



ICF Networking for coaches

Purpose, pitch, partnership

Drs S J van Poelje

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Who am I?

- (1985-)
37 years as global expert business innovation design for multinationals, startups and family business
- (1992-)
30 years director Intact Academy, giving TA coaching and consultancy training programs in 14 countries
- (1996-2014)
18 years as a manager and director in various multinationals e.g. KLM, Shell, ASML, EMI music
- My compelling purpose is to create communities of cooperation, innovation and learning.
- EMCC Master coach, Team coach, Supervisor. TSTA organisations. Drs. Organisational psychology.

Agenda

Networking

Purpose

Pitch

Partnering

Homework

Networking

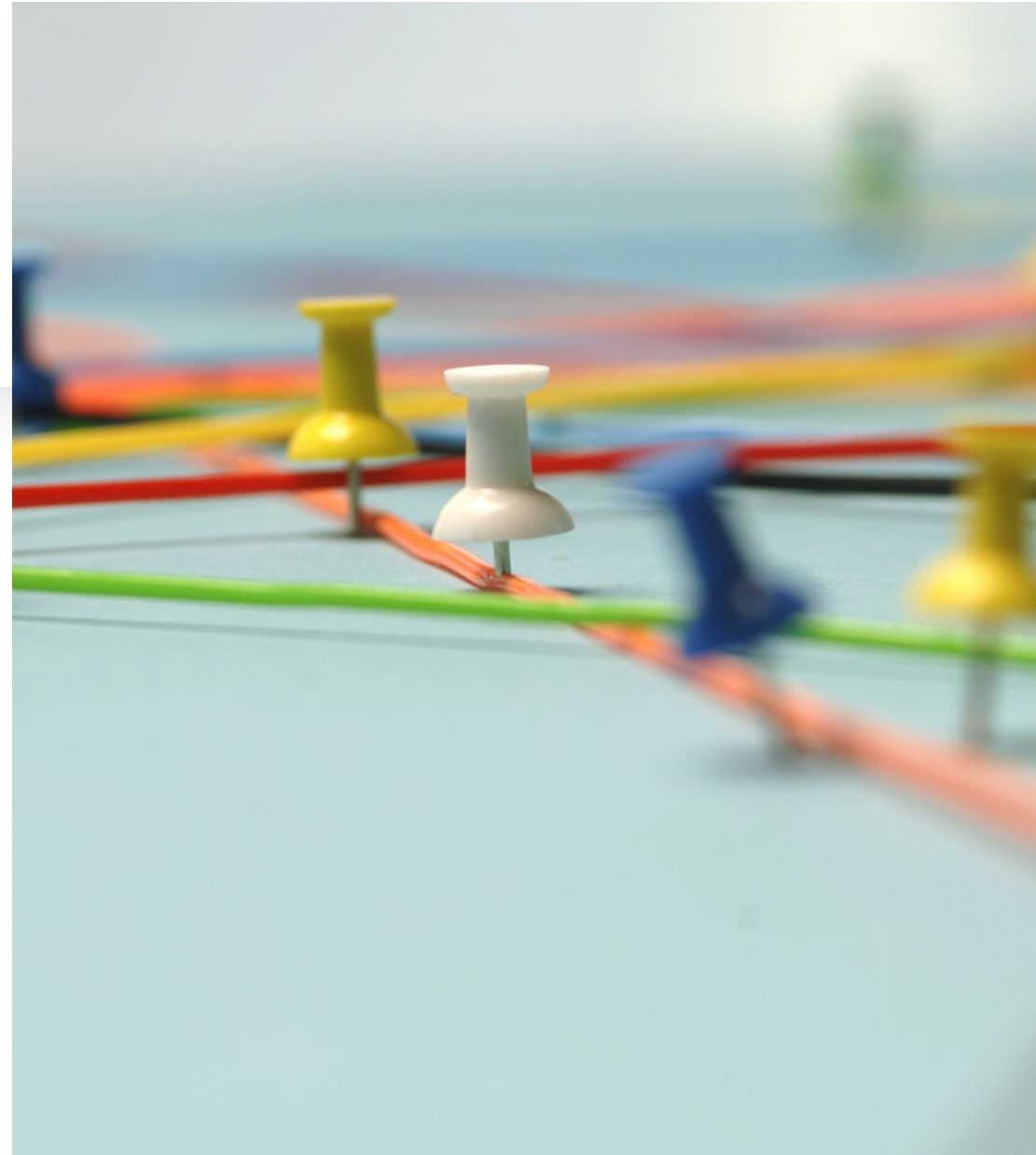
THE THREE FORMS OF NETWORKING

Managers who think they are adept at networking are often operating only at an operational or personal level. Effective leaders learn to employ networks for strategic purposes.

	Operational	Personal	Strategic
Purpose	Getting work done efficiently; maintaining the capacities and functions required of the group.	Enhancing personal and professional development; providing referrals to useful information and contacts.	Figuring out future priorities and challenges; getting stakeholder support for them.
Location and temporal orientation	Contacts are mostly internal and oriented toward current demands.	Contacts are mostly external and oriented toward current interests and future potential interests.	Contacts are internal and external and oriented toward the future.
Players and recruitment	Key contacts are relatively nondiscretionary; they are prescribed mostly by the task and organizational structure, so it is very clear who is relevant.	Key contacts are mostly discretionary; it is not always clear who is relevant.	Key contacts follow from the strategic context and the organizational environment, but specific membership is discretionary; it is not always clear who is relevant.
Network attributes and key behaviors	Depth: building strong working relationships.	Breadth: reaching out to contacts who can make referrals.	Leverage: creating inside-outside links.

Conditions for networking

- Clarity of purpose
- Compelling pitch
- Targeted partnering

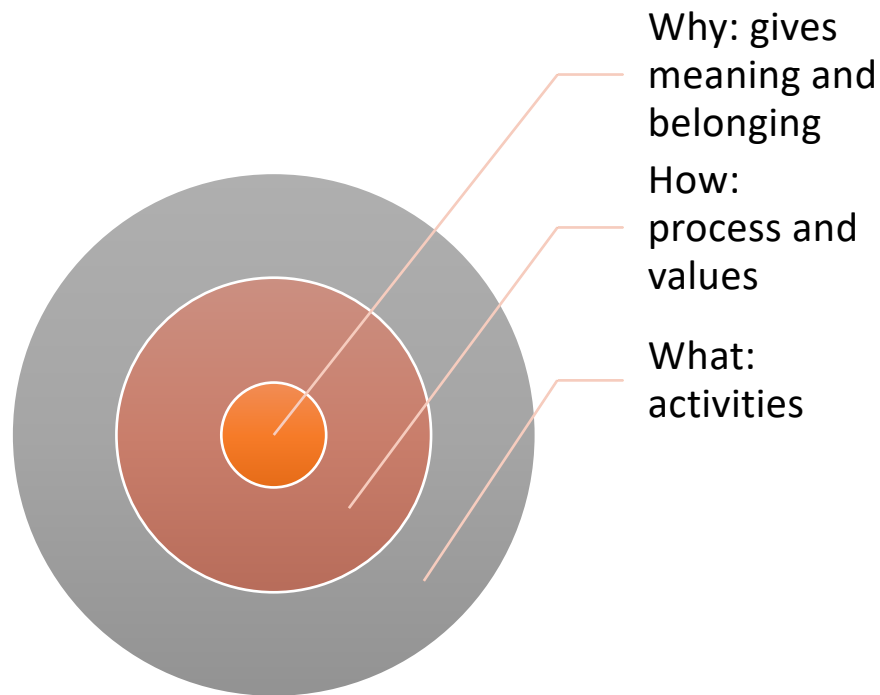




Coach purpose

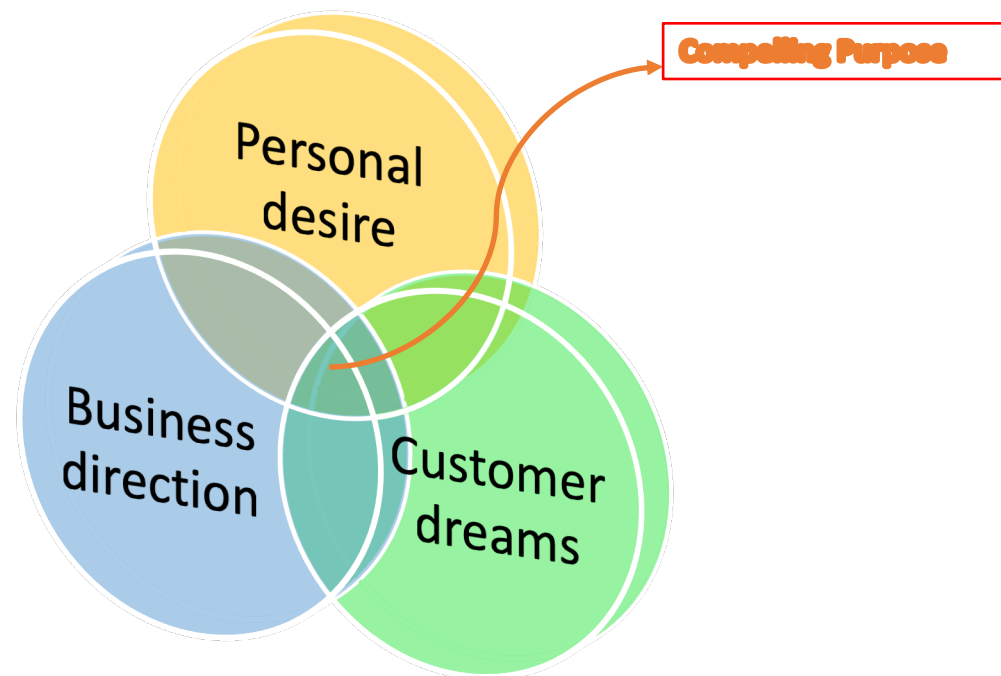


Purpose: The golden circle (S. Sinek, 2009)



- Example: Apple
 - Why? Think different
 - How? Design interface and functionality
 - What? Computers and smart phones

How to create Your Compelling purpose



Exercise: Coach purpose canvas

- What is your job as a coach?
What deliverables are you responsible for?
- Who do you work for (external)?
- What impact or benefit do you want to realize in the organisation, your customers and beyond?

Purpose examples:

- Google: *"To organise the world's information and make it universally accessible and useful."*
- Amazon: *"The Earth's most customer-centric company, where customers can find and discover anything they might want to buy online."*
- *"Our team provides efficient support so that our managers can spend more time leading, rather than performing administrative work. "*
- *"Our team continually comes up with new solutions so that our organization stays at the forefront of innovation."*
- *"Our team takes care of our advisors so that they can take care of their clients."."*

Coach purpose statement: Our team (what we do and how) for (specific target group) so that (intended impact)

Coach Pitch

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Types of pitches

- Social pitch – to build rapport
- Sales pitch – to potential customers
- Product pitch – to potential partners
- Resource pitch – to investors
- Dream pitch – bigger purpose

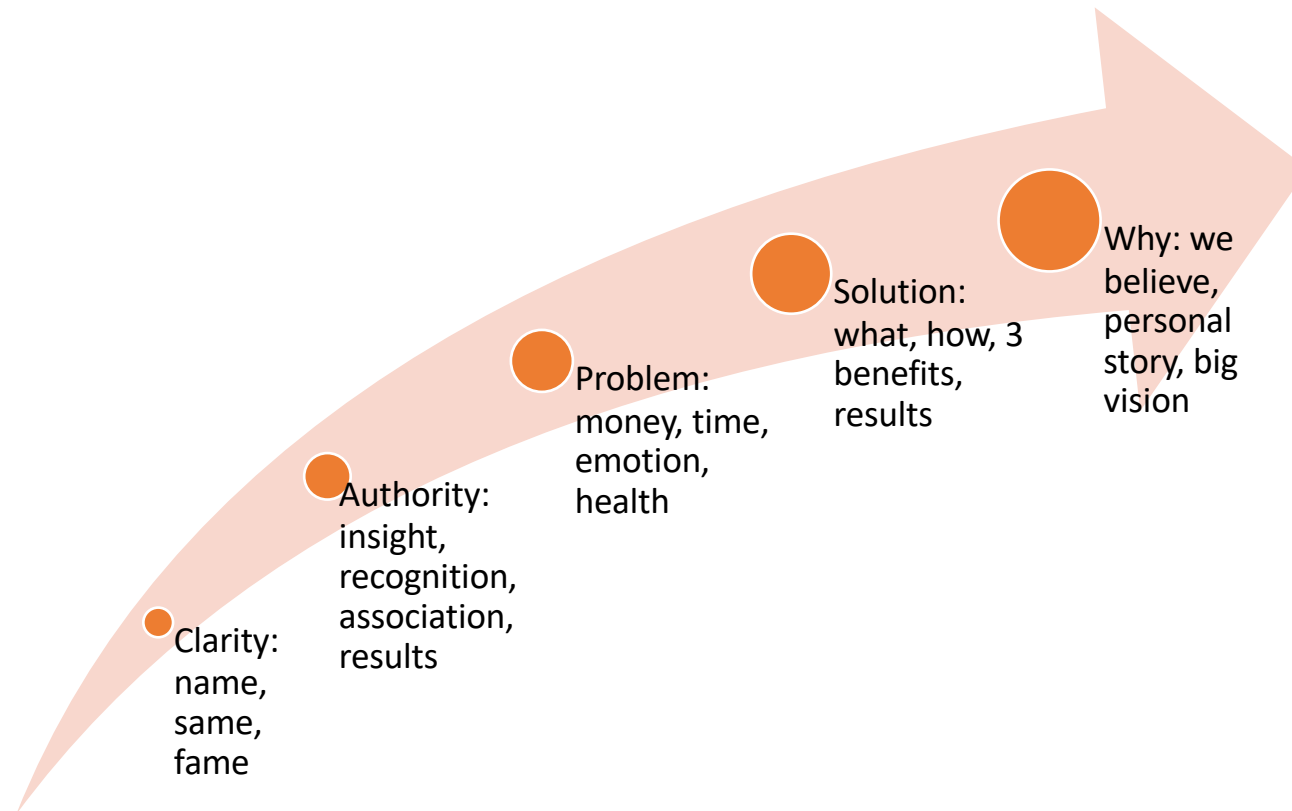
Social pitch

- Name – name, position, company name
- Same – similar companies
- Claim to fame –specialty, status, proud results, recognition earned
- Goal – solution to client problem
- Game – bigger vision, ultimate goal

Examples pitches

NAME	SAME	CLAIM TO FAME
Your name, business name, book name	Your 'Yellow Pages' OR Google search category	What makes you different OR unique OR special?
My name is Shelley,	My husband and I run a residential home building company	We build extra ultra-funky homes in East London. When we're done, we typically turn a run down property into the most valuable home on the street.
My name is Leo, I'm the Founder of 123 Accountants and I'm the author of the book 'Startup Accounts'	I am a chartered accountant	We typically help startup businesses in London raise £50k - £100k using a government tax scheme.
My name is David, I'm the CEO of A2Z Recruitment	We do recruitment for temporary staff in office environments.	Every day over 200 people go to work to temp jobs we've found for them. I regularly speak about 'the future of work' at HR conferences.
My name is Dr. Doug.	I'm a chiropractor.	I specialise in helping professional athletes stay in peak shape and get back on the field faster after injury in the safest way possible.
My name is Sheryl Hunter.	I'm known as the entrepreneur's attorney.	I specialise in working with small business owners from start up to buy out.

