Jude Olson and Cheryl Close



"...an incredible journey and transformation..."

"...truly transformational..."

"...an AMAZING program..."

LEARN MORE



ICF North Texas Vision and Mission

Vision

ICF-NT will be known as the leading resource for the coaching community and the organizations and individuals it serves, providing:

- A collaborative network of credentialed coaches
- Continuing education
- Impactful contributions to the coaching profession

Mission

To grow and develop a competent coaching community that drives results for coaches and those they serve.

President's Message

January 2017 ... Looking Back and Looking Forward



In ancient Roman religion and myth, Janus is the god of beginnings, gates, transitions, time, doorways, passages, and endings. With two faces, he invites us to look to the past and to the future as we begin anew in January.

Looking back, I want to thank the 2016 Board and chapter member volunteers for all of their contributions over the past year. In the midst of our leadership transition, we will build on your solid foundation, reputation and honored traditions of the ICF-North Texas chapter.

Looking forward, you have just elected a spirited and creative new Board for 2017—thank you! We had our first leadership team retreat on December 9 and we are planning another for early January.

Emerging themes for chapter activities include enhancing a sense of engagement among our members, leveraging networks to grow our coaching businesses, and using social media more effectively to connect with one other locally, regionally, nationally and internationally. On that note, look for our new ICF Global News Corner in our monthly newsletter!

Janus also presided over the beginning and ending of conflict. The doors of his temple were open in time of war, and closed to mark the peace. As a god of transitions, he blessed births, new journeys and prosperous trade.

I hope for the same as I enter as your President and lead our chapter toward the birth of new ideas, wider travels and inward journeys, and flourishing enterprise as coaches, as a chapter community, and as a professional association that provides us with such rich development resources and opportunities. I also wish for a time of harmony and constructive dialogue, even when we disagree and have diverse perspectives. I do want to keep my 'door open' to your suggestions, questions, feedback and good humor.

Contact me anytime at president@icf-nt.com or jude@judeolsoncoaching.com.

Look forward with me and contribute to an exciting and engaging New Year for ICF-North Texas in 2017!



Jude Olson, PhD, ACC
ICF-NT President

Just a friendly reminder to please complete the payment for your monthly meeting reservation at the time you make your reservation in order to earn the early registration price and to be sure we've ordered a meal for you.



Find Out Why
the Most
Successful
Coaches
Start at iPEC

LEARN MORE



Welcome to Our
ICF North Texas
New Members

Nov 10 — Dec 13

Candace Campbell
Tracy Oswald

Member News

Congratulations to

Jeff Bearrows, PCC

*On receiving your PCC
(Professional Certified Coach)
credential from ICF.*

ICF-NT Board for 2017

ICF-NT Board for 2017

Welcome to the ICF North Texas 2017 Board:

President	Jude Olson	president@icf-nt.com
Treasurer	Mike Caracalas	treasurer@icf-nt.com
Secretary	Tim Kincaid	secretary@icf-nt.com
Programming	Kristin Robertson	programs@icf-nt.com
Membership	Tracy Cadorine	memberships@icf-nt.com
Social Media	Norma Martinez	pr@icf-nt.com
Alliances	Steve Coxey	alliances@icf-nt.com
Technology	Neil Phillips (Temporary)	web@icf-nt.com
Prism	Christine Horstman	prism@icf-nt.com
President-Elect	Catherine Oleksiw	pres-elect@icf-nt.com
Past President	Randy Fernandes	past-pres@icf-nt.com

February 10 Luncheon Program

February 10 ICF-NT Luncheon

Learn from the Masters!
Experience Laser Coaching by Five of ICF-NT's MCCs

By ICF-NT MCCs:
Judy Feld, Jayne Gardner, Teresa Pool,
Jeannine Sandstrom, and Sara Smith

Our chapter has the honor of being home to over six Master Certified Coaches (MCCs).

The MCC credential indicates that the recipient has conducted over 2,500 hours of client coaching, has attained a high level of coach training, and has passed three rigorous examinations by the International Coach Federation. These people deserve to be called master!

On February 10 at our chapter meeting, you'll have an opportunity to either be coached by or observe three of the masters as they conduct a laser-coaching session, followed by a small group discussion of the questions used and the ICF competencies demonstrated by these coaches.

You will come away with a renewed admiration for our profession and especially for these highly accomplished masters, and will learn how to be a better coach.

