

Leveraging Your Participation in the Coaching Program: Ten Tips for State Associations

So that your State Association can leverage your participation in the ICMA Coaching Program and maximize the benefit for your members, the Coaching Program is providing the following ten tips:

1. Encourage your State 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 the State Association can participate in the webinars and receive the other coaching resources without charge.
3. Encourage local government employees in your state to sign up at <http://icma.org/coachingList> to receive automatic electronic notices of all webinars.
4. Suggest that the City and County managers in your State Association bring together employees in their organizations to participate as a group in the webinars, either "live" on the day of the webinar or for a re-play; the Coaching Program will provide post-webinar discussion questions.
5. Suggest topics and speakers from your State for the webinars.



6. Recruit senior managers from your Association to register as coaches for ICMA's "Coaches Connect" online match-up service (to be launched by the first quarter 2016); market this one-to-one coaching service to emerging leaders in your state.
7. Organize a Speed Coaching event at your annual State 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 State (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 State 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.

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