

March 2018 Newsletter

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March 9 Luncheon

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

*Register by March 5: \$30
Register after March 5: \$40*

[Register for the March 9 Luncheon Program](#)

*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

March 9 ICF-NT Luncheon Program

More Clients, Less Marketing: How to Create More Leads and Income by Doing LESS

By Mary Cravets

Our March 9 Luncheon Program features Mary Cravets, a business development expert and international speaker. Groomed in Silicon Valley, Mary teaches busy entrepreneurs how to attract more high-end clients so they can significantly grow their businesses—without working nights and weekends. Using her methods, the majority of her clients quickly increase their income 50–100%. **Watch this [short video](#) for an idea of what to expect from the program and workshop on March 9th.**



Within the coaching industry, Mary's methods are described as a "coach approach to marketing." Because of this, she is invited to present and teach worldwide.

Thanks to the freedom her proven business systems afford her, Mary spends much of her time focused on family with her husband, Adam, on the beautiful central coast of California. She's also an avid roller coaster enthusiast and a kayaking volunteer for a wildlife protection program in Morro Bay.

Program Description:

If you love coaching and want it to be easier to attract more clients consistently, join us. This highly interactive class gives you the simplest, most effective way to generate a steady stream of high-end clients without giving up your nights and weekends. In a no-hype environment, we'll create immediately implementable client generation tools, customized to your strengths and values.

Program Outcomes:

Referred to as "a coach approach to marketing," this method has a proven track record of helping both new and experienced coaches quickly generate more clients and increase their income by 50–100%. Participants will:

- Learn to strategically focus only on client generation activities you enjoy so you show up powerfully and consistently attract high-end clients
- Cut back time on marketing by 50–90%, while multiplying your results and getting your nights and weekends back
- Develop a streamlined strategy so you can stop stressing about where your next client is coming from, and instead relax and focus on making a bigger impact in the lives of others

CCEUs for this program: 1 CCEU

March 9 Workshop

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

[Register for the
March 9 Workshop](#)

Pay for this event online
when registering

Workshop Details

Time: 1:30 to 3:30 PM
Location: Hackberry Creek
Country Club
Address: 1901 W. Royal Lane
Irving, TX 76051
Website: www.hackberrycreekcc.com



Find out why
the most
Successful
Coaches
Start at
iPEC


Accredited Coach Training Program
International Coach Federation

START HERE

March 9 ICF-NT Workshop

How to Build a 6-Figure Coaching Practice Without Placing a Single Facebook Ad

By Mary Cravets

1:30 to 3:30 PM

(Immediately following the luncheon program)

Workshop Price: \$89.00

Join us following the luncheon program to learn exactly how Mary Cravets built a six-figure coaching practice without placing a single Facebook ad.

Workshop Outcomes:

In this 90-minute Master Class you will learn:

- The precise, low-tech strategies I used to build a six-figure coaching business (and not just *what* I did, but *how* I did it...so you can, too)
- Three places money is "leaking" out of your business, and how to reclaim it...before the end of the week
- The tactic that can double (or even triple) your closing ratio so you can stop wasting time with frustrating looky-loo prospects
- One simple thing you can do to build your email list by 50, 100, even 200 people *today*
- A complete system that will have people saying, "I *need* you," and be willing to pay you top dollar for your services

CCEUs for this workshop: 2 CCEUs

You're Welcome—Whether You're New or Not!

In January, a group of our past ICF-NT Presidents got together, as they do annually, to welcome the 2018 Board for our chapter. But not only did they welcome the new Board, they also discussed ways to grow the chapter and support its members. Out of this was born a new initiative—The Welcome Table. Our Welcome Table is one way the chapter will build a sense of community and be inclusive, which are both core chapter values.

If you're new to the chapter, you may be unsure about attending a luncheon where you don't know anyone. Or, perhaps you haven't been to an event in a while and wonder who you'll know. Put those concerns to the side. Upon arrival, you will be greeted and invited to The Welcome Table where members of our Board and other volunteers will be there to talk to you, learn about you and answer your questions. Whether you just want to connect with other coaches, learn about coach training programs, or find out about future ICF-North Texas events, we'll have someone who can answer your questions.

Jude Olson, Past President 2017 helped to bring this idea to life and hosted the first Welcome Table at the February meeting. She says, "*Whether you're a first-time guest or returning visitor or member, find us the next time you come for a luncheon meeting. We'll help you make connections with other coaches, answer any questions you might have, and give you a friendly North Texas welcome to our chapter home! Come on in and sit awhile—we'd like to get to know you!*"

Come
Sit with us

awhile...

Envision COACH TRAINING



Get World-Class
COACH TRAINING
from experts in the field

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

"...truly transformational..."

"...an AMAZING program..."

LEARN MORE



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.

President's Message

Dear Colleagues,

Over the past two months, the board has finalized the value proposition for the ICF-NT chapter. An essential resource for developing the value proposition was the survey on the Value of ICF-NT Membership disseminated to all members in January of this year.

For member associations, a value proposition is the "Why" that reflects the rationale of members to join, belong, and contribute to one organization rather than another. The focus is on the value that members get out of their membership. The ICF North Texas value proposition emphasizes the **Value of Professional Growth** that members realize through **Professional Development** and **Member Engagement** opportunities.



ICF-North Texas Value Proposition: ICF North Texas enriches the coaching community by providing opportunities for professional development and engagement through networking and service, which facilitates the professional growth of our coaches.

For our community of coaches and aspiring coaches, as well as organizations and educational institutions, we create a platform for **Professional Development** and **Member Engagement**. **Professional Development** relates to earning Continuing Education Units required for ICF certification renewal, participating in educational programs, and finding or offering mentorships. The value of **Member Engagement** encompasses connecting to other coaches and like-minded professionals for learning, idea sharing and business referrals, and serving the coaching community and community at large by volunteering time, talents and expertise.

What value do you get from your ICF-NT membership? I'd love to hear from you at president@icf-nt.com.

Together in community and service,
Catherine



Catherine A. Oleksiw, Ph.D., PCC
ICF-NT President, President@icf-nt.com

Lunch with the President Held on February 21

President Catherine Oleksiw, along with fellow board member Mike Caracalas and two past presidents, Teresa Pool and Neil Phillips, had a great time on February 21, 2018, at the inaugural *Lunch with the President* at Via Real in Irving. In addition to delicious food and great company, we shared ideas on how to get more involved with the chapter and how the chapter can better support members in their professional growth. One immediate outcome was moving forward with a Business Development LINC.

The next Lunch with the President is planned for April. Stay tuned!

Welcome to Our ICF North Texas New Members

Jan 25 — Feb 21

Galon Jones
Leanna Laskey McGrath
Jill Perrin

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-NT 2018 Board

President: [Catherine Oleksiw](#)

President-Elect: [Mike Caracalas](#)

Secretary: [Tim Kincaid](#)

Treasurer: [Steve Coxsey](#)

Past President: [Jude Olson](#)

Programs: [Kristin Roberts](#)

Membership: [Tracy Cadorine](#)

Marketing/Social Media:
[Lisa Yarbough](#)

Alliances: [Kathleen Klaviter](#)

Communications: [Lisa Seay](#)

Events: [Kim Hutchings](#)

We Did It! Paperless CCEU Certificate

If you attended the February luncheon, you may have sensed that leaving without your CCEU certificate felt—well, just wrong. But on the Monday after the luncheon you should have received, via the email you have registered with ICF-Texas, your CCEU certificate and a survey to gain your input on the program.

For you, this means less paper to deal with. And it gives our program committee members the time to focus on bringing you great programs instead of printing certificates and surveys for distribution at meetings.

If you weren't at the meeting in February or if you want more information on how you'll receive your CCEU certificate, stop by the Welcome Table at any monthly luncheon or contact Programs@icf-nt.com.

Be sure to check in at the Welcome Table when you arrive at monthly meetings so we can record your attendance. We send email certificates only to those who actually attend our meetings.

ICF All-Texas Coaches Retreat and Conference, April 6—8

Our first All-Texas Coaches Retreat and Conference is sold out! Sixty coaches have signed up for the event that will take place Friday through Sunday, April 6—8, 2018.

It may still be possible to join us. If someone has registered but is unable to attend, he or she will post that information on the event Facebook page at <https://www.facebook.com/groups/ICFTXconference/>.

Sara Smith, MCC, is co-facilitating the opening session with Steve Coxsey, MA, PCC, to start us off on a meaningful, enjoyable weekend experience. The theme of the event will be the importance for coaches of "Tuning the Instrument" through self-care, deepening self-awareness, and creating and strengthening connections with other coaches. There will be workshop experiences for CCEUs, planned wellness activities that are not for CCEUs, and open time to enjoy the activities available at the venue.

Save the Date—Upcoming ICF-NT Meetings

- ✓ **Friday, April 13:** ICF-NT Luncheon Program and Workshop
Dana Phillips, PCC, presents a program and workshop on Business Development
- ✓ **Friday, May 11:** ICF-NT Luncheon Program
Holly Williams leads a program on Group Coaching How To's
- ✓ **Friday, June 8:** ICF-NT Luncheon Program and Workshop
Kelly Gallagher presents a program and workshop on Sales
- ✓ **Friday, July 13:** ICF-NT Luncheon Program
Pamela Teagarten teaches us about Positive Psychology
- ✓ **Friday, August 10:** ICF-NT Luncheon Program
Teresa Pool presents a program on MCC, PCC Markers (ICF Credentialing)





ICF Global News

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

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.