Exercise: Pitching your coach purpose



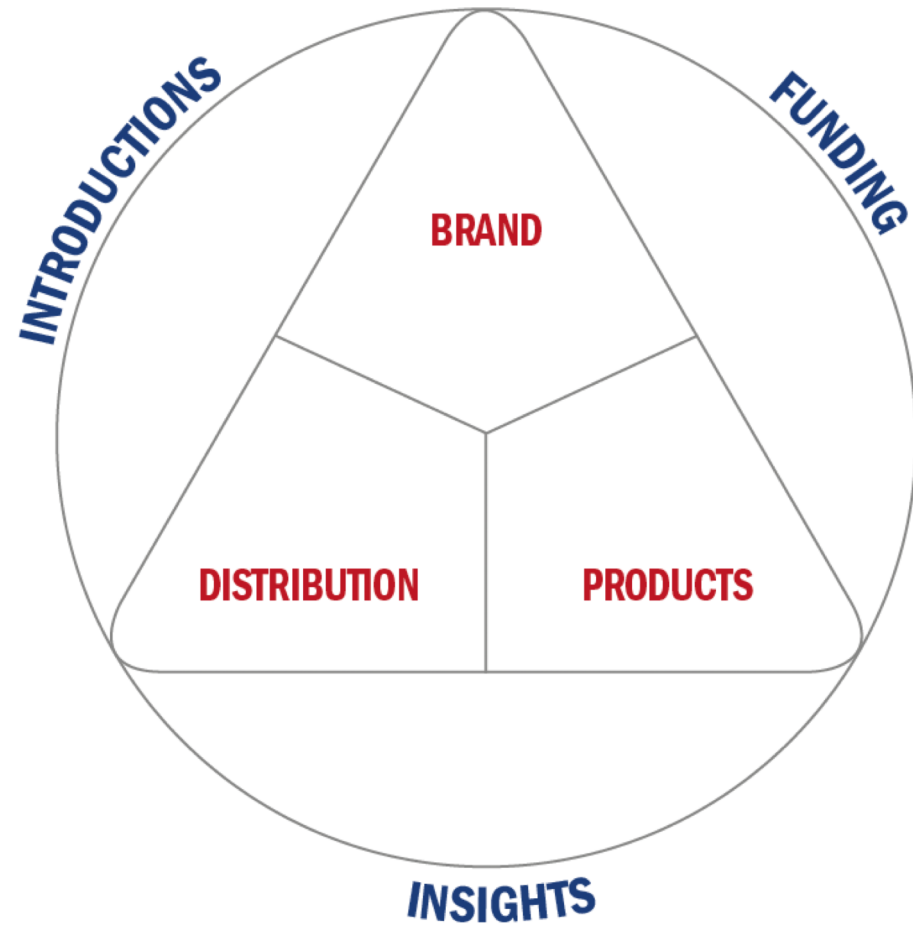
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Coach partners – who do
you network with?

Partnering – choosing your network

Who already has a brand?	Who already has distribution?	Who already has products?	Who can offer insights?	Who can offer funding?	Who can offer introductions?
Personalities Success stories Experts Organizations Certifications	Mailing lists Viewers Outlets Subscribers Traffic	Innovation Packages Proven track record Enhances your offer	Thought leaders Mentors Experts Research Key customers	Suppliers Clients Angels Investors	PR firms Networkers Event hosts Industry veterans

Key
partnerships



Exercise partnering – who to network with

- Create your investor pitch
- What are you offering (brand, product or distribution)
- Identify 5 networking targets



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Your homework

Homework



Schedule a lunch with someone who can offer insights. What can you offer them?



Schedule a lunch with someone who can offer introductions. What can you offer them?



Schedule a lunch with someone who can offer investments. What can you offer them?



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Sari van Poelje
Master (team)coach
and guests

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