

ICMA | coaching program

How to Create a Great Coach Profile

Being a great coach is one thing, but helping players find you is a crucial step. Use this guide to help you build a profile that gets noticed by players! Don't forget your photo!

Section 1: Experience, Accomplishments, and Affiliations

Use this section to describe your background and what areas you could help players based on your experiences. Describe in a few sentences or use bullet points to help people review your profile quickly:

- Positions you have held and currently hold, for example: “I am currently serving as the Deputy County Manager in Johnson County, PA. I came to this role after 5 years of service as the Manager of Public Works for the City of Smith, PA.”
- Your academic background, for example a narrative view might read like: “I received my bachelor’s degree at the University of Georgia in Political Science. I also hold a master’s degree in public administration from the University of Southern Georgia.”
- Projects/programs of note that you have worked on, for example: “I designed and executed community-based strategies, communications and outreach efforts for a new city-wide economic development project. This project was recognized as a top project in the region in 2019.”
- Your affiliations with professional organizations, for example:
 - ICMA, member since 2005
 - NACA, the National Association of County Administrators
 - I-NAPA, the International Network of Asian Public Administrators
 - CivicPRIDE

Section 2: Approach to Coaching

Use this section to describe how you like to coach. Do you like to help players review resumes? Do you prefer to jump right in and give advice, or do you take time to reflect and learn about the individual before offering feedback? Do you enjoy shorter sessions over multiple weeks or fewer, longer sessions?

Example: “I enjoy helping leaders build our coaching sessions based on their areas of interests and professional goals, which allow them to think through challenges and find the right strategy for them and

their work environment. I appreciate having time to reflect before giving feedback and having any documents to review sent in advance. I prefer fewer, longer sessions where we can have deeper conversations.” There is no right or wrong way to coach; describing your process can help players know what to expect or how to better utilize their sessions with you.

Section 3: Location

Please list your location as city, state, country (for international coaches).

Example 1: Lancaster, PA, USA

Example 2: Greenville, British Columbia, Canada

Other Sections: Conversation Topics and Areas of Expertise

As a coach, you'll have the opportunity to check off options under two areas: *Conversation Topics* and *Areas of Expertise*. These will help players find coaches that can speak on specific topics or have experience that the player is looking to discuss. Below are the options you can select.

Conversation Topics

- Bouncing Back from Adversity
- Career Advancement/Guidance
- Civic Engagement
- Developing Leadership Skills
- Equity and Inclusion
- Innovation
- LGBTQI+
- Organizational Development
- Positive Manager/Council Relations
- Presenting Effectively
- Resume Review
- Veteran / Veteran Employment
- Women in Local Government
- Work/Life Balance
- Working with a Challenging Public
- Workplace Challenges

Areas of Expertise

- Academia (Teaching; Town/Gown Relations)
- Applied Knowledge Assessment Review
- Breaking into Local Government
- General Coaching
- ICMA Emerging Leaders Development Program
- ICMA-CM: Credentialed Manager
- International Development
- Leadership ICMA Alumni
- Local Government Management Fellow (LGMF) Alumni
- Managing Dual Roles: Assistant + Department Head
- Networking and Job Search Tips

If you have questions about creating a great coaching profile, please email careers@icma.org