Leverage the ICF Brand

The ICF has invested in great [marketing and brand work](#) that is available for use by members. Check out what is available and proudly display your membership in the strongest coaching organization on the planet!



ICF-NT Member Spotlight — March 2018

Stephen Coxsey, MA, PCC

Who would think that a coaching career could start with a simple postcard that stood out from the rest of the contents of the mailbox? For Steve Coxsey, who was working as a therapist and then a business owner, that postcard arrived at exactly the right time. Steve was considering how he wanted to utilize his therapy skills differently—in a way that would help people direct lives more actively and intentionally to accomplish meaningful goals. He acted on that postcard that offered a coach training program and now he is a leadership coach.



Steve works not only with clients in traditional leadership roles, but over the years, has found working with small businesses to be fulfilling. He works with clients on the broader topic of career development as well as how self-leadership relates to the topics of family and relationships. Once a therapist, always a therapist! Like any good coach, Steve's best questions are crafted in the moment in response to a client. You might hear him ask some variation of, "What do you have to say 'no' to in order to say 'yes' to that?"

Steve was looking for a more rewarding experience with ICF-NT and decided to begin volunteering. He got involved with a member survey project and began to establish friendships. By volunteering to support Prism, an annual event hosted by the chapter, he met many long-term members and learned about the chapter's history. Stepping outside the boundaries of the chapter, Steve attended the first-ever regional leadership retreat, which led to him being asked to run for a board position. Perhaps this original leadership retreat inspired Steve on his latest endeavor to organize, along with other Texas chapter leaders, an All-Texas retreat, taking place on April 6-8.

Now that we know Steve professionally, what might we find him doing in his personal time? He enjoys a variety of foods from around the world along with a trip to the museum or aquarium with family. On a sunny day, you might find Steve walking (not running) outside in the fresh air. But when it's gray and cloudy and drizzly, he might be reading a book on his current list: *Emotional Agility* by Susan David or *The Whole Brain Child* or *Brainstorm*, both by Dan Siegel. If it's a movie you enjoy, Steve will attend with you, especially if it's an independent or foreign film—the quirkier the better.

Undoubtedly, you now understand why we're glad that postcard arrived in Steve's mailbox. The coaching profession and our chapter are beneficiaries of the choice he made to become a coach and a leader in ICF-NT.

ICF Global Leader Forum: March 15-17 in Vancouver

The ICF Global Leader Forum (GLF) will be held for the fourth year March 15-17 in Vancouver, British Columbia. Catherine Oleksiw, President, and Kristin Robinson, Programs Chair, will be representing ICF-North Texas.

This ICF Global leadership event is designed to provide chapter presidents practical training and advice for leading ICF chapters. From managing finances to engaging volunteers, the GLF is designed to offer tools and training leaders can share with their teams to help their chapter to run more effectively.

This Forum is also an opportunity to leverage the strength of being a global organization. ICF North Texas chapter leaders will be able to meet and share ideas and plans with chapter leaders from all around the world—which will most certainly benefit us, right here in North Texas.

Upcoming Meetings and Events

YOUR COMPANY NAME



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

Contact us to advertise in both our monthly newsletter and on our web site for only:

\$100 quarterly for members
 \$350 yearly for members
 \$150 quarterly for non-members
 \$550 yearly for non-members

\$25 fee for changes to Ads in the middle of a paid period.

- ✓ High Res (300 dpi) jpeg ad
- ✓ jpeg at least 250 pixels wide
- ✓ Ads are subject to approval of ICF-NT's Board
- ✓ Artwork and content must be approved and payment made prior to placing ad

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

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March 9	ICF-NT Workshop at Hackberry Creek Country Club. How to Build a 6-Figure Coaching Practice Without Placing a Single Facebook Ad. Presented by Mary Cravets.
April 6—8	ICF All-Texas Coaches Retreat and Conference. Register at: https://www.facebook.com/groups/ICFTXconference/ . Make sure you have lodging prior to signing up. The retreat and conference will be held in the Hill Country outside of Austin. The event will include workshops providing CCEU credits.
April 13	ICF-NT Luncheon Program at Hackberry Creek Country Club. <i>Business Development.</i> Presented by Dana Phillips, PCC. Details are forthcoming.
April 13	ICF-NT Workshop at Hackberry Creek Country Club. <i>Business Development.</i> Presented by Dana Phillips, PCC. Details are forthcoming.
May 11	ICF-NT Luncheon Program at Hackberry Creek Country Club. <i>Group Coaching How To's.</i> Presented by Holly Williams. Details are forthcoming.

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 interested in sharing your story, please contact socialmedia@icf-nt.com.

International Coach Federation—North Texas Chapter
www.icf-nt.com

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