

Coach Sutra



Lovely Kumar

Director -
Communication,
ICF Delhi NCR
Charter Chapter

LETTER FROM THE EDITOR

Dear Fellow Coaches,

Summer turns to fall, and with that, it's time for yet another edition of our magazine, Coach Sutra.

Coach Sutra is a space for all coaches to share their experiences, reflections and thoughts with their peers. This sharing benefits all of us as a community.

We hope you enjoy the newest edition and also decide to share your experience with us by contributing to the upcoming editions.

Happy Coaching!

Lovely Kumar

icfdelhincrcommunications@gmail.com

MESSAGE FROM THE PRESIDENT

Dear Fellow Coaches,

It is great to touch and feel the future by envisioning it rightly. We, at the chapter, understand the need of the hour and are endeavouring to empower you through our various activities, so that you become more significant for the future.

Discussions around AI, team coaching, and coaching supervision are becoming more relevant to us.

Coaches are discussing: how AI will score on many facets of coaching (ICF Core competencies, goal tracking, accountability, skill enhancement, coaching models/tools, ethical considerations, human touch, accessibility, scalability, reachability, cost-effectiveness, behavioural/emotional aspects, and individualised coaching.

For sure, AI can reach a massive number of clients, 24/7, cost-effectively using virtual coaching tools. However, it misses the personal touch, emotional intelligence, and profound connection that traditional human coaching offers. AI can enhance and complement the coaching experience, and therefore I envision the future of coaching to be Human and AI coaching together.

Wishing you all a great future ahead in your professional coaching journey..

Best Regards,

Radha Kant Jaiswal



*Radha Kant
Jaiswal*

President,
ICF Delhi NCR
Charter Chapter

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Assessments Are A Key To Unlock Vulnerability

By Lovely Kumar

Any seasoned coach knows that **vulnerability is tricky**. Nobody likes to feel vulnerable. And **if you get people to feel too vulnerable too fast, you lose them**. And I know that all too well.

It was my first coach training session, and I, along with 22 other participants, were eager to explore the world of coaching. It was day 1 of an 8-day program, and we hadn't even had the first tea break when the facilitator wanted a volunteer. I volunteered for the short demonstration, and I was asked to pick up a real issue. The facilitator dropped the curtain, and we started talking. I talked about my mother, whom I had lost exactly 2 years ago. This was a REAL issue and a touchy one. I was in tears. We had to break for tea and the facilitator asked if I was fine with continuing the conversation post tea. I agreed to it. However, in the break I went to the washroom and washed my face and changed my mind.

The interesting thing was that this incident had a chilling effect on all participants for the entire program. Nobody was willing to be vulnerable. This was my first-hand experience with **understanding the power of coaching to create vulnerability and how NOT to do so**.

The fact is, **in a business culture that rewards strength in a leader, it is difficult for leaders to let go and embrace vulnerability in a coaching session**. Yet as a coach, you know that **vulnerability is the first step to change**. Unless a leader acknowledges there is a gap, there is no way any progress will be made. **So, how do you convince a leader to be vulnerable? How fast do you go really deep? And where do you stop?**

This puzzled me till I got a chance to ask **John Mattone** for his perspective during the Intelligent Leadership Executive Coach Training.

I realised that **assessments provide a natural invitation to the leader to be vulnerable**.

Assessments also provide **data points in a non-threatening manner** for the leader to mull over. Furthermore, the debrief and the coaching sessions allow the leader to explore the insights he or she has gained. In fact, as a coach, you can add tremendous value to the leader by providing data points through multiple assessments. It is precisely why I use an objective assessment like the Extended DISC Assessment and a subjective one such as the FinxS Open 360 to get a holistic view of not only the leader's hard-wired tendencies but also self and other stakeholder's perceptions about his or her behaviour.

Another insight was that while as a coach you may have the skill to get a leader to go deep, **you are not a therapist**. It is not your objective to get the leader to process their past. As a coach, you only go deep enough so that they can leverage their inner core (i.e., their values, experiences, and self-concept) to impact their outer core (i.e., achieve their stated goal).

Additionally, I understood that you need to **be very attentive to changes in their body language, their tonality, etc.**

If you feel they are getting uncomfortable with the level of vulnerability, stop immediately. **Establish safety and seek permission** to ask questions once again. Resist the temptation to achieve a “breakthrough” by pushing at that moment. It is more productive that the leader stays open to the coaching process.

And while as coaches we attempt to get the nuances of vulnerability “right,” we must always remember that no matter how difficult it is, “vulnerability,” in the words of Brene Brown, “is the birthplace of innovation, creativity, and change.” and therefore we and our coachees need to embrace it.

By Lovely Kumar

PCC, Leadership Coach
Director- Larks Learning,
Official Partner- Extended DISC & FinxS
Assessment Suites,
Director - Communication,
ICF Delhi NCR Chapter



Ontology in Coaching

By Amit Kumar

Coaching is a way of transforming the lives of clients by bringing awareness in them. Coaching is comparatively a rather young phenomenon. However, it has seen the development of newer techniques and tools to achieve its objective. Various assessment methods aid the client evaluation for best coaching results. Coaching may be termed as a mind activity. In this context, the effect of coaching on the neurons and also brain is being researched. Further, the very nature of being and understanding it leads to metaphysics and other associated fields. Ontology is one such field that has found its way in Coaching.

Ontology is a branch of metaphysics dealing with the nature of being. It is a set of concepts and categories in a subject area or domain that shows their properties and the relations between them.

Ontology, at its simplest, is the study of existence. But it is much more than that, too. It is also a study of how we determine if things exist or not, as well as the classification of existence. It attempts to take things that are abstract and establish that they are, in fact, real.

In brief, ontology, as a branch of philosophy, is the science of what is, of the kinds and structures of objects. In simple terms, ontology seeks the classification and explanation of entities. Ontology is about the object of inquiry, what is set to be examined. Examples of ontology questions are “Does God exist?”, “Are my feelings real?”, “What is ‘nothing’, and does it exist?”

Ontology has four distinct categories – realism, empiricism, positivism and post modernism.

The principle of ontology is to articulate the basic structure of being by examining what all entities have in common and how they are divided into the above four categories.

Ontological coaching is a methodology that uses ontology to help individuals, teams and organisations create new perspectives in their worldview. Ontological Coaching combines elements of philosophy, linguistics, psychology, and neuroscience to help people become more self-aware and learn. It often involves examining a client's underlying assumptions, habits of thinking, and ways of relating to others.

Ontological coaching is based on the belief that all humans share three domains; language, emotions and body. It guides people through the perceptions they have created about themselves and how they communicate with their own being. The objective is to help people observe their behaviours when going through life's goals, failures, losses and gains and then act from a sense of mental, emotional and bodily awareness and intelligence.

