



# MEMBER INFORMATION PACK



## **TABLE OF CONTENTS**

Introduction

Statement of Purpose

- The Primary Purpose
- The Secondary Purpose

Our Background

Our Leadership Team

- The Executive Team
- The Committee of Management
- Further Leadership Opportunities

Services: Our Purpose in Action

- Serving Under-resource Individuals: the matching process
- Partnering with Charities and Other Non-Profit Organisations

How ALCS is Funded

- Membership Fees
- Client donations
- Sponsorship
- ALCS Supporters
- Government Grants

Who are ideal members of ALCS?

What level of membership exist?

Benefits of Membership

Our Commitment to Quality

- Our Promise to our Members
- Our Expectations from our Members
- Our Promise to our Clients

Frequently Asked Questions

### **APPENDICES**

- Appendix A: Sample Questions for clients to ask potential coaches
- Appendix B: Sample Coaching Contract
- Appendix C: Coaching Experience Survey

## INTRODUCTION

**This information pack has been produced for the benefit of coaches interested in donating their time to serve the community.**

It aims to provide information and a total picture of what The Australian Life Coaching Society is about; including how and why it came about; what the aims of the organisation are; what is expected from members and what they can expect from their membership; who are the clients we serve and how we do it.

## STATEMENT OF PURPOSES

The most important thing for you to understand as a prospective or new member is exactly what the Australian Life Coaching Society is focussed on. There are two key purposes to the ALCS:

### **The Principal Purpose:**

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The Australian Life Coaching Society is an *altruistic grassroots movement to express the heart of the coaching ideology of bringing coaching to the people.*

What this means is that we are a group of coaches that come together with the primary purpose of getting coaching into the less privileged sectors of Australian society. ALCS members recognise that coaching is something that *should* be accessible to all people who desire it. We are coaches who are prepared to donate our time to coaching not only those who can afford our services but to those who cannot.

### **The Secondary Purpose:**

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To build a *strong social network* of coaches to uphold the values of *giving, supporting and connecting.*

We recognise that as a strong group of likeminded coaches of varying specialities, backgrounds and skill-sets, we have an ideal opportunity to share our knowledge, thereby learning from each other, building alliances and ultimately strengthening our skills as a collective body of professionals.

## **OUR BACKGROUND**

The Australian Life Coaching Society was conceived in 2004 by the current President, John-James Angheli, as part of his Masters of Business project.

Angheli could see that there were many people in Australian communities who would benefit from coaching, but due to lack of resources, they were unable to have access to this personal and professional development tool. He believed that Life and Business/Executive Coaches have social consciences, and if provided an appropriate structure within which to work, most would willingly give of their time to help less privileged population groups.

Angheli reached out, through his networks, to coaches around Australia, and the seeds of the Australian Life Coaching Society were sown. Many members all over Australia showed interest by joining the society. There were a handful of key contributors who helped turn the founder's vision into reality. Over the next eighteen months that followed the vision, rules and guidelines of the Society were carefully discussed and agreed to.

By the end of 2005, the Australian Life Coaching Society (ALCS) was a registered non-profit organization, with an executive committee and mission statement as well as the first clients and coaches connecting.

Unfortunately, the amount of work required to see the vision come into full bloom was huge and with such a small task force, progress was slow. But, little by little, we were able to get word of ALCS out, and begin creating coaching magic in the lives of Australians.

The Australian Life Coaching Society is still a young organization, but the infrastructure is now well in place, the mission to make coaching assessable to those who cannot afford it is being realised. As our membership base grows, so will our impact in Australian communities and around the world - a prospect that fills us with pride in our endeavours and enthusiasm for what is still to be achieved.

## OUR LEADERSHIP TEAM

We aim to challenge convention and have a management team that is collaborative, autonomous, empowered and passionate about creating a dynamic structure through which we can effectively meet our aims and objectives. The management of ALCS is broken into two key groups: the Executive Team, who are responsible for the overall leadership and compliance of the organisation, and the Committee of Management, who work together to ensure the purposes of the organisation are fulfilled through focusing on building a strong (a) membership base; (b) client base; (c) public awareness of the organisation, and (d) financial support base through sponsorship and fundraising.

### The Executive Team

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The **President** is responsible for ensuring that the core vision of ALCS – to contribute to society through altruistic coaching service – is always at the forefront of each of our Executive Team, Committee of Management and Members' minds. The President is responsible for overseeing the 'big picture' aspects of the organisation. He heads up the Executive Team and ensures that all Office Holders are consulted, motivated and supported as they undertake their duties of leadership in the organisation.

The **Vice President** provides support to the President and CEO, and acts in either of these roles should the current incumbent be unable to perform their duties. The Vice President has specific portfolio duties that include attracting, recruiting and ensuring the right members are selected and retained in the leadership teams. It is the role of the Vice President to ensure that any vacant positions within ALCS are smoothly managed until such time as a new incumbent is secured for the role.