The five MCCs who will join us in February are Sara Smith, Jayne Gardner, Teresa Pool, Jeannine Sandstrom and Judy Feld.

CCEUs for the program: 1 CCEU

Are you newly Credentialed?

Have you recently
Earned an ICF
Coaching Credential?

Your ICF-NT Chapter
wants to recognize
your achievement.

Please email
Tracy Cadorine
memberships@icf-nt.com
so your professional
organization can
Recognize your
accomplishment.



ICF Global News

Please click [here](#)
to read the latest
ICF Global News!

ICF-NT 2017 Board

President: [Jude Olson](#)

Treasurer: [Mike Caracalas](#)

Secretary: [Tim Kincaid](#)

Programs: [Kristin Roberts](#)

Membership: [Tracy Cadorine](#)

Social Media: [Norma Martinez](#)

Alliances: [Steve Coxey](#)

Prism: [Christine Horstman](#)

Technology:
[Neil Phillips \(Temporary\)](#)

President-Elect:
[Catherine Oleksiw](#)

Past President:
[Randy Fernandes](#)

ICF Global News Corner

2016 Global Prism Award Webinars

How did 2016 Prism Award winner GlaxoSmithKline achieve a \$66 million USD return on investment from coaching? Find out during the inaugural Prism Award Webinar series, featuring this year's Prism finalists. [Sign up to be notified](#).

Four ICF Global Links for Our Members

1. 5 Ways to Use ICF Industry Research to Boost Your Coaching Business: <http://bit.ly/2fVMDir>
2. The Coaching Trap: <http://bit.ly/2qpUPcz>
3. Brave New Coaching World: Are Your Clients Ready for Artificial Intelligence? <http://bit.ly/2fTegOz>
4. Oh, the Questions We Ask: <http://bit.ly/2qIdjm9>

Credential Update from ICF Global

21,184: ICF Credential holders

745: ICF Credential applications approved in November 2016

ICF implemented a **new policy** October 1, 2016, regarding the client coaching experience requirements for the ACC and PCC Credentials.

Coaching World Magazine

Check out this link to [Coaching World](#) magazine.

Featured Links for Members

Interesting Links to Help Launch the New Year

It's that time of the year when we review our 2016 efforts and look ahead into the future. Here are nine important questions that you can use to review, celebrate, and envision your efforts for 2017. Take a reflective stance, absorb your achievements, and celebrate! <http://coachfederation.org/blog/index.php/7484/>.

This article highlights tips for putting together your marketing and branding for the year ahead. <http://coachfederation.org/blog/index.php/7492/>.

Contact Norma Martinez at pr@icf-nt.com with any for additional information.

Coach Veterans Transitioning to Civilian Life

Veterans Transitioning to Civilian Life

Melissa Walker is heading the chapter's outreach to military veterans. She will locate a partner organization where our members can provide coaching to veterans. These vets need support transitioning to civilian life after serving in the military. Their focus areas can include career search, interview preparation, preparing for a work setting different from the military, and juggling competing demands of family and work, and sometimes school.

Melissa would like to have an estimate of the number of coaches who can participate in a program as she approaches potential partner organizations. We will provide introductory training on specific considerations when working with veterans to help coaches be prepared.

If you are interested, or if you have further questions, please contact Melissa Walker at melissawalker@nextcareerconsulting.com.

Update Your Member Profile on the ICF-NT Web Site

Update Your Member Profile Membership in ICF-NT Has its Benefits

The ICF-NT Board has responded to requests from our members for an enhanced “coach” search capability. The enhancement to the member Directory on the website is finished. When people look for a coach on the ICF-NT website, they can now search by key words as well as zip codes. Sounds good, doesn’t it? The ICF-NT Member Directory has new and enhanced search capabilities. These “search” criteria are similar to global ICF member profile Directory data points.

It is up to you to *update your Profile*. Follow the instructions below or go to the website and download a copy of the instructions found in the “Members Only Section” and “Member Only Documents.” Follow these instructions:

Step 1:

Login to the ICF-NT website. In the upper Right hand corner find “Profile.” Click on Profile, which opens to a web page with five dialog boxes.

“Membership Summary” is the top box and it should reflect your current status. If you have a question about your membership, please contact Tracy Cadorine: memberships@icf-nt.com.

Step 2:

Look at the “Website” box (right column, top box). Click on “Interests.” Move your cursor down to “Interests” and update your information in the two boxes on this page.

In the first box, “Coaching Specialties,” there are now seven *Coaching Specialties*. Check the boxes of the items that apply to you. The last choice under “Coaching Specialties” is *Available for Speaking or Training Engagements*. Check that box if it applies to you. In the second box, “Coaching Delivery,” has four methods to choose. Check all that apply.

When you finish checking your boxes on this page, scroll down and hit the “Save” button. You should receive a confirmation notice that your changes were saved.

Step 3:

Look at the “Personal Info” box (left column, top box). Click on “Contact Info.” You will want to update the information on this page. Scroll down and hit the “Save” button at the bottom of the page. You should receive a confirmation notice that your changes were saved.

When updating your contact info, “Website” means your personal website. Enter the full url: <http://www.etc>.

Step 4:

In the same “Personal Info” Box, move your cursor down to “Additional Membership Data” and click on it to update your information. Then scroll down and hit the “Save” button at the bottom of the page. You should receive a confirmation notice that your changes were saved

Step 5:

In the same “Personal Info” Box, move your cursor down to “Membership Directory” and click on it to update your information. (See the Note on Membership Directory information below.) The information here is what shows on the website. Scroll down and hit the “Save” button at the bottom of the page. You should receive a confirmation box that your changes were saved.

Note on the Social Media sections of Membership Directory:

FB = Facebook. Only enter your name, not the full url.

LI = LinkedIn. Per ICF-NT, enter everything after the www.linkedin.com.

Twitter: This is your username—everything after the @ on Twitter.

NOTE: The “Membership Directory” information is now key word searchable. You will want to include important search terms in your directory information. One possibility is to include an extra paragraph at the bottom. Start with the phrase, “Keywords:” and then include the terms separate by a comma. For example: Keywords: Career coaching, young adults, entrepreneurs, solopreneurs, business plans, business designs, financial coaching, marketing.

Upcoming Chapter Meetings and Programs

YOUR COMPANY NAME



Advertise your services,
offer your books,
or tout your expertise to
ICF-North Texas members

Sign up now to advertise in both
our monthly newsletter and on
our web site for only:

\$100 quarterly for members and
\$150 quarterly for non-members

Discounts for submissions
extending beyond quarterly

- ✓ High Res (300 dpi) jpeg ad
- ✓ jpeg no wider than 250 pixels
- ✓ Ads are subject to approval
of ICF-NT's Board
- ✓ Artwork and content must be
approved and payment made
prior to placing ad

Contact Mike Caracalas today
(treasurer@icf-nt.com)
to have your ad posted

January 13	ICF-NT Luncheon Program at Hackberry Creek Country Club. <i>Four Ways to Stand Out on Social Media with Snack-Size Content.</i> By Tanya Smith.
January 18— February 8	ICF-NT Snack Size Marketing Webinar Series. <i>4 Keys to Engage More Followers and Have More Fun with Social Media.</i> Four-part virtual series by Tanya Smith. At 6:00 PM on Wednesdays: January 18, January 25, February 1, and February 8.
February 10	ICF-NT Luncheon Program at Hackberry Creek Country Club. Learn from the Masters! Experience Laser Coaching by Five of ICF-NT/s MCCs. By ICF-NT MCCs: Judy Feld, Jayne Gardner, Teresa Pool, Jeannine Sandstrom, and Sara Smith.
March 10	ICF-NT Luncheon Program at Hackberry Creek Country Club. Information is forthcoming on the speaker and topic for March.
April 14	ICF-NT Luncheon Program at Hackberry Creek Country Club. Information is forthcoming on the speaker and topic for April.

Tell Us About Your Coaching Success Stories!

We'd like to hear about your coaching success stories—the successes of your coaching business and especially your clients' successes. These are an integral part of our ICF North Texas Coaches story. Your experiences remind us of our mission to grow and support a professional coaching community that drives results for individual coaches and those they serve. And sharing your story could help others.

Please take a minute to tell us about a positive experience you've had as a Coach. All stories will be reviewed and documented, and with permission, we may share your story online or in one of our ICF-NT publications.

If you're willing to share your story, please contact PR@icf-nt.com.

Thanks!

International Coach Federation—North Texas Chapter

www.icf-nt.com

Follow us on:

