

ICMA | coaching program

Leveraging Your Participation in the Coaching Program: Ten Tips for Outreach Partners

Your Association can leverage its participation in the ICMA Coaching Program and maximize the benefit for your members. Please review these ten tips:

1. Encourage your Association members to distribute the Career Compass columns and webinar notices to all their staff as an employee development opportunity and incorporate the webinar schedule in their agency's annual training calendar.
2. Market your participation as a new membership benefit; inform members that any employee of a local government agency affiliated with your Association can participate in the webinars and receive the other coaching resources without charge.
3. Encourage your Association members to sign up at [icma.org/coachingList](https://www.icma.org/coachingList) to receive automatic electronic notices of all webinars.
4. Suggest that Association members call together employees in their organizations to participate as a group in the webinars, either "live" on the day of the webinar or for a replay; the Coaching Program will provide post-webinar discussion questions.
5. Suggest topics and speakers from your Association for the webinars.
6. Recruit senior managers from your Association to register as coaches for ICMA's *CoachConnect* online matching service; market this one-to-one coaching service to emerging leaders in your Association.
7. Organize a Speed Coaching event at your annual Association conference; the Coaching Program will provide instructions and any assistance needed.
8. Feature the monthly Career Compass advice columns in your Association e-newsletter; post them on your Association website as a resource.



9. Appoint a committee to champion and further enhance the Coaching Program in your Association (or incorporate this charge into the mission of an existing Association professional development committee); include in the committee senior managers, human resource professionals, university program representatives, executive recruiters, and emerging leaders to plan and promote Next Generation activities.
10. Bundle the webinars and Career Compass columns offered through the Coaching Program with some of your current Next Generation activities and brand them as a comprehensive program offered by your Association.

For more suggestions on how to maximize the value of the Coaching Program, contact Frank Benest, ICMA Liaison for Next Generation Initiatives, at frank@frankbenest.com or coaching@icma.org.

Visit the ICMA Coaching Program at icma.org/coaching.