Ontological coaching is a coaching approach that helps people understand themselves, their perceptions and how they interact with the world. Ontological coaching helps bring about meaningful changes in the lives of people by:

- Exploring and shifting fundamental ways of being
- Identifying and challenging limiting beliefs or patterns
- Developing new perspectives and practices

Ontological coaching is highly effective because it is based on a new deeply grounded and practical understanding of language, moods and conversations for behavioural and cultural transformation. Ontology in coaching is about helping a client create 'distinctions,' which is simply being able to separate two things that have been unconsciously stuck together. Ontological coaching is a transformational form of coaching. It does not simply try to solve a client's presenting issue.

The essence of an ontological approach to life, coaching and leadership is about becoming a different and more powerful Observer. The meaning of power in this context is the ability to take more effective action in order to live a more mentally, emotionally, physically and spiritually enriched life, in which we can contribute more to others and the betterment of the world.

This coaching approach considers the interconnectedness of the individual, their relationships, and their environment. It recognises that change is not isolated to the individual alone but involves the broader context in which they exist. Ontological coaching can be applied in various domains, including personal development, leadership, business, and organisational settings.

By Amit Kumar

ICF-ACC, Former ED – ONGC,
Consultant BPRL & OTBL,
NLP & DISC Practitioner,
VP- ICF Delhi NCR Chapter



Exploring Emotions at Work for a Coach: Reflections and Learnings as Coach Supervisor

By Paras Goyal

Introduction & the inquiry

Over the last few months, I have had the great opportunity to work with coaches as a supervisor. As I began my journey in supervision, I was very intrigued to reflect on 'emotions at work for a coach' before, during, and after a coaching session. This curiosity led me to investigate the emotional ride coaches experience and how these impact their presence, engagement, and outcomes in coaching sessions. Specifically, I aimed to understand how becoming aware of one's emotions as a coach can be leveraged more meaningfully during coaching dialogues. Additionally, I wanted to explore how the emotional state before entering a session and the reflections afterward could contribute to building a more effective long-term coaching practice.

The Exploration Method

There were broadly two key exploration methods used:

First, I delved into the **concepts of psychodynamic theory and models**. This was something I had known but had not explored deeply. I leveraged the course material provided, which was very useful in understanding how to bring the psychodynamic perspective into a non-therapeutic context and how it can inform and enhance the practice of coaches. The understanding of defence mechanisms, which includes repression, denial, splitting, rationalisation, identification, and projection, was particularly useful for this inquiry. These mechanisms, often employed unconsciously, serve to protect individuals from experiencing anxiety or discomfort but can also hinder genuine emotional expression and connection.

second was to read and understand the **David Clutterbuck reference work on Reflective Stages**: using the seven conversations in supervision. Given some understanding of the different reflection stages during the course content, I was keen to know how to best leverage 'pre-flex' and 'reflect' questions to prepare for and reflect on coaching sessions, focusing on the coach's emotional state. As per David, the first conversation, which is the coach's reflection before dialogue and preparatory thinking before the coaching conversation, ensures that the coach is prepared for the coaching conversation. Inevitably, this helps to reflect upon their own and client's emotions. I also reflected on my practice and made some notes on how I 'go into' a coaching session, what is my emotional state, and how my emotional state helps / hinders me to be fully present for my clients.

The third key concept I wanted to understand and read is on **Drama Triangle**: recognizing when coaches fall into the 'rescuer' role and see clients as 'victims,' and how this realisation impacts their emotional state during sessions. I also explored more literature on Drama Triangle using the course reading material provided. While I have known about this before, I got to understand another layer of understanding and how subtle the roles can change in the drama triangle.

Finally, to **explore it real time as supervisor**. I had the opportunity to work with two coaches who shared their challenges, which were along these lines. Using a mix of exploratory methods and sharing my own experiences, we delved deeper into understanding this better.

Insights and Discoveries: Through my exploration, I discovered several key insights.

- **Preparation and emotional state are important.** Coaches' emotional states before sessions significantly affect their presence and effectiveness as a coach. Proper emotional preparation helps coaches to be fully present and engaged during sessions. In case they are coming back from an intense emotion just before the session, coaches need to find ways to neutralise those emotions so that it does not impact them and therefore their coaching clients. While coaches do understand few techniques that help them get ready for the session, they may not be leveraging them fully, all the time.
- **Awareness during sessions can be supportive.** For a coach, the inner dialogue takes place in parallel with the process of listening and asking in a coaching conversation. At times these dialogues can be inner-directed, at others they are outer-directed. Inner-directed conversations relate to 'How am I helping?' and might address questions such as, What is the quality of my listening? Is my intuition turned on. What assumptions am I making? While outer-directed conversations, in contrast, raise awareness of issues such as, What is my client not saying? How am I feeling in the moment? If I feel uncomfortable, what is making me so? Coaches who are aware of their emotions during sessions can leverage this awareness to enhance their listening and empathy. This self-awareness supports deeper connections with clients and more effective coaching interventions.
- **Labeling the emotion and then allowing it.** To 'accept' can be more effective to manage emotions during the coaching session. And on the other hand, if a lingering emotion is going on during the coaching session, it can actually make coaches' presence low and impact listening. Easier said than done, it may be difficult to get that awareness moment for the coach during the session. During my supervision journey, it was helpful for my supervisee when he verbalised his observations on these lines. This made him realise that there is a moment of disconnect in his conversation, but he was not able to pin that down.
- **Verbalising Emotions if Possible** while keeping in mind the coach-client relationship maturity: When coaches verbalise their emotions appropriately, it can create a powerful impact on the client. This expression must be managed carefully to maintain professional boundaries and support the client's growth. However, becoming vulnerable requires a strong and mature coach-coachee relationship: The ability to express emotions is closely linked to the maturity of the coach-client relationship. Coaches need to gauge the relationship's maturity before sharing vulnerable emotional expressions. It may not work for all the clients all the time. However, I would like to still understand in my future coaching supervision journey: how would this maturity look like? How can the coach be moderately comfortable to gauge the maturing of the relationship? As I reflect on my coaching client, even I cannot pinpoint or drive how best to measure the maturing of my relationship with my clients and how they are different.
- **The Role of Metaphors and Visual Narratives.** Emotions are often complex and layered. Using visual narratives and metaphors helps in expressing these emotions more effectively, facilitating deeper exploration and understanding for the client. That's where metaphors come in handy. Metaphors allow to express and understand emotions by comparing them to familiar, tangible experiences. During one of the sessions, my supervisee shared her anxiety which is experienced during the first initial 5 minutes of the session. When asked, what is it like?

She shared it is like having hundreds of butterflies in my stomach—tickling me. Indeed, this metaphor suggests feelings of nervousness or excitement, which can create a fluttery, anxious sensation in the stomach. I used this as an opportunity to get deeper. We then worked further on this and explored. What is the color of the butterflies? Have you seen such butterflies before? What are these butterflies trying to tell you? How can you provide them a space that can actually support you? As the session progressed, she became more comfortable with these butterflies and suggested using them in a way that supports her. This was a great example for me to see how useful it can be to leverage metaphors while working with the emotions of the coach before, during, or after the session.

- **Psychodynamic perspective can give clues for our emotions.** In one of the sessions with the supervisee, he shared how while working with one of his clients he became uncomfortable, and there were 'weird' kinds of emotions that enveloped his mind and emotional state. We explored this further using some of the exploratory intervention, covering questions such as where all do you experience this in your body? What is stimulating this emotion? Who do they remind you of? What might be happening for the client when you are having this emotion? What is happening in the space while you are working with that client? What is happening inside you as when you are coaching the client? He then shared an event from his past where, as a child he has an authoritative figure who was very strict, and he never felt expressive in front of him. He recalled few instances where his interaction with authoritative figures have been negative, and he felt choked.

After realising this as a "projection defence mechanism" from the psychodynamic theory, which is not fully resolved and hence was impacting his emotional state during the session. We further explored, what and how this needs to be expressed? How comfortable would he be to share this with his coachee? What else resonates with him as he thinks about resolving this further? This session also acted as 'discharging' of emotions by the supervisee around self-critic and self-hatred. I also realised how 'the restorative' function of supervision can support in such situations. It was a very strong learning experience for me, and I got to know how our defence mechanism takes place when we unconsciously explore an aspect of ourselves that we are not able to tolerate consciously with another person and then may potentially blame them.

Conclusion: In conclusion, emotions play a vital role in coaching supervision and can significantly enhance coaching effectiveness. By becoming more aware of and leveraging their emotions, coaches can foster deeper client relationships and achieve better outcomes. This inquiry highlights the need for ongoing research and practical application of emotional awareness and regulation in the field of coaching, encouraging coaches and supervisors to embrace their emotional landscapes as a valuable resource.

By integrating psychodynamic insights, understanding the Drama Triangle, and applying emotional intelligence techniques, coaches can navigate their emotional landscapes with greater skill and empathy.

By Paras Goyal

PCC, Global Director, BCG
Unlocking the potential of
those who advance the
world !



The Power of Being Fully Present - My Reflections

By Kenneth Wheeler

Imagine you're sitting across from your client, who's in the midst of sharing a deeply personal and challenging story. You notice their eyes welling up with tears, their voice quivering with emotion. At this moment, what's running through your mind? Are you truly there with them, fully engaged and present, or is your mind drifting to the next question you plan to ask? Or you begin to empathise and think, "this must be really difficult for the client, I have been there too!"

As an executive and leadership coach, maintaining full presence with your client, I realise today is not just a skill—it's an art form or even a discipline form. **You need to be deliberate in practicing being fully present to transition from a good to a great coach!**

Having had the privilege to work with and coach some successful leaders, I understand that the **following 5 attributes are critical to 'being fully present'**.

1. Engaging with the client with undivided attention, active listening, and expressing genuine curiosity
2. Creating a space where clients feel seen and heard, regardless of the topic or the emotions they are demonstrating. This level of presence allows for a deeper connection and a more impactful coaching experience
3. Listening not just to the words being spoken but also to the underlying emotions and body language of the client
4. Being attuned to the subtle shifts in energy and being responsive to the client's needs in the moment
5. Most importantly, as a great coach, it is about being willing to sit with discomfort, whether it's the client's or your own and resist the urge to rescue or fix

The capacity to be present is a skill that can be developed over time, and it starts with recognising the value of giving someone your full attention. Yet, achieving this level of presence can be challenging, and more so at the initial journey of being a Coach.

My top 4 reasons that come in the way of being fully present are:

1. The pressure to deliver results or stick to a strict coaching agenda can pull your focus away from the client in the moment
2. Our own set of biases and assumptions can cloud your judgement and prevent us from truly listening to the client. When this happens we are no longer fully present and open to the client's unique perspective
3. Clients often bring up emotionally charged topics that can trigger strong reactions in us. Whether it's empathy for a client's struggles or identification with their experiences, these emotional responses can distract us from maintaining a neutral and supportive presence
4. Failing to prepare adequately for a session can lead to a lack of presence, as the coach may be mentally scrambling to catch up or stay on track

6 Strategies to enhance coaching presence:

1. Begin each session with a mindfulness exercise to centre yourself and your client. I often sing a song and that frees me from any mind clutter plus brings me to a happy focused state

2. Turn off notifications and remove any distractions that could interrupt the session. Zoom out of everything 20 minutes prior to the start of the session and zoom in to be intentionally present with your client
3. Observe non-verbal cues and explore their meaning with the client
4. Practice reflective listening by summarising what the client has said and asking clarifying questions to ensure you fully grasp their perspective
5. Recognizing and acknowledging your own emotions without letting them interfere with the coaching process is essential. Supervision, mentoring, peer coaching, and continuous personal development can provide valuable support in managing these emotional challenges
6. Approaching each session with a “beginner’s mind,” where you set aside preconceived notions and focus on the client’s reality, can lead to more effective and unbiased coaching.

To Bring It Together:

As coaches, we have the opportunity to demonstrate the transformative power of presence, and in doing so, we can inspire leaders to bring their full selves to every interaction, every conversation, and every moment of their lives. The journey to mastering coaching presence is ongoing and it requires a commitment to self-awareness, mindfulness, and continuous growth.

Just as a lighthouse stands unwavering amidst the storm, guiding ships safely to shore, your steady presence illuminates the path for your clients, fostering trust, insights, and emotional safety. In the end, the true essence of coaching lies in the ability to be fully present, moment by moment, with an open heart and a curious mind!

By Kenneth Wheeler
 Founder Selah Consulting
 Solutions,
 Leadership & Executive Coach,
 LinkedIn Top Influential Voice,
 Senior HR & L&D Professional



What Is That ONE Thing?

By Alok Sharma

Quoting Jinny Riat, Master Certified Coach, “My purpose of coaching leaders is to humanise the workplace.” What a powerful statement!!

That set me thinking, **How does one achieve such a purpose as a coach?** What seeds does a person (the CEO, a coach, or a consultant) sow on the workplace grounds in order to witness a humanised workplace, if it is not already? And most importantly, what does it mean?

Being human is what every person (not necessarily every leader) strives for, in her life journey. Tenure in corporate is a subset of that journey. During this time, as the person grows in hierarchy the proportion of her time being spent with other human beings (stakeholders- team members, manager, management, customers, vendors et. al.) increases steadily, sometimes disproportionately. The human factor comes alive in human interactions.

