

### WHAT IS COACHING?

Coaching is partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. Professional coaches provide an ongoing partnership designed to help clients produce fulfilling results in their personal and professional lives. Coaches help people improve their performances and enhance the quality of their lives.

Coaches are trained to listen, to observe and to customize their approach to individual client needs. They seek to elicit solutions and strategies from the client; they believe the client is naturally creative and resourceful. The coach's job is to provide support to enhance the skills, resources, and creativity that the client already has.

### WHAT IS PCAM?

PCAM was organized in 2004 to serve the broad spectrum of professional coaches who live and work in Michigan, and to work for the advancement of professional coaching. Our mission is to support and promote the highest standards of professional coaching in Michigan, and to be a vibrant community where coaches learn, grow and succeed. Our values are: Leadership - We will set a clear direction for the coaching profession that inspires authenticity,

innovation and a pioneering spirit, Service - We will be passionate about calling forth the magnificence of our clients and encourage them to expect more from themselves than they ever imagined, Community - We will support one another by creating an environment for sharing, growth and learning, Collaboration - We will work together to create synergistic results for our colleagues and our clients, Abundance - We will give of ourselves and openly share our resources with one another.

### FOR MORE INFORMATION

Joyce Wiazowski  
(248) 390-6591

[Joyce@michigancoaches.org](mailto:Joyce@michigancoaches.org)

### TO REGISTER

[www.michigancoaches.org/empowermichigan/](http://www.michigancoaches.org/empowermichigan/)



[WWW.MICHIGANCOACHES.ORG](http://WWW.MICHIGANCOACHES.ORG)



*Michigan  
Coaching Awareness Month  
February 2009*

In celebration of the  
11<sup>th</sup> Annual International Coach Week  
International Coach Federation (ICF)

## PCAM

Professional Coaches Association  
of Michigan

[WWW.MICHIGANCOACHES.ORG](http://WWW.MICHIGANCOACHES.ORG)

## OUR VISION

In celebration of International Coach Week (established by the International Coach Federation - ICF) the Professional Coaches Association of Michigan (PCAM) intends to create awareness of coaching throughout the state. During February 2009, "Michigan Coaching Awareness Month," volunteer coach members of PCAM will offer valuable transitional coaching to individuals of the state challenged by the current economic conditions. Through collaboration the coaches and participants will promote growth and opportunity in Michigan.

## OUR MISSION

Qualified volunteer coach members of PCAM will provide two free hours of coaching by phone per client in February 2009. The targeted participants in the free coaching are Michigan residents impacted by the current economy and who possess a "can do" attitude with readiness for change. The coaches of PCAM and the participants will partner to define a prosperous future for each participant, and as a result, for our great state.

## OUR CORE VALUES



## TESTIMONIALS

*"I am really pleased that so many coaches are participating in International Coaching Week. It is very gratifying to know that so many people are offering pro bono coaching and other community events in such a heartfelt way. When I started National Coaching Week (which later became International Coaching Week) in 1999, I had no idea that it would soon take on a life of its own. I really am delighted that this week is becoming a focal point for both publicizing coaching worldwide and providing the public with a sense of the possibilities that coaching offers."*

~~ Jerri N. Udelson, excerpt from the December 2006 ICF Coaching World Newsletter.

*"I'm very grateful that PCAM sponsored such a wonderful event (the 2007 Michigan Coach Month) and that I was able to give back as a volunteer coach. My experience with my clients was extremely positive and resulted in one finding a job of her choosing and inspired the other into appropriate action to follow her desired career path. I was inspired by the courage each of them demonstrated as they committed to doing the challenging and important work needed to achieve their goals."*

~~ Kathy Igoe, Career and Life Coach

*"Thank you so much for pro bono coaching .... I found our sessions very helpful. You gained an initial understanding of me and my situation very quickly. It's funny how some of us, when we lose our jobs, seem to forget everything we have learned..., and so don't use that knowledge in our job search. You enabled me to realize that I have a lot of skills that I just plain wasn't using towards my search.*

*You also enforced for me my recent choice to begin focusing more on what I want rather than exclusively focusing on what I know how to do. You recommended a book to help me do that, which I am currently working my way through. You encouraged me with ways to listen to myself to know what I want. You inspired my realization that ... I have the ability and the responsibility to choose my life and career path.*

*You reminded me that I can change habits, and through our discussions we thought of two habits that would improve my life which I will cultivate in place of their corresponding unhelpful habits."*

~ Jane, 2007 PCAM Michigan Coach Month participant