

# Message from the Chair

## Happy New Year!

**A**fter years of hearing from BACP that big improvements are on their way, I'm delighted to say that things are progressing.

### Coaching strategy

At our most recent Executive meeting at BACP House in Lutterworth, we were delighted to meet Nicola Forshaw, who has joined BACP as Professional Standards Development Facilitator.

A coach and psychotherapist, Nicola will be joining us for a strategy session before our next Executive meeting and I look forward to sharing what emerges from this and our ongoing collaboration.

Nicola states: 'I am relishing the opportunity to work with the BACP Coaching Executive team as part of BACP's overall strategy for developing standards for differentiated scope of practice. By drawing upon the evidence within coaching, our work is to develop a strategy which serves to strengthen quality and professional standards within the field of coaching, in ways that are synonymous with the existing BACP standards in counselling and psychotherapy. This is by no means an easy task, but we are all highly enthused by the challenge.'

### Website

The wheels of a large organisation like BACP turn more slowly than those of a one-woman band like my Feel Better Every Day consultancy. I had a bit of a website frenzy last week, working 16 hours straight to implement big changes that I'd only just thought of, but which suddenly felt essential.

BACP has been consulting with branding and other professionals. We have seen previews of our new website, and before too long, you'll be reaping the rewards of the results with a clearer, more functional website, which will be well worth the wait.

The link [bacpcoaching.co.uk](http://bacpcoaching.co.uk) will still take you directly to our pages. We're also now - metaphorically within the site as well as in reality with the ongoing strategic work - comfortably held within the overarching BACP framework.

Structurally, there have been some big changes, as within BACP itself. If what you're searching for isn't immediately obvious, please use the 'Search' function.

Many thanks to our Executive Specialist for Communication, Sally Brown, for all she's done. It's been interesting to note how much has changed in just a few years since I rewrote the BACP Coaching website copy when I first joined the Executive in 2014.

A big thank you too to BACP's Sally Mooney for keeping us informed throughout the process. As someone who's genuinely interested in fonts and colours and moods, I've learned a lot over recent months. The BACP website changes were partially responsible for inspiring me to declutter my own site more, as well as choosing specific fonts and colours to use across my own 'brand'.

*What do you think of the new BACP website? Let us know (my email address is below) and we can bear your feedback in mind as we keep the site updated.*

### Working with Coaching day in London

Our next Working with Coaching day, 'Coaching specific client groups, identifying your niche and marketing your offer effectively' will have taken place by the time you read this. I very much hope you enjoyed it.

Whether you are an existing coach with a therapeutic background, a therapist or counsellor wishing to coach, or a coach who is developing your therapeutic skills, if you attended, you'll have started the new year by giving your coaching practice a boost.

The day is a follow-up from our successful Working with Coaching day in November 2016. This event was designed to provide an opportunity for experienced and newer coaches to explore how you can develop your existing therapeutic skills to work with a broader range of client groups in different contexts and grow your practice.

We've all been working hard to create a day that will inspire. Carolyn Mumby, our Executive Specialist for Training, and newly unanimously voted Deputy Chair/Chair Elect (congratulations, Carolyn!) has been leading the planning, liaising with BACP's Events team and the speakers.

As Chair, I'll be hosting the day.

Highlights include:

- Jackee Holder - helping us review our current practices and aspirations;
- Carolyn Mumby - coaching young people;
- Sue Sutcliffe - couples coaching;
- Catherine Macadam - coaching unpaid carers;
- Fran Singer - creative approaches to finding our coaching identities;
- David Britten - coaching for mental health;
- Katherine Collins - coaching through a lesbian, gay, bisexual, transgender and queer (LGBTQ) lens; and
- Miranda Rock - executive coaching and counselling.

While looking forward to the whole day, I'm especially looking forward to hearing more from Jackee Holder as I've enjoyed her work in the past. David Britten's session will be very interesting to me as I trained as a coach before I trained as a counsellor. While we coaches knew we weren't equipped to handle mental health issues, it wasn't until I underwent counselling training that I learned much more about how to recognise these mental health issues.

Each presenter will share their own experience of building and marketing their practice. They will provide illustrations in the form of case studies or tools and share how they ensure that they are working ethically and with the right kind of supervisory support.

We'll also be taking time to reflect throughout the day. Therapeutic writing approaches will enable reflection on your current practice and areas for growth. Later in the day, Fran Singer, an artist and coach, will lead an interactive session using creativity to explore professional identity, to identify an authentic voice and communicate the coaching offer. We will end with a short session to enable participants to identify their next steps towards growing their coaching practice.

All are welcome and we aim to offer views from across the spectrum of coaching. Although I'm a therapeutic coach and life coach rather than executive coach, I'm aware that when most people hear the term 'coach', they think of executive coaching. In that regard, I'm looking forward to being inspired and to having an insight from Miranda Rock into her experience of executive counselling and coaching. It will be especially lovely to hear from Catherine Macadam about her work with unpaid carers. Coaching is far more versatile than we often think. We will also hear from Sue Sutcliffe how proactive coaching for couples can address issues before they get entrenched, and Katherine Collins will share her experience of working through an LGBTQ lens.

Thanks to all the people who responded to BACP's request for presentations. It's a new way of creating such programmes, and the intention is to encourage diversity, both of voices and themes. Even though we couldn't include everyone, we really appreciate your work and interest and hope you'll join us.

Thanks also to the rest of the BACP Coaching Executive. Carolyn Mumby's training expertise has been invaluable as has the breadth of experience from Michèle Down, Steve Page, Gill Fennings-Monkman and Sally Brown.

And, obviously, a big thank you to BACP's Events team. Because I wear so many hats, I'm a member of several professional bodies and I attend a great number of CPD and similar events. It's always lovely to know that at BACP events, everything will run smoothly and delegates can relax into the networking, learning and experiencing of it all.

### Get in touch

One of the best things about this role is meeting members at events, and we're very aware that we haven't held as many events as we used to. So if you're able to come to any of our future events, please say hi to me and the rest of the team - let us know what you'd like more (or less) of, as well as what's most helpful about your BACP Coaching membership.

If you couldn't come to the day in London (or if you could, but prefer email), you can reach me at my email address below, and I look forward to hearing from you.

*Happy 40th birthday to BACP and Happy New Year to you!* ■



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