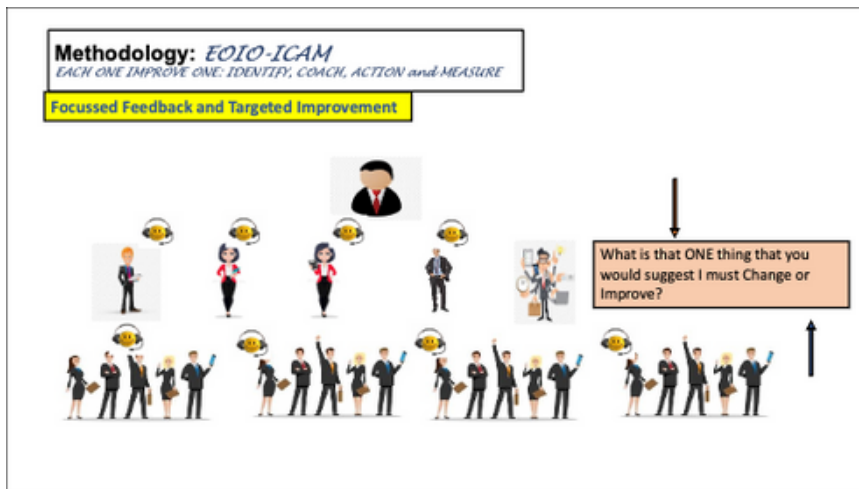
That's where the opportunity of demonstrating the human side of the individual lies. So, it is all about human traits being demonstrated in every human interaction; wholly, partially or not at all.

There are multiple tools and instruments being used to get some insights into the humanness of the individual leader in an organisation. These insights are based on behavioural experiences of other humans with whom this leader often interacts, often termed perceptions. Therefore, the instruments used reflect a fair degree of accuracy of behavioural aspects (human-ness) of the leader in subject.

What if a leader is conscious (or made conscious) of self-development and does not depend on the tools to give her insights into her humanness? Rather seek direct input from other humans with whom she interacts frequently.

We used this philosophy, call it methodology, in an organisation last year where I was engaged as an external coach.

CEO sponsored, CXO and CXO-1 leaders for coaching. Each had 4-8 people as direct reports. To identify their respective improvement journey, they were tasked with seeking an opportunity for improvement from each of direct reports and the reporting manager by asking this question:



What is that one thing that you would suggest I must change or improve?

Now, this is not as easy as it seems.

The leader needs to demonstrate genuine interest in seeking the answer and therefore humility comes into play. Not only that, people also need to believe her genuine interest, purpose, and commitment; therefore, trust comes into play, especially when there is no precedence of such an initiative.

Each leader was coached to execute this task and was able to collect 5-7 opportunities for improvement. Then the leader and the coach reflected on those over the year for the organisation and the teams to benefit from. First round is over and second round awaited. The methodology, as it percolates down, has a potential to bring about transformational change in the organisational culture and make it a Great Place to Work.

The only drawback with this method is that it is too simplistic. The positive side of the methodology is that results are guaranteed. All it requires is consistency, persistence and focus on self improvement on the part of each leader/ individual. Not to mention the sustained sponsorship for the initiative to prevail.

By [Alok Sharma](#)
PCC, EMCC EIA SP
Coaching for Leadership
and Life



Rising from Redundancy: A Finance Professional's Transformation Through Coaching

By Aditya Sisodia

Summary: Experiencing a layoff can be emotionally challenging, especially when your professional identity is closely tied to your sense of self. To navigate this difficult transition, it's crucial to process your emotions, seek support from your network, and rediscover your identity beyond your work. By accepting your story without letting it define you, building a strong support system, and consciously cultivating a multi-faceted identity, you can emerge from a layoff with resilience, clarity, and a renewed sense of purpose.

The email arrived on a dreary Monday morning, its subject line stark and ominous: "Important Announcement: Workforce Restructuring." My heart sank as I read the words that confirmed my worst fears—my position at the financial firm was being eliminated. A wave of emotions washed over me—shock, disbelief, anger, and finally, a deep sense of loss.

For over a decade, I had dedicated myself to my career in finance, climbing the corporate ladder with unwavering determination. My job wasn't just a means to an end; it was an integral part of my identity. The corner office, the impressive title of VP of Financial Analysis, the six-figure salary—these were the external markers of my success, the tangible proof of my worth.

But in that moment, as I stared at the redundancy notice, I realised that my professional identity had become a gilded cage, trapping me in a life that no longer felt fulfilling. The long hours, the constant pressure to perform, the sacrifices I had made for my career - it all seemed meaningless in the face of this sudden and unexpected loss.

The days that followed were a blur of anger, self-doubt, and anxiety. I questioned my abilities, my choices, my entire career path. The familiar routine that had once provided structure and purpose was gone, leaving me adrift in a sea of uncertainty.

As a career coach, I've seen this pattern time and again. Many of my clients, like Rajani, initially struggle with feelings of inadequacy and loss after a layoff. Their professional identity is so intertwined with their sense of self that losing their job feels like losing a part of themselves.

But as the initial shock subsided, a glimmer of hope emerged for Rajani. She began to see this setback as an opportunity for reinvention, a chance to break free from the confines of her old life and explore new possibilities.

Together, we embarked on a journey of self-discovery. We started by taking stock of her skills and passions. What did she truly enjoy doing? What were her strengths? What kind of work would bring her a sense of purpose and fulfilment?

Rajani had a strong background in finance, with an MBA and extensive experience in financial analysis, budgeting, and mergers and acquisitions. But she also had a passion for mentoring and helping others.

Through our coaching sessions, Rajani began to envision a new path for herself. She realised that she could leverage her financial expertise and her passion for helping others by starting her own consulting business, specialising in financial coaching and mentoring. The journey wasn't easy. There were setbacks and challenges along the way. But Rajani persevered, fuelled by a newfound sense of purpose and a belief in her own abilities.

Today, Rajani is a successful financial consultant, helping individuals and businesses achieve their financial goals. She has learned that our professional identities are not fixed or immutable. They can evolve and change as we grow and learn. And sometimes, it takes a major setback to realise that we are capable of so much more than we ever imagined.

Rajani's story is a testament to the power of resilience, self-discovery, and the transformative potential of career coaching. **It is a reminder that even in the face of adversity, we can find new paths to fulfilment and success.**

By Aditya Sisodia

PCC, CoachSisodia
Leadership Coach,
ICF Mentor Coach
Founder and CEO -
S Vision Consultants



My Experience with Vulnerability

By Alok Bohara

When I first encountered coaching and delved into the ICF Core Competencies, I was initially perplexed by the emphasis on vulnerability. For a long time, I had equated vulnerability with weakness. To confirm my belief, I consulted the Oxford Dictionary, which defines vulnerability as being "weak and easily hurt physically and emotionally."

Raised in an environment that prized confidence, strength, firmness, and certainty, I always strived to embody these qualities. Whether addressing an audience on stage, competing in a badminton final, or entering an examination hall, I aimed to project an image of unwavering confidence. As a corporate professional, this expectation continued, whether interacting with customers, suppliers, or higher-ups. The idea of vulnerability being a desired competency in coaching was a significant challenge for me.

In my quest to understand this concept, I discovered the work of Dr. Brené Brown, who asserts, "Vulnerability is not weakness; it's our most accurate measure of courage."

This assertion deepened my confusion—how could vulnerability be associated with courage? And why should it be a crucial competency for a coach?

As I grappled with this paradox, it became clear that vulnerability is not merely a personal challenge but a crucial aspect of effective coaching. **Embracing vulnerability is indeed an act of courage.** It involves accepting imperfection, practicing self-compassion, and fostering authentic connections. Vulnerability means letting go of who you think you should be to embrace who you truly are. It entails being willing to take risks without guarantees and investing in relationships that might not always succeed. Dr. Brown states that while vulnerability can expose us to shame, fear, and struggles with worthiness, it is also the birthplace of joy, creativity, belonging, and love.

In coaching, creating a psychologically safe environment is essential. This safety enables clients to share openly and honestly. As coaches, we must be comfortable navigating the unknown, managing strong emotions, and handling moments of pause and silence.

Vulnerability plays a pivotal role in achieving these qualities. It allows us to build a genuine partnership with clients, where we can demonstrate empathy and openness. By embracing our own vulnerabilities, we not only model authenticity but also encourage clients to engage deeply and honestly.

As Giuseppe Totino, MCC, and Elizabeth Mangini, PCC, aptly state in their article posted on the ICF website, "Coaches need to train themselves to reframe vulnerability from an expression of weakness to a source of strength, creativity, and connection." This mindset shift helps us to foster a strong, equal relationship and facilitates the development of trust and rapport, which are fundamental for effective coaching.

The Bhagavad Gita reveals the significance of mutual vulnerability in deepening connections. Arjuna's vulnerability in seeking guidance led Krishna to share the profound wisdom. On the other hand, though Arjuna acknowledges Krishna's divine form, he requests Krishna to revert to his more human appearance. This act of vulnerability from both sides fosters a more genuine and approachable dialogue, enabling Arjuna to connect with Krishna on a more personal and meaningful level.

In summary, vulnerability is not a liability but a strength. It underpins effective coaching by enabling genuine connections and fostering a safe space for clients to explore and grow. Embracing our own vulnerabilities as coaches allows us to facilitate our clients' journeys with empathy and authenticity, ultimately leading to richer, more transformative coaching experiences.

By [Alok Bohara](#)
ACC, Leadership Coach,
Experienced banker,
Trainer & Facilitator



The Transformative Power of Speaking on Stage for Coaches

By Sandeep Gupta

The global coaching industry is in the midst of a remarkable transformation. Over the last five years, it has blossomed from USD 2.81 billion in 2019 to an impressive USD 4.56 billion in 2023, representing a growth of 62%. As this sector expands, so does the number of certified coaches, which, according to the International Coaching Federation (ICF), increased from 71,000 in 2019 to 109,200 in 2023.

This surge is more than just numbers; it's a reflection of a world where more people seek guidance to navigate the intricacies of their careers and personal lives. But with this wave of growth comes a new challenge—a landscape filled with eager coaches, all vying to make their mark. How do you stand out in such a vibrant, yet crowded field?

The Magic of the Stage

Imagine yourself in a dimly lit room; the hum of conversations around you fades as your name is announced. Your heart races, but it's a good feeling—this is your moment. As you step onto the stage, the spotlight finds you, and an audience of 200 eager faces turns toward you, their attention solely on you. You begin to speak, and the room goes quiet, captivated by your words. You see heads nodding in agreement, and smiles spread across faces. When you finish, there's a moment of silence, and then the room erupts in applause. This isn't just about recognition; it's about connection.

You have just unlocked the transformative power of speaking on stage.

1. **Increased Visibility: Your Moment to Shine**

Speaking at events, conferences, and workshops isn't just about being seen—it's about being heard. It's your chance to reach out and make a genuine connection with a larger audience. In a world where visibility is key, being on stage can propel you to the forefront of the coaching industry.

2. **Credibility & Authority: Becoming the Go-To Expert**

When you speak, you're not just delivering a talk; you're sharing your expertise, your stories, and your unique perspective. The audience sees you as a leader in your field, someone who confidently shares knowledge and insights. This perception boosts your credibility and solidifies your status as an authority.

3. **Networking Opportunities: Building Bridges**

Every speaking engagement is a golden opportunity to meet other professionals, potential clients, and industry influencers. These interactions aren't just casual hellos—they're the building blocks of future collaborations, partnerships, and business opportunities. Your network grows with each handshake and conversation.

4. **Marketing and Promotions: Spreading Your Message**

Think of public speaking as your personal marketing platform. Every time you take the stage, you're not just promoting your services, books, or courses; you're creating content that can be repurposed into videos, podcasts, and articles. Your message reaches far beyond the walls of the room.

5. Client Trust and Rapport: The Power of Presence

There's something powerful about seeing a coach in action. Potential clients get to experience your personality, style, and approach firsthand. This builds trust and rapport, making it more likely for them to connect with you on a deeper level and engage with your services.

6. Lead Generation: Planting Seeds for Growth

Public speaking is more than just sharing ideas; it's a strategic way to grow your client base. By collecting contact information, offering free consultations, and providing valuable resources in exchange for email addresses, you're nurturing a list of potential clients who are genuinely interested in what you have to offer.

7. Enhanced Communication Skills: The Art of Conversation

Every time you speak, you're refining your communication skills. It's an ongoing process that helps you communicate more clearly, confidently, and effectively. As a coach, these skills are essential—they're the tools you use to guide and inspire your clients.

8. Content Creation: Fueling Your Creative Fire

Preparing for speeches and presentations is an excellent way to generate new content. This isn't just about what you say on stage—it's about creating a wealth of material that can be shared through blogs, articles, social media, and books. Your words resonate long after the event is over.

9. Inspiration and Motivation: Touching Hearts and Minds

As a speaker, you have the unique opportunity to inspire and motivate your audience. Your stories, insights, and experiences can touch the hearts and minds of those listening, encouraging them to take action and make positive changes in their lives.

10. Differentiation: Standing Out in a Crowded Market

In a sea of coaches, public speaking is your beacon. It sets you apart from the crowd and showcases your willingness to share your knowledge and insights. It's a powerful way to demonstrate your commitment to helping others break through their bottlenecks.

The Journey Begins with You

The stage is more than just a platform—it's a journey. It's where you connect with your audience, share your story, and inspire others to grow. By embracing the transformative power of speaking on stage, you can expand your reach, build your brand, attract more clients, and grow your coaching business. Your journey to the forefront of the coaching industry begins with your voice.

By Sandeep Gupta

(Mindfulness Outlier),
Professional Speaker,
Mindset Coach, Business Mentor, &
Design-Thinking Expert



Skill of Emotional Intelligence and Self Care for Coaches

By Rekha Radhakrishnan

Supporting a client as a coach requires a coach to have a deeper understanding and skill of holding space for clients for all kinds of emotions, beliefs, and behavioral patterns. I think this is one of the essences of core competencies that helps a coach embody a growing mindset, curiosity, building presence, and continuous learning.

As human beings, we do have some understanding of emotions, and behaviors but we lack depth. The depth of deep-rooted emotions, the spectrum, how we work with emotions, how emotions surface, how it shows up differently in different people and within yourself as well, how the body shows up emotions. And a very harsh truth is, that coaches have not worked on some of their emotions as well.

Human behavior is so complex that a person can differently react or respond to similar situations, and there is a change in the physiology, ecology, and neurology of response. Just a mere surface level of understanding emotions is not enough.

When people express their emotions, be it from the personal or professional circle, we kind of form our meaning; yet those expressions can change when the context changes. It is pertinent to understand that responsiveness towards a situation via thoughts, emotions, and behaviors in action at times is not one's way.

We are influenced throughout our life stages by our family, educational, and work environments, and some of our thoughts and behaviors are not even our own. This is what I call learned thoughts or behaviors, as we have never thought of challenging oneself by asking what a true thought or behavior is, is this mine, or is this someone else's thought or behavior that has influenced me to respond in a certain way?

We all know that there is a space between thought and stimuli, the same way there is a space between different roles we play in life, the different emotions we experience, and the way our action changes each time. What is needed is to be aware of the space, and it provides a lot of information and awareness of our own emotions, thoughts, and behaviors.

So how can coaches support themselves to improve on this skill, which is also supportive towards self-care for coaches:

1. **Working on one's own emotions, which are difficult to deal with.** One can work through different modalities like coaching or therapy; essentially taking the help of someone in these modalities who can support you with.
2. **Analysing one's glimmers and gremlins.** If someone has a strong analytical skill, then working on emotional skills and vice versa.
3. **Building the muscle of managing emotions.** It is not a one-day affair, when we practice managing emotions every day, we can build our muscle stronger day by day.
4. **An open mindset to try different ways to support oneself through supervision, therapy, coaching, healing, and mentoring.** There is no one way of support, different modalities support us differently so thinking through what will support me when is crucial.

By Rekha Radhakrishnan



PCC, Executive & Leadership Coach,
Coach Supervisor, Practitioner of Gestalt
Psychology, Systemic Family
Constellations and Somatic Experiencing
Founder- Enso Celtic Leadership

Procrastination vs. Discipline of Execution

By Ashish Mehra

In my experience as a coach, I have observed a common challenge: “the gap between knowing what we need to do and actually taking action.”

Instead of procrastinating, imagine the impact of prioritising disciplined execution. On the path to personal and professional success, we often face the choice between procrastination and disciplined execution. Understanding and navigating these approaches can significantly influence how we manage tasks, achieve our objectives, and ultimately shape our lives.

Bridging the Gap:

Transitioning from procrastination to disciplined execution is a journey that demands self-awareness, strategic planning, and consistent effort. By recognising the tendencies of procrastination and nurturing disciplined execution, we can improve our productivity, alleviate stress, and achieve our goals more effectively.

This transition is transformative and can lead to notable personal and professional growth. Embrace the change, stay dedicated, and witness your productivity flourish.

By Ashish Mehra



Thought Partner, Mentor, Board
Advisor and Value Consciousness
leadership & NLP Coach

The Change Within

By Sandeep Jain*

Awareness dawns with morning's light,
A spark ignites, dispelling night.
In mirrors clear, our truths we face,
The first steps taken in this grace.
What truths appear when dawn is near,
And how does light erase our fear?

Motivation whispers, calls our name,
A burning ember, ignites a flame.
With dreams as guides, we chart our course,
Embracing hope, a driving force.
What dreams do guide our hearts so bold,
And how does hope within unfold?

Through valleys deep and mountains high,
With toil and sweat, we reach the sky.
Each effort made, we step ahead,
On paths where only brave ones tread.
What strength is found in labour's ground,
And what rewards in heights unbound?

Discipline, our steadfast friend,
Through trials tough, we will not bend.
With focused mind and iron will,
We climb each peak, surpass each hill.
What role does will, through challenge still,
Play in our climb up every hill?

Integrity, our guiding star,
Reminds us who and what we are.
With honest heart, we bear our load,
And walk together, sharing our road.
What light does truth bring to our quest,
And how does sharing make us blessed?

Change arrives, a flower's bloom,
A tiny seed, escapes its womb.
With every stride, we write our tale,
In every heart, new dreams prevail.
What flowers bloom from seeds we cast,
And how do dreams take root at last?

By Sandeep Jain

*Assisted by AI

PCC, Leadership Coach,
Strategy Consultant,

CEO, Value-Unlocked Private Limited



The Growth Mindset

By M S Indhu

Mindset significantly influences how people approach challenges, setbacks, and opportunities for growth. The concepts of "fixed mindset" and "growth mindset" originate from the work of psychologist Carol Dweck. These mindsets refer to the underlying beliefs people have about learning and intelligence.

A coach can play a crucial role in helping someone transition from a fixed mindset to a growth mindset.

Let's understand what a Fixed Mindset & Growth Mindset means:

Fixed Mindset

A fixed mindset is the belief that abilities, intelligence, and talents are static traits that cannot be significantly developed. People with a fixed mindset may believe that they are either good or bad at something, and that these qualities are set in stone. As a result, they might avoid challenges, give up easily, and see effort as fruitless. They may also be sensitive to criticism and see failure as a reflection of their inherent capabilities.

Characteristics of a Fixed Mindset:

- Avoids challenges
- Gives up easily
- Sees little purpose in exerting effort
- Ignores useful feedback
- Feels threatened by the success of others

Growth Mindset

A growth mindset is the belief that abilities and intelligence can be developed through dedication, hard work, and learning. People with a growth mindset embrace challenges, persist in the face of setbacks, see effort as a path to mastery, and learn from criticism. They understand that failure is a part of the learning process and an opportunity to grow.

Characteristics of a Growth Mindset:

- Embraces challenges
- Persists despite obstacles
- Sees effort as a path to improvement
- Learns from feedback
- Finds inspiration in the success of others

Implications and Benefits

Research suggests that people with a growth mindset are more likely to achieve success because they are willing to learn, adapt, and overcome difficulties. In educational and professional settings, fostering a growth mindset can lead to higher levels of motivation and achievement.

Both mindsets can have a profound impact on one's approach to life, relationships, and work. While people may naturally lean towards one mindset or the other, it's possible to develop a growth mindset by being mindful of one's thoughts and reactions, seeking out challenges, and viewing setbacks as opportunities for growth.

Embracing a growth mindset can also lead to increased resilience and a greater sense of fulfilment in both personal and professional endeavours. By believing in the power of effort and perseverance, individuals with a growth mindset are more likely to reach their full potential and achieve their goals.

Coaching someone in mindset involves guiding the individual to shift their beliefs about abilities and intelligence and adopt new ways of thinking and behaving. By providing support, encouragement, and constructive feedback, a coach can help individuals develop the necessary skills and mindset to overcome challenges and achieve success. Through regular coaching sessions, individuals can gradually build confidence in their ability to learn and grow, ultimately leading to improved performance and overall well-being.

Here are some strategies a coach can use to facilitate this transformation:

1. Educate About Mindsets

Explain the Concepts: Start by explaining the differences between fixed and growth mindsets. Help the individual understand how these mindsets affect their attitudes, behaviors, and outcomes.

Share Research and Stories: Use examples and stories of people who have succeeded through effort and perseverance, emphasising that abilities can be developed.

2. Encourage Self-Reflection

Identify Fixed Mindset Triggers: Help the individual recognise situations where they exhibit a fixed mindset, such as avoiding challenges or being overly critical of themselves.

Reflect on Past Experiences: Encourage them to think about times when they learned something new or overcame a challenge through effort. This reflection can help them see that growth is possible.

3. Reframe Challenges and Failures

Promote a Positive View of Challenges: Encourage them to see challenges as opportunities for growth rather than threats to their self-esteem.

Normalize Failure: Help them understand that failure is a natural part of the learning process. Emphasise that mistakes provide valuable feedback and are opportunities to improve.

4. Set Process-Oriented Goals

Focus on Effort and Learning: Encourage setting goals related to effort, strategies, and learning rather than outcomes or results. This shifts the focus from proving oneself to improving oneself.

Celebrate Effort and Progress: Acknowledge and praise effort, perseverance, and progress, rather than just achievements. This reinforces the value of hard work and learning.

5. Develop a Growth-Oriented Language

Use Growth-Oriented Language: Encourage the use of phrases like "not yet" instead of "I can't," and "What can I learn from this?" instead of "I'm not good at this."

Model Growth Mindset: Demonstrate growth mindset behaviors and language in your interactions with the individual.

6. Provide Constructive Feedback

Give Specific Feedback: Provide feedback that is specific, actionable, and focused on effort and strategies rather than inherent abilities.

Encourage Reflection on Feedback: Encourage them to view feedback as a tool for improvement and to reflect on how they can use it to grow.

7. Foster a Supportive Environment

Create a Safe Space for Growth: Establish an environment where it is safe to take risks, make mistakes, and learn. Ensure that the individual feels supported in their efforts to grow.

Surround with Growth-Minded Influences: Encourage interactions with others who exhibit a growth mindset, as this can positively influence their own mindset.

8. Encourage Self-Compassion

Promote Self-Kindness: Teach them to be kind to themselves, especially when facing setbacks. Self-compassion can help them stay motivated and resilient.

9. Track Progress

Monitor Changes: Keep track of the individual's mindset shifts and celebrate their progress. This can reinforce their new beliefs and behaviors.

10. Cultivate Curiosity and a Love of Learning

Encourage Lifelong Learning: Promote a love of learning and curiosity. Encourage exploring new interests and developing new skills.

By implementing these strategies, a coach can help an individual gradually adopt a growth mindset, leading to greater resilience, motivation, and a more positive approach to challenges and learning.

Some people have a fixed-mindset, believing that if they have willpower and ability, they can achieve their goals. They may resolve to do something but don't take special measures to ensure success. This mindset can lead to superficial studies and failures, making them feel incompetent or weak.

In a growth-mindset, individuals focus on learning and practicing strategies that work for them, similar to students who use better study techniques, plan their time, and maintain motivation. They actively consider maintenance and develop habits to continue their gains. Setbacks are inevitable, and instead of beating themselves up, they ask themselves what they can learn from them and do next time. This is a learning process, not a battle between the bad and good self.

Real-world examples of a growth mindset can be found in various fields, including sports, business, education, and personal development. Here are a few notable examples:

1. Michael Jordan (Basketball)

Michael Jordan, widely regarded as one of the greatest basketball players of all time, exemplifies a growth mindset. He famously stated, "I've missed more than 9,000 shots in my career. I've lost almost 300 games. 26 times, I've been trusted to take the game-winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed." Jordan viewed his failures as opportunities to learn and improve, leading to his legendary career.

2. J.K. Rowling (Author)

Before becoming a renowned author, J.K. Rowling faced numerous rejections for her "Harry Potter" manuscript. Despite being turned down by several publishers, she persisted and continued to refine her work. Her belief in her ability to improve and her willingness to persevere led to one of the most successful book series in history.

3. Elon Musk (Entrepreneur)

Elon Musk, the CEO of companies like Tesla and SpaceX, has consistently demonstrated a growth mindset. He faced numerous setbacks, including the early failures of SpaceX rockets and production challenges at Tesla. Rather than giving up, Musk viewed these obstacles as opportunities to learn and innovate. His commitment to continuous improvement has been a key factor in his success.

4. Serena Williams (Tennis)

Serena Williams, one of the greatest tennis players in history, has faced numerous challenges throughout her career, including injuries and personal struggles. Despite these setbacks, she has consistently focused on learning and improving her game. Her resilience and determination to grow as a player have kept her at the top of the sport for decades.

5. Jeff Bezos (Amazon Founder)

Jeff Bezos has often spoken about the importance of innovation and failure in business. Under his leadership, Amazon has embraced a culture of experimentation, where failure is seen as a necessary step toward innovation. For example, while some projects like the Fire Phone were unsuccessful, they provided valuable lessons that contributed to the company's long-term growth.

6. Oprah Winfrey (Media Mogul)

Oprah Winfrey overcame a difficult childhood and early career setbacks to become one of the most influential media figures in the world. She has consistently focused on personal growth and learning, using her platform to inspire others to do the same. Her willingness to embrace new challenges and learn from her experiences has been central to her success.

7. Thomas Edison (Inventor)

Thomas Edison is often cited as an example of a growth mindset due to his attitude toward failure. When developing the light bulb, Edison reportedly said, "I have not failed. I've just found 10,000 ways that won't work." His persistent experimentation and learning from failures ultimately led to groundbreaking inventions.

The journey to success is always hard. People with growth mindset, persistence and resilience continue to succeed.



By M S Indhu
ACC, Executive & Leadership Coach,
NLP & Emotional Intelligence Master
Practitioner, Operations Lead -
LagomWorks®

Membership Portfolio Update

We are thrilled to share that our chapter has reached an incredible milestone with over 120 members!

In addition to this, we're pleased to inform that our Affiliate Memberships, for Coach Enthusiasts and Coaches-Under-Training, aim to foster a supportive environment for those who want to raise awareness about coaching or those who are beginning their journey.

Your participation and enthusiasm make our community vibrant. To celebrate your involvement, we will be awarding a Certificate of Membership to each member of our chapter. A sample of this certificate is shared below, and you can expect yours to arrive soon if you haven't received it already.

Certificate of Membership Sample



Thank you for being an integral part of our community!

Bhavna Nagar

Director - Membership,
ICF Delhi NCR Charter
Chapter



Education Portfolio Update

This quarter saw a fruitful collaborative partnership taking shape and substance between ICF Delhi NCR Chapter and Professional Speakers' Association of India (PSAI), Delhi.

Fusion 1 was the first step taken to break the ice (in the sweltering heat of June 29!) when ICF members got introduced to PSAI to understand the realm of delivering professional presentations.

In turn, PSAI got a flavor of what is coaching (through a lovely demonstration by Lovely Kumar!) and their journey to understand ICF Coaching Competencies got underway—thanks to an interactive session by Rajneesh Mathur. Our chapter member, Himani Verma, delivered a powerful presentation to make an impact on PSAI team.

At the AGM on 21st July, we had two very interesting activities after the meeting. Lovely Kumar conducted an activity “speed dating,” and Gitanjali Saxena conducted an activity on “values.”

At the **Coach Connect** on 30th Aug, two illustrious and very experienced chapter members—Jaya Bhateja, ICF-MCC, and Sandeep Jain, ICF-PPCC conducted a master class on team coaching competencies to share and blend elements of theory and practice.

Jaya left the audience spell bound on the team coaching nuances through her session filled with expertise and wisdom. In the fireside chat that followed, Sandeep and Jaya shared their perspectives on the ‘doing’ and ‘being’ of team coaching and left the audience convinced about the immense potential of Team Coaching while comparing the latter with other modalities such as Facilitation in group situations.

Fusion 2—on 14th September—attempted to strengthen the bonds of collaboration between ICF and PSAI. Sandeep Gupta, ex-President of PSAI, opened up the world of professional speaking by sharing the attributes of a great professional speaker and introduced the ICF members to the competencies of public speaking.

This was followed by Lovely sharing the OSKAR coaching framework and Rajneesh doing a demonstration on group coaching with a small group of PSAI members. Volunteers from both teams tested their platform speaking skills through prepared and impromptu sessions that kept the audience spell bound.

Looking forward to another quarter of active learning and participation from all Chapter members.

[Rajneesh Mathur](#)

Director - Education,
ICF Delhi NCR Charter
Chapter



Fusion of PSAI and ICF Delhi NCR Charter Chapter: - An account by our Vice President

FUSION – an event bringing Professional Speakers Association of India (PSAI) and ICF Delhi NCR Charter Chapter on a single platform, was held on the 14th of September 2024 at Hotel Pride Plaza Innov8, Aerocity.

This was the second event, which was more of exploring the two organisations. The event was attended by Ms Radhika Bali, S/Shri Sandeep Gupta, Rajeev Narang, Ashutosh, Sudhir, Ranjit, Dr Priti Batra and Dr Lali Yadav of PSAI, while the ICF Delhi NCR Charter was represented by Ms Lovely Kumar, S/Shri Koushik Chatterjee, Rajneesh Mathur, Rohit Bahl, K P Singh and Amit Kumar.

The event started with a presentation on PSAI by Shri Sandeep Gupta. This was followed by presentations on Masterclass on Coaching techniques by Ms Lovely Kumar and Group Coaching by Shri Rajneesh Mathur. The two were received with enthusiasm.

Thereafter three extempore speeches were delivered by PSAI members. Next was the turn of speakers from the Chapter to speak impromptu on topics decided in the event. S/Shri Rohit Bahl, Amit Kumar and K P Singh spoke on Challenging Ourselves, Influencing and Professionalism, respectively. These three speeches were also well received and appreciated.

At the conclusion of the event, during Vote of Thanks, the different attributes and characteristics of Professional Speaking as well as Coaching were brought out and how these can be leveraged interchangeably by Professional Speakers and Coaches.

By Amit Kumar

VP- ICF Delhi NCR Chapter



Peer Coaching & Mentoring Portfolio Update

The reciprocal peer coaching for this year began on 15th July 2024 and will continue till 15th Sep 2024.

20 coaches have participated and will have 3 rounds together. The ICF Reciprocal Peer coaching program is one of the many benefits of ICF membership. The program is designed to ensure ICF members have regular opportunities to be coached and to develop their coaching skills by coaching another coach, all the while accruing paid coaching hours, which can be applied toward an ICF credential application.

Apart from this RPC creates a supportive environment where both people can hold each other accountable and motivated. The Delhi NCR Chapter has immensely benefited from these peer coaching sessions.

Sangeeta Dasgupta

Director - Peer Coaching & Mentoring, ICF Delhi NCR Charter Chapter



Marketing and Partnership Portfolio Update

The marketing and partnership initiatives have continued to help assessment partners like Regal Unlimited, Guiding Light, and aapnavikas.com evangelise coaching solutions through multi-channel promotions to Chapter members.

The chapter also partnered with large associations like the Professional Speakers Association of India (PSAI) and the Delhi Management Association (DMA).

There were two exciting huffles with PSAI co-coordinating a group of coaches and aspiring speakers that cross-pollinated adjacent competencies.

The Chapter partnered with DMA for a Conference on Sustainability & Governance at the India Habitat Centre.

Koushik Chatterjee

Director - Partnerships,
ICF Delhi NCR Charter
Chapter



Communication Portfolio Update

Our LinkedIn page is getting even more traction, and we now have 1161 followers. We have added 100 members in the last quarter. Our engagement metrics (likes/comments/shares) are also going up rapidly as members and non-members interact with our content.

Coach Sutra, our quarterly chapter magazine that was launched in September 2023, is well-received in the coaching community, and with this edition we have published 5 editions. We now have a pool of over 40 contributors some of whom contribute regularly. Our aim is to not only enhance our pool but also get many more of our contributors to write regularly for us.

Additionally, Vivek Agrawal, volunteer manager is now handling all sponsored communication.

Lovely Kumar

Director- Communication,
ICF Delhi NCR Chapter













Editorial Team

Edition 5



LOVELY KUMAR
DIRECTOR
COMMUNICATION
EDITOR - COACH SUTRA



VIVEK AGRAWAL
VOLUNTEER
MANAGER

What is Coach Sutra?

Sutra derived from Sanskrit literally means thread and is used for aphorisms from Hindu scriptures.

Coach Sutra is our attempt to create a repository of the knowledge and experience of our coach members and other eminent coaches. We publish articles on everything coaching - coaching tips and techniques, client success stories, industry insights, book recommendations etc.

Contribute to Coach Sutra

Step forward and share your experience and knowledge.

You can write on anything related to coaching - Updates, Tips and techniques, Success Stories, Crosswords. Everything is welcome!

The articles should be original and non-published (not even on your own blog or LinkedIn).

The length of the article can range from 150 - 750 words. Please stick to the word limit. Please submit a Word document, an 8-word introduction, your headshot and your LinkedIn URL to icfdelhincrcommunications@gmail.com by 15th Nov 2024 for the December Edition.

Advertise in Coach Sutra

To advertise in Coach Sutra please connect with Kaushik Chatterjee at icfdncrpartnerships@gmail.com

Coach Resources

You can update your profile on the Delhi NCR chapter website.

[Update your profile here.](#)

You can create a free website as a global member.

[Create your website here](#)

BECOME A MEMBER

Contact Bhavna Nagar, Director - Membership

9818804774

icfdncrmembership@gmail.com

icfdelhincrcchapter.in