The **Secretary** of ALCS is responsible for ensuring that all documentation is kept secure and accessible as required by law. The Secretary ensures that records are maintained, Minutes of Meetings are kept and that all Office Holders (other members of the Executive Team) are fulfilling their responsibilities and complying with legislative requirements.

The **Treasurer** is responsible for managing the financial tasks of the organisation. This includes being involved in setting budgets, making payments, keeping a record of all financial transactions and completing the annual financial reports of ALCS.

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## **The Committee of Management**

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The Committee of Management operates under the leadership of the CEO and is responsible for specific portfolios which, together, ensure the smooth-running of ALCS.

The **Regional Leaders** are responsible for being the local 'face' of ALCS. They are assigned with the task of organising face-to-face functions where our member coaches can meet each other and create relationships that benefit each other and the organisation as a whole. The Regional Leaders also are instrumental in helping initiate and manage special projects with charitable organisations and under-resourced groups.

The **Client Relations Manager** is responsible for all individual coaching connections that are made between ALCS clients and member coaches. The CRM makes sure the process runs smoothly from the time the client's request is lodged on our website to following up upon the completion of the coaching to ensure the client and member both were well supported through the process.

The **Public Relations Manager** makes sure the overall profile of ALCS is managed well. This includes creating and keeping PR materials up to date, identifying opportunities to introduce and build relationships with organisations and individuals who can help promote the ALCS causes and channel information so that those who need our services can find out about us.

The **Communications Manager** ensures smooth lines of communication are always open between members, clients and the ALCS management team – this includes managing the monthly newsletters, writing press releases and special reports as needed.

The **Publications Manager** is responsible for ensuring that all articles listed in the free resources section of our website and any written work published under the ALCS name is kept to a professional standard and complies with the core values of the organisation.

The **Membership Manager** keeps our membership records updated and secure. This person is also responsible for canvassing members on a regular basis to ensure that their needs are being successfully met by the organisation and to identify ways to continuously improve our responsiveness to our members' needs.

The **Sponsorship Manager** is responsible for identifying suitable sponsors for ALCS, building and maintaining relationships with our sponsors as well as working on other fund-raising projects to ensure we have enough funds to effectively run our organisation.

## **Further leadership opportunities**

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The proverb goes: 'many hands make light work'. In light of this, we are on a constant look out for talented, enthusiastic, motivated and innovative members to join the Committee of Management. Each of these roles is crucial to the smooth running and success of ALCS. If you think you would be suitable for one of these roles, please contact us for further discussions.

It may very well be that you have particular talents and aspirations that you feel could be used to help us meet the core goals and objectives of ALCS. If that's the case, we would be delighted to speak with you and we are willing to create new portfolio areas or sub-committees if we have the right people available to slot into those new roles.

***ALCS is not an exclusive group of elitist coaches. We are human beings who care about the world around us. We are passionate about what we do, and we will offer whatever support is required to our fellow team members in making our leadership group the best team of achievers possible!***

**DO NOT THINK THAT YOUR CONTRIBUTION MIGHT BE TOO SMALL – EVERY LITTLE BIT COUNTS, and your talents are UNIQUE and VALUABLE.**

If you were to speak to any of the ALCS leadership team they will tell you of the amazing growth they have experience both as individuals and as professionals in their involvement in the management team. We are constantly sharing ideas, observing and learning from each other; we are honest and work with integrity and respect for each other; and we all do our very best to support each other in whatever way we can.

If you have never thought of yourself as a leader, this could be your opportunity to try something new in a safe and supportive environment. If you have a leadership background, this is an excellent opportunity for you to share your experience and help develop this unique and dynamic organisation.

**For further information about becoming a member of the ALCS leadership team, please contact – [john@lifecoaching.net.au](mailto:john@lifecoaching.net.au).**

## **SERVICES: OUR PURPOSE IN ACTION**

The Australian Life Coaching Society aims to serve our **primary** customers (the public) by helping clients find coaches who can provide them with the following services on a pro bono or charitable contribution basis:

- Individual Coaching
- Executive/Business Coaching
- Group Coaching/Training
- Facilitating Workshops/Planning Days

We aim to add value to our **secondary** customers (our member coaches) by providing them with:

- Ongoing skills building and sharing workshops
- Opportunities to meet and build relationships with other community-minded coaches
- Opportunities to build on their professional skills and experience through working with our primary customers
- The credential of being part of a professional, altruistic and ethical coaching organization
- Opportunities to build on leadership skills through involvement in committee meetings, fundraising events and other such ventures

### **Serving under-resourced individuals: the matching process**

The Australian Life Coaching Society's website is the hub of our operation. Through this site we provide profiles of each of our members, along with receive coaching requests from our primary customers (clients). The site is set up in a way that clients will be able to register their requests on line. The coach-client matching process is conducted in the following way:

- The prospective ALCS client registers his/her request on the ALCS website – they are required to provide their contact details, the reason why they feel they believe they should be considered 'under-resourced', what they want to achieve through their coaching experience and if there is a specific type of coach they require.
- If the client has a specific member in mind for the work, they may indicate this and the special request will be put to the requested coach. Primary customers, however, cannot be guaranteed the coach will be available to fulfill the request.
- The website automatically forwards the request to the Customer Relations Manager (CRM) and generates a reply to the client.



