



ELEVATE
2024 ANNUAL
CONFERENCE



California Society
of Association
Executives ELEVATE Annual
Conference

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A photograph showing several hands clasped together in a supportive grip, symbolizing teamwork and leadership. The background is blurred, focusing on the hands in the foreground.

5 Steps to Accelerate the
Next Generation of Leaders
with a Coaching Program

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Cheryl Procter-Rogers, MCC,APR, Fellow PRSA, MBA, MA

- I'm an award-winning communications and business strategist, executive coach, and seasoned professional with over 43 years of experience specializing in communication strategy, business development, and public relations.
- I hold the prestigious International Coaching Federation Master Certified Coach credential and serve as Vice Chair for the International Coaching Federation's (ICF) Global Enterprise Board.
- Additionally, I partner with ICF and the Obama Foundation Scholars program to demonstrate coaching's transformative potential in helping organizations achieve ambitious goals, in line with ICF's mission to integrate coaching into thriving societies.

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You can change the
world to support the
next generation of
emerging leaders

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Step 1: Build a Strategic Plan

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Step 1: How to Build a Strategic Plan



Define a clear vision and mission to guide decision-making and resource allocation for your association's coaching program



Establish goals aligned with your vision and mission to provide a roadmap for action to achieve desired outcomes



Utilize the strategic plan to identify coaching needs that will support your team's professional development and organizational success

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Step 2: Consider Your Association's Structure

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Step 2: Consider Your Association's Structure



Is your association ready for a coaching program?



Establish measurable outcomes to verify the effectiveness of the coaching program, ensuring alignment with your association's goals and providing feedback for improvement



Provide coach training to key leaders to create a trickle-down effect, enhancing coaching benefits throughout the organization and fostering widespread enthusiasm beyond leadership

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Step 3: Define Your Coaching Program's Goals

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Step 3: Define Your Coaching Program's Reason for Being



Understand and explