

## **Celebrate International Coaching Week – February 3-9, 2008**

This year marks the tenth annual International Coaching Week. International Coaching Week was started in 1999 by Coach Jerri N. Udelson, an MCC from Santa Fe, New Mexico, USA, who specializes in helping entrepreneurs and professionals create successful businesses and live fulfilling lives.

Its purpose is to provide a week each year to educate the public about the value of working with a personal, business or executive coach and to provide an opportunity for coaches and their clients to acknowledge the results and progress made through the coaching process. Coaches offer a variety of activities and pro-bono services in their communities during the week, including free coaching sessions, lectures and workshops.

Share your International Coaching Week plans with the ICF membership. Forward your event information to [ICFpr@coachfederation.org](mailto:ICFpr@coachfederation.org) to be included on a list of activities in the International Coaching Week section of the ICF Web site. Additionally, event information can also be posted on [Coachingweek.org](http://Coachingweek.org), Jerri N. Udelson's Coaching Week Web site.

### **A Brief History of International Coaching Week**

**By Jerri N. Udelson, MCC**

In 1999, I created International Coaching Week as a way to promote the profession of coaching. My intention was to designate a week each year in which coaches could both celebrate and publicize coaching by offering community events, tele-events and pro-bono coaching. Originally the week was named National Personal and Business Coaching Week and it was listed in *Chase's Calendar of Events* (a major Public Relations tool), and held the first week of February, 1999.

In 2000, Canadian coaches wanted to participate, so I changed the name to International Personal and Business Coaching Week; in 2000 the International Coach Federation (ICF) helped publicize it by featuring it in their newsletter and sending special Coaching Week broadcasts to members and chapters.

In 2001, the ICF prepared a sample press release for coaches to customize and use to publicize the week and also gave ICF members a list of suggested events (e.g. pro-bono coaching, free tele-classes, etc.) to inspire them to participate in their own way. Also that year, Thomas Leonard picked up the idea and ran with it. He created a Coaching Week page on his Coachville Web site, designed a logo, and offered to put coaches' press releases on the page as well as a summary of Coaching Week events.

In 2002, Thomas created a [CoachingWeek.com](http://CoachingWeek.com) Web site, and invited coaches to post their events and press releases on it. I continued to network with the ICF, Coachville and with a number of coaches with large newsletters to promote the event.

Coaching Week really began to take off in 2002: That year it was celebrated throughout the United States, Canada and in Hong Kong, with coaches offering a variety of pro-bono services in their communities, including free coaching sessions, lectures and workshops. (In Richmond, Virginia, USA, the mayor issued an official proclamation; in Boulder, Colorado, USA, two coaches offered a free workshop for high school seniors and college freshmen on "Majoring in the Rest of your Life;" New Jersey, USA, coaches offered 13 different events during the week.)

From 2003 onward, the ICF began to officially sponsor the event, assembling a Coaching Week Task Force, announcing Coaching Week to chapters and generating additional publicity.

In 2007, the ICF released results from their ICF Global Coaching Survey, conducted by PricewaterhouseCoopers, during Coaching Week. Last year, I created a Web site and blog, [CoachingWeek.org](http://CoachingWeek.org), on which coaches and ICF

Chapters could post their Coaching Week-related activities.

I am really pleased that so many coaches are participating in International Coaching Week. It is very gratifying to know that so many people are offering pro-bono coaching and other community events in such a heartfelt way. When I started National Coaching Week in 1999, I had no idea that it would soon take on a life of its own. I really am delighted that this event is becoming a focal point for both publicizing coaching worldwide and providing the public with a sense of the possibilities that coaching offers.