## The Australian Life Coaching Society

- The CRM posts the request in a 'coaching wish broadcast' to all members, or simply to the members who meet the requirements (in the cases where particular needs are specified by the client). The client's surname is withheld from the broadcast to protect the privacy of the client.
- Members have three days from the date of broadcast to send their expression of interest to the CRM. In keeping with our quality control processes, coaches must provide evidence of their insurance (name of provider, policy number and level of cover) when expressing interest. This information is not shared with the client.
- Three days after the broadcast is posted, the CRM sends a list of all those coaches who had expressed interest to the client.
- The client is encouraged to make contact with coaches he/she is interested in working with to have a pre-contract interview. They are encouraged to ask as many questions as they like of the coach to ensure they are comfortable with the person they choose (see Appendix A for list of questions they are encouraged to ask). At this point the coach and client need to ascertain
  - (a) if they will work well together;
  - (b) what the goal of the coaching will be;
  - (c) how the coaching will take place (over the phone, skype, in person);
  - (d) how many sessions will be offered (we suggest a maximum of six sessions);
  - (e) when the coaching will commence and the frequency of the sessions.
- The client is required to advise the CRM of their choice of coach.
- The coach is responsible for writing up a coaching contract with the client, arranging both parties to sign and ensuring a copy is sent to the CRM. (See Appendix B for sample contract). The CRM will also need to know the start date of the coaching agreement and an estimated completion date.
- During the period of the contract, the CRM may contact the client for quality assurance purposes.
- ALCS will not be liable should one party not uphold their side of the agreement. However, should this happen and not be sufficiently explained, ALCS will review the rights of the member and/or client accordingly.
- At the completion of the coaching contract, the CRM will send an evaluation questionnaire to the client for quality assurance and continuous improvement purposes (see Appendix C). This questionnaire will be fully confidential, but should there be areas suggested that require improvement on the coaches part, this information will be respectfully given to the coach to provide the opportunity for their own professional development.
- Clients may be asked to participate in a case study or research project where the coaching services they are receiving and the outcomes achieved are

documented for further ALCS use, and/or to be shared with the coaching industry.

- Clients will be asked if their personal and/or organisation name can be publicly listed on our website, documents and/or marketing collateral to demonstrate ALCS' history of work.

## **Partnering with charities and other non-profit organisations**

ALCS also works to partner with charitable and certain non-profit organizations. This can be through working directly in giving coaching support or running workshops and/or seminars within the partner organisation, or in giving follow up support to clients of the organisation.

These partnerships are managed directly by the Regional Leaders, and at times other Committee of Management members. In these cases, special requests will be sent out via specific email broadcasts, and members will be instructed on the wishes of the partner organisation and given instructions on how to volunteer on that particular project.

If members have contacts within other charity organizations who they know would benefit from the assistance of coaching, or related services, they are encouraged to liaise directly with their Regional Leader to help bring about the desired results for their preferred charity. If a member approaches a Regional Leader but does not feel that the request is being adequately handled, he/she is encouraged to refer the matter onto the CEO or an Executive Team member for following up.

There may also be times where we exchange coaching services for monetary contribution to a charitable cause. For example, we might partner with a cancer related foundation and offer coaching services as a donation to be raffled or auctioned at their fundraising events. This becomes part of the promotion and all funds are paid directly to that particular foundation.

Should ALCS find itself in a position of having excess funds; these too will be donated to suitable charities and listed on the website.

## HOW ALCS IS FUNDED

### Membership Joining Fees

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Although we aim not to burden our members financially on an annual basis, they are asked to make an up-front, one-off joining fee of \$30 as a sign of their commitment to ALCS and to help cover a small portion of the operating costs that are incurred with listing their details on our membership lists and website. There is a special offer to ICF members that they are not required to pay a joining fee, however, we still welcome this contribution from new members who are also ICF members, because every little bit counts. You are not, however, obligated to pay this fee.

### Client Donations

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All member coaches volunteer their time and they will not charge clients for this service. However, clients are invited to make a contribution of some sort if they wish. If they would like to make a monetary donation, they are invited to contribute \$10 total for the entire coaching relationship. They can contribute more if they desire.

There are other ways of contribution, such as donating money to another cause or charity of their choice or buying a copy of the Big Issue for each session. You and your client can discuss and agree together what level of contribution they would like to make and how that will be documented and handled.

For monetary donations to ALCS we will provide the client with an invoice / receipt. For other contributions, we recommend you ask for evidence the contribution has been made, such as asking for the copy of the Big Issue to be shown to you each session, or witnessing a receipt for another contribution.

Also, we encourage all coaches to discuss with their client the opportunity of **paying it forward**, meaning that instead of paying the coach, they pay someone else some level of contribution. For example, prior to each coaching session the client purchases a copy of *The Big Issue* from someone on the street. Or perhaps they may have an elderly neighbour who they can offer to help with gardening or picking up shopping. The point is that our coaches provide the coaching and the client pays it forward by providing funds or service to someone in greater need.

## Sponsorship

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A large portion of ALCS funding is generated through corporate sponsorship. There are three levels of sponsorship:

**GOLD sponsors** contribute a minimum of \$1,500 per annum. For this they receive an editorial on the ALCS website; their logo and all contact details are listed along with a link to their website of choice; they also have their logos featured on official documentation and advertising materials and are offered opportunities to have members of the ALCS team give guest presentations at functions, upon request. In order to make sure our Gold sponsors are given priority, we only offer the opportunity exclusively to five companies to take on Gold sponsorship each year.

**SILVER sponsors** contribute a minimum of \$750 per annum. In return for their sponsorship, Silver sponsors have their logo and all contact details listed on our website as well as a link to their website of choice.

**SUPPLY sponsors** are those sponsors who contribute by way of service. For example, TS Press in Melbourne are a supply sponsor because they have donated printing services as a contribution to ALCS. To qualify as a Supply sponsor of ALCS, the donation or reduction of normal fees must equate a minimum of \$300 per annum. Supply sponsors are listed on our website with links to their website of choice.

## ALCS Supporters

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There are many companies and/or members who contribute random sums to ALCS on an annual basis. To be officially classed as an ALCS supporter, you must make a minimum of \$30 donation per annum. These members and small companies are permitted to use their supporter status in their own advertising, but will not have their details listed on our website, unless their donation is in excess of \$150 per annum. In this case, they will have their name and website of choice listed on the ALCS website. Members are encouraged to consider being ALCS supporters AND members, and show a commitment to altruism in coaching both financially and through service. Any member who is also a supporter of ALCS will have preferential listing rights on the coaches' directory, where their details will be ranked above those who do not contribute financially.

## **Government Grants**

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There are many government grants that we will look into in the future to help us with funding our organisation. At present, because we are still a new organisation and do not have a strong proven record in the community, we have not put a lot of energy into this revenue stream. Gaining grants takes an enormous amount of time, strategic planning and very carefully worded proposals, which, with quite frankly do not have the human resources to manage at this time. If you are a member who is interested in helping us in this particular area of endeavour, we would love to have your involvement in this area!

## **WHO ARE IDEAL MEMBERS OF ALCS?**

The Australian Life Coaching Society is a wholly collaborative project between life coaches, for the purpose of social contribution, with the goal of *improving the social development and the well-being of the society and, as a result, the coaching community at large*. We're building a strong social network of coaches to uphold the values of giving, supporting, and connecting.

This project is open to all life coaches that seek to further fulfill their life mission of helping others. It is for those that understand that when their *small acts of volunteerism* are leveraged through a smart organization, a smart team and a smart strategy, - their efforts can create a big difference in the world. *It is a project for those who want to participate in co-creating a healthy and strong Australian community.*

Becoming a member in the Australian Life Coaching Society is an active demonstration of your social responsibility. It is a real testament of your beliefs in interdependence, in collaboration, in life long learning, and most importantly - in making a difference in your community.

### ***ALCS honors your activism and caring.***

We are focused on being accountable for bringing the highest caliber of coaches to the clients we serve. We ask that all members are able to demonstrate their capabilities as an effective coach, either through

- providing us with evidence of their coaching qualification;
- providing us with evidence of their current membership of the ICFA (which assumes the above);
- providing us with evidence of their commencement in a coaching school (which means they will become a member on a 'student' status);
- providing us with sufficient evidence of their experience as a coach, through provision of references, testimonials, summary of coaching hours conducted and other evidence of 'qualifications based on experience'.

## WHAT LEVELS OF MEMBERSHIP EXIST?

Membership in ALCS is an active demonstration of 'walking the talk'. There are four levels of membership that reflect this commitment, and are recognized through the use of one of the post nominal tags on the following page.

### ALCSA Affiliate

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***The category of Affiliate membership (ALCSA) is open to coaches who:***

- have proven coaching or counseling experience, and/or approved educational qualifications in the life coaching practice<sup>1</sup>; **and**
- are committed to continuing their professional development through attending ALCS and other appropriate seminars and coaching circles, and sharing their coaching intelligence with other members, on a regular (at least monthly) basis.

