

ICF Ohio Valley Annual Planning Meeting
August 7, 2015

Attendees:

Board: Chris Padgett, Janet Fulton, Ann Huttner, Jeff McNally, Belinda Gates, Sandy Hughes

Visitors: Peggy, Michelle, Kelly, Kevin, Jodi

BREAKOUT GROUP DEBRIEF

Marketing

1. Who must we be:

Holistic view of how marketing supports coaching & the things that the other groups do for the:

- chapter/ICF/OD
- individual member; certification; coach as a business; certification; business of coaching

2. Who are these audiences on the circle diagram:

- lone wolf - at least once a year need to ping this circle and see if can move them to another circle
- others - how can marketing or programming address each one of those circles

3. What can we do?

- develop metrics specifics (increase in web site hits; coach profile graphics e.g. certifications;
- determine what is meaningful for the chapter and individuals for us to measure?
- figure out how we can provide value for individual members; eg can we link individuals profile to linkedin or other online networks

Membership

- how do we make our individuals better because the organization is making them better?
- how do we get the people who have been members, got their experience and then move on keep their interest/membership?
- ICFOV may want to follow ICF global and require certification to be on board, which would be a reason to be a member
- how can we use a coaching model or culture as something that everybody brings but in a different way; everybody building around that and their different expertise
- the common objective for all types of coaches is the desire to help others -- taking folks from passive to active could build on that to help each other; how can we use this to engage members and provide a benefit

- Use an analogy like the law or nursing profession to convince people of the value; the ICF is the standards and defining body for all types of coaching.

Programming

Goal is to be excellent; to do that we need to be diversified in:

- types of programs,
- content
- delivery

To do that Need a diversified committee

How we will know our programs are successful --

- pull in high caliber presenters
- make sure programs help continue education
- furthering the profession
- We will know we are successful when the attendance increases

Who do we need to be?

- Idea seekers -- what are the programs people want? get out a survey and being open to ideas.
- We must be self promoters -- make sure we all know about & talk about them
- Need to make sure we are bold and edgy to reach under 40's

What must we do to achieve this?

- creating relationships even outside of ICF
- going to conferences & reaching out to people there
- persistence
- get strong leaders on committee
- make sure programs reach core competencies; normally these can be hard to find or expensive to do elsewhere so ICF OV would offer better value

What will it look like?

- we need numbers or a scorecard; percentages goals
- ICF OV becomes the model for all other chapters programming models