### ALCSM Member

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***The category of Member (ALCSM) is open to coaches who have an established affiliate membership and:***

- openly share their skills and insights with other members or clients in any number of ways (coaching circles, working with clients, contributing to newsletters, being active in workshops/events, contribution administratively, with fundraising, facilitating online seminars, etc) in line with mission of ALCS;
- members are expected to contribute a minimum of five hours per month in altruistic activity.

### FALCS Fellow

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***The grade of Fellow of the Australian Life Coaching Society (FALCS) is open to members who demonstrate all of the capabilities above and:***

- are highly dedicated to the mission of ALCS and, as such, hold either key leadership roles or show a strong commitment to social causes from a coaching or related perspective; **and**
- fellows are expected to contribute a minimum of 10 hours per month.

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<sup>1</sup> Should a member not have completed their coach training, but they contribute at an altruistic level to ALCS or other volunteer/pro-bono service deemed applicable, they will be accepted with a 'student' status. Their membership is based upon their level of community contribution and their student status is indicated by the words 'student' being used after their initials: i.e.: ALCSA (student); ALCSM (student) etc. Once evidence of their life coaching qualification can be supplied, the '(student)' tag on their membership status will be removed.

## **BENEFITS OF MEMBERSHIP**

In the ideal world, we'd love to imagine that all coaches would join ALCS purely out of the desire to positively contribute to the under-resourced members of Australian society, and because of the intrinsic rewards that brings. However, we take a realistic view to this issue and we understand that most coaches need to know that there is a personal benefit to their membership with ALCS. Moreover, we understand that most life coaches are struggling themselves to keep their own businesses afloat and to ensure the survival of their own families and lifestyles. Therefore, we have thought long and hard about what we are able to offer our members in return for their dedication to our caring cause. To follow are some of the key benefits that our members will gain from their membership with ALCS. Clearly, the more involved a member is, the more the benefits will be realised:

### **Demonstrable commitment to social responsibility**

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There is a lot of 'talk' these days about organizations and professionals having a 'social conscience' or a 'community focus'. Many coaches have a commitment to altruism through taking on pro bono clients, and still more purport to such a commitment. However, how do you, as a professional, demonstrate your social commitment? The Australian Life Coaching Society provides you with a *measurable* and *structured* way to demonstrate and manage your altruistic service. By channeling your pro bono clients through ALCS, you indicate to them the value they are receiving for your professional services, while having a record of your altruistic work that you are able to provide your paying clients in evidence of your commitment to social responsibility. Many organizations and individuals now make decision about who they partner with based on their commitment to social contribution – by being a member of ALCS, you are automatically able to demonstrate your proven record and commitment to community causes.

### **Networking and professional support between members**

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The coaches directory not only provides a simple way for our clients to choose coaches that may be right for their needs or project, but it also offers coaches an opportunity to locate other coaches Australia-wide if they have a need to expand their business or seek out affiliations. If the desire is there for members to meet each other in 'real space and time', the Regional Leaders will arrange one-off or regular gatherings, coaching circles or other social events for the members of their team. Members will be encouraged to support and encourage each other for the good of the industry and their own professional development.

## **Ongoing personal and professional development of members**

ALCS members have access to a wealth of resources through the ALCS website, through fellow members and through the workshops and initiatives organized by Regional Leaders. If a member has a new program or workshop they wish to 'test' on a supportive, yet critical, market, they have access to other members who they can arrange to have assess their materials. This can be done through arranging 'pilot' teleconferences, or through online collaboration. The benefits of this are that those members who present will have added experience and feedback on their material and presentation skills, the teleconferences will also give the participating members ongoing professional and personal development opportunities and an opportunity to get to know other coaches Australia-wide and the Regional Heads will get the opportunity to hear the coaches in action, which will give them deeper insight into the particular talents and passions of the members in their region.

## **Mentoring and partnership**

Many of our members may, themselves, be classified as under-resourced. ALCS provides them with the opportunity to learn from a number of experienced members who are willing and eager to provide mentoring and coaching. This is done in the spirit of giving and the knowledge that helping each other, in turn, helps the coaching professional as a whole.

## **Professional Credibility**

Some coaches have a myriad of qualifications to draw upon in appearing to having all the credentials appropriate to attracting a strong client base. However, many do not have tertiary qualifications and feel the distinct lack of 'letters' to put on their business cards. Membership in ALCS provides coaches with added credibility as they are able to use the appropriate letters after their name to signify their level of membership. Credibility is linked directly with level of contribution, rather than level of education or years of service in the profession, so even the newest of coaches is able to attain 'Fellow' status in a very short period of time. The only thing holding anyone back is their level of commitment to altruistic service.

## **Opportunities for paid work and business growth**

Although the purpose of the Australian Life Coaching Society is not directed towards professional credentialing of coaches or offering paid work, the Coaches Directory offers individuals and businesses that are in a position to afford coaching an opportunity to choose from a range of coaches with a strong social conscience. Likewise, many of the projects we work on may provide opportunities to meet individuals and decision makers who have the potential to become paying customers of the individual coach. Many businesses and individuals now will deliberately seek out the services of professionals who share similar ethics and social values (for example, there is a company set up specifically to help investors find 'ethical' shares to invest in). Therefore, as word of the



Australian Life Coaching Society spreads, there may well be opportunities created for our members. The paid work that comes from ALCS referrals is a bonus for members and is conducted outside of their role as an ALCS member coach.

### **Stronger presence for your own business**

All members are provided with the opportunity to have their own businesses listed on the ALCS website. These are linked to the member's own website, which further strengthens their ranking in search engine listings. As ALCS' website is one of the strongest coaching websites in Australia, being linked with our website automatically gives our members preference in searches to coaches who are not members. In contemporary society, where searching the internet is the predominant method consumers use to find the service they require, this gives all our members an incredible advantage in the Australian coaching profession.

## HOW DO COACHES JOIN ALCS?

If you are a life coach, or if you are in training to become a life coach, and would like to contribute in a positive way to your community, we would welcome you as a member of our organization.

There is minimum joining fee of AUD\$30 to become a member which helps cover administration costs. The majority of our funding is through corporate sponsorship, donations and other fund-raising.

We recognize that our members are valuable contributors to ALCS through service, and therefore aim to keep our expectations of them financially to a minimum. The joining fee, however, is a sign of your commitment to the organization and helps cover a small percentage of the operational costs of the society. Should you wish to also contribute regularly in a financial way to ALCS, we would welcome you to do so as a supporter. (Please see the 'Supporter' section of our Sponsorship Information Pack for further information about this).

To join ALCS, you will need to:

- Log onto [www.lifecoaching.net.au](http://www.lifecoaching.net.au).
- Click on the link 'Become a Member'.
- Fill in the various information fields.
- Once your application has been received, you will be asked to provide further documentation, such as a CV and additional information regarding what skills you can offer ALCS clients. You will be given appropriate information about who to send this to.
- The information you provide will be forwarded to (a) the Membership Manager; (b) the Secretary; (c) your local Regional Leader; and (d) the Client Relations Manager.
- You will be sent notification of your **preliminary** acceptance into the Australian Life Coaching Society.
- Your details will be reviewed at the next Committee of Management Meeting, where you will be officially voted into membership.
- If the Committee of Management declines your membership, you will be contacted immediately and it will be explained to you why your membership was declined.
- If your membership is declined, your initial joining fee will be refunded in full.
- Once you have been given official membership status, you may commence using the associated membership signification in your own professional documentation.

## **OUR COMMITMENT TO QUALITY**

### **Our Promise to our Members**

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We have an underlying level of commitment to all our members, as follows:

- The privacy of all members is respected – we do not give or share any of your details with other organizations without first seeking your informed consent.
- The management team will always conduct themselves in a manner that shows respect for you as an individual and as a valued member of the ALCS community.
- You will always have the right to decline any offer of work that we broadcast.
- You are free at anytime to end your membership.

### **Our Expectations of our Members**

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For us to be able to meet the standards of service excellence we promise to our clients, members, sponsors and the general public, we expect all members to adhere to the following guidelines:

- To always conduct yourself with integrity and compassion when conducting ALCS business.
- Prior to working with any ALCS client, you must provide us with evidence that you have appropriate professional indemnity and public liability cover (minimum \$5M).
- You must respect any intellectual property of any of our members that you have access to through your ALCS membership. Should you wish to use any written work or training/coaching ideas you have been introduced to through your ALCS membership, you must gain permission from the original author or cite them according to accepted copyright convention.
- Should you know of any conduct of any members of ALCS or of the management team that is outside of the expectations of membership, you are expected to report this to your Regional Leader and to copy either the CEO or Secretary on this correspondence.
- Should you wish to cease your membership with ALCS, you need to advise us in writing. Your resignation should be sent to your Regional Leader, and the Secretary should be copied in on the email/letter.
- Should you realize you are unable to complete any commitments you have made to ALCS clients or the management team, you must acknowledge this

immediately to the appropriate party so that measures can be made to uphold your commitment in other ways. Ideally, if you have committed to coaching an ALCS client, it would be expected that you will honour this commitment to the uppermost of your ability.

## **Our Commitment to our Clients**

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The Australian Life Coaching Society (ALCS) is committed to connecting individuals and organisations with coaching professionals who are competent and able to volunteer and deliver these coaching services in line with the client's needs. To achieve this we adhere to the following policies:

- ALCS requires all member coaches to carry their own public liability and professional indemnity insurance before any connections with clients are permitted.
- ALCS takes great care in evaluating coaches through an application before granting them membership and before placement on the database for client matching.
- However, ALCS cannot be held liable or responsible in any way for the performance, choices or behaviours of the coach or any advice that is given or perceived as given. Nor can ALCS be held liable or responsible in any way for the outcomes of the coaching services provided, or the choices, actions and behaviours of any client.
- The ALCS Board of Directors will engage in monitoring, supervising, mentoring and other strategies on an ongoing basis with our member coaches who have taken on client assignments, as part of our commitment to quality, ethics, developing coaches and protecting our clients.
- ALCS provides no guarantee that we will be able to successfully meet every client need, match all clients with coaches, or to guarantee any particular result. Clients are assured of our complete dedication to pursuing the best matches, outcomes and service offerings. If we are unable to assist, we will make personal contact with the client and discuss alternative options.
- The ALCS Committee of Management will personally connect with our clients and coaches on a regular basis to evaluate our services, the needs of the people and organisations we engage with, and will drive continuous improvement initiatives from both a governance perspective and in line with our Statement of Purposes.
- If clients are in any way dissatisfied with their matched coach or the services provided, and/or wish to make a complaint, these will be treated and managed confidentially and as a priority of the Board. All claims, investigations and responses will be properly documented and maintained.

## FREQUENTLY ASKED QUESTIONS

**What if I am not yet a qualified life coach? Can I still join ALCS?**

Yes, you can join as a member and will have “(Student)” after your name. Once you have graduated from your Coaching Certificate/Diploma, contact your Regional Leader to have “(Student)” removed.

**If I don't get accepted as a member of ALCS, and I've already joined, do I get my money back?**

Yes, you will receive a full refund.

**Am I able to negotiate discounted coaching fees for under-resourced clients if they're prepared to pay me?**

The under- resourced client is required to pay a \$10.00 donation to ALCS only. No fee is to be accepted by the coach whilst the client is an ALCS coachee.

**If I work with a client on a pro-bono basis, and then after that they want to take me on as a paying coach, am I able to do that?**

Yes. This would be a private agreement between the coach and the coachee, outside of the coach's ALCS membership.

**Why do I need to have insurance?**

It is standard practice in the our industry to hold public liability and professional indemnity insurance and you should hold insurance, regardless of your ALCS membership. This is a benchmark which is a demonstration of your own professionalism. As a coach, no matter how good you are, you have no control over the results of your coaching session, and as such you may be sued for damages if a coachee believes you have been negligent. Your insurance covers you in such cases for legal costs.

**If I am currently a student, do I need insurance?**

As a coaching student, you are unlikely to be able to access insurance. However, you will be able to coach through ALCS with the supervision of Mentor (qualified ALCS member). This will mean that the coachee would be advised of your student status, and you would have a debriefing session with your Mentor after each coaching session.

**Do I need insurance to work on the Committee of Management, but not with clients?**

No.

**I'm not actually a life coach – can I still be a member?**

Only qualified life coaches or those in training to become a life coach are applicable for membership. However, if you wish to work on the Committee of Management in helping on the operational side of the society, you can be a member of the COM or an 'office holder'.

**Do I have to do a certain amount of coaching hours to become a full member, an associate fellow or a fellow?**

No. There are no specific hours required of coaching experience. Your membership level is based upon your level of community contribution – not your level of experience

## The Australian Life Coaching Society

as a coach. Credentials in this case is irrelevant (refer to pages 17-18 for full details of Membership Levels).

What would I do if I get matched with a client who I don't feel I have the right connection with?

Contact the Client Relations Manager or your Regional Leader immediately to have the client reconnected with a more suitable coach.

Would there ever be a situation in which I would have my membership taken away from me?

In the unlikely event that you breach the ethical and moral standing of ALCS – standards as set by the International Coaching Federation (ICF).

APPENDIX A:

## **SAMPLE QUESTIONS FOR CLIENTS TO ASK PROSPECTIVE COACHES**

Selecting the right coach for you at this time is very important. All ALCS coaches have achieved a high level of success within the coaching industry, and they each of their own style of coaching. The questions below may be helpful to you in interviewing your coach.

### **What Training Have You Received?**

There are numerous ways in which your coach may have received their training, everything from a degree program through to a government recognised certificate. However, your coach's life experience, outlook on the world, etc may also be of value. You may wish to ask them how they made the transition to coaching, what their professional involvement and memberships in the industry are, and how they specifically measure their qualification.

### **What Kind Of Issues Have You Coached Through?**

Just as there are a lot of ways a coach might receive their training, there's an even greater diversity in the areas in which coaches work. There are life, business, executive, spirituality, career, wealth creation and mentor coaches, just to name a few. You may wish to ask about their success stories, and of situations that didn't turn out to the expectation of the client and coach, and why that happened. Some coaches also maintain Case Studies of their work, and may have those available for you to review.

### **How Will You Assess My Current Skill Level?**

Coaches use a variety of tools to assess your current skill level, or position within a certain area or your entire life. You may wish to consult with your potential coaching during the collaborative interview about what tools and approaches they use, and how success can be measured.

### **What Is Your Philosophy Of Coaching?**

There are also many coaching styles and personalities out there. Finding the right match for you can be critical. Some coaches' approaches may be very questioning and deep, while others may really be tough in holding you accountable to your commitments and goals. It's important to have an idea of what coaching style and philosophy you might respond to best. If you're unsure, just speak from the heart about what's worked well or not so well in motivating and driving you in the past and share that. The experienced coach will have a variety of approaches to suit what you need when you need it. Setting an agreement up front about how to work with that level of flexibility may be very important.

### **How Will You Measure Improvement?**

The most important part of this question may very well be about how you and your coach will let each other know when things are working well in the relationship, and how you'll respond when it's not meeting your expectations. How the coach manages those expectations and provides feedback, keeping your confidentiality a priority, is also very important.

### **What if I need you more than the six sessions?**

For your \$10 donation, you can receive up to six coaching sessions over a three month period. However, should you and your coach agree to continue the relationship beyond that point, you can donate another \$10 for another six sessions. You may wish to check with you potential coach up front about their availability to work beyond the six sessions if you feel that may be needed.

### **Insert your question here...**

These questions have been general, but potentially important. However, also trust your intuition and ask the questions, all of them, that are in your mind right now. This is all part of establishing a great relationship with your coach, and to let them know exactly how you feel, what you're concerned about and what you're looking for.



## **APPENDIX B: SAMPLE COACHING CONTRACT**

### **PRO-BONO COACHING AGREEMENT Between [Client's name] and [Coach's name]**

In accordance with the guidelines set by the Australian Life Coaching Society, [Coach's name] (coach) and [Client's name] (coachee) agree to the following conditions:

- This is a private agreement between [Client's name] and [Coach's name]. The Australian Life Coaching Society (ALCS) can take no responsibility should it not turn out a satisfactory arrangement for either party.
- [Client's name] is entitled to [number of coaching sessions – up to six] telephone coaching sessions with [Coach's name] commencing [date].
- It is [Client's name]'s responsibility to call [Coach's name] at the prearranged time for the session. Should s/he be late for the call, the session will be shortened accordingly so as not to inconvenience other clients.
- Should [Client's name] wish to reschedule a session, s/he must provide 24 hours notice to [Coach's name].
- Should [Client's name] not attend a session for whatever reason, that session will be forfeited.
- At anytime during the coaching relationship both parties are free to end the coaching agreement in a respectful and appropriate manner.
- Upon completion of the sessions [Client's name] may choose to reapply for further pro-bono coaching through the ALCS, however, she is aware that it is unlikely that repeat requests will be successful.
- [Coach's name] agrees to follow the standards of conduct set out by the ALCS and the ICF. Should [Client's name] have any concerns about the conduct or professionalism of [Coach's name], s/he is encouraged to provide this feedback to the ALCS and is assured of confidentiality in the handling of her/his feedback.
- [Client's name] is aware that her/his contact details will be provided to the ICF for the purpose of [Coach's name]'s credentialing process. Her details will be treated with the highest level of confidentiality by the ICF. She is also aware that information about her case may be published in ALCS promotional materials, in which case any identifying features of [Client's name] will be changed to protect her privacy.

I understand and agree to the above conditions.

.....  
[Client's name]

Date

.....  
[Coach's name]

Date

## **APPENDIX C: COACHING EXPERIENCE SURVEY**

The Australian Life Coaching Society is dedicated to providing the best service via all of our members to all of our clients. Please take a few minutes and answer the below questions.

**What did you and your coach achieve together in the coaching relationship?**

Please write your comment below:

**On a scale of one to ten, with ten being extremely satisfied, how would you rate your overall satisfaction of the coaching relationship? Please feel free to also describe your answer.**

1    2    3    4    5    6    7    8    9    10

Please write your comment below:

**If there was anything you were hoping to achieve through coaching that didn't eventuate, do you feel you now have a plan to pursue that? Please explain your answer.**

Please write your comment below:

**On a scale of one to ten, with ten being extremely satisfied, how would you rate your overall satisfaction of the administrative processing of your wish, invoicing, and communications with ALCS in general? Please feel free to also describe your answer.**

1    2    3    4    5    6    7    8    9    10

Please write your comment below:

The Australian Life Coaching Society

**Is there any specific feedback you'd like to provide about your coach? This information will be provided to them unless you specify here that you do not wish that to occur.**

Please write your comment below:

**And finally, is there anything else you feel is important for us to know about how you feel, or about the coaching, or about the ALCS?**

Please write your comment below:

On behalf of the Board and members of the Australian Life Coaching Association, thank you for sharing your thoughts with us. Should you ever need anything or wish to discuss any of your answers over the phone, please contact me directly.

Best wishes,  
Australian Life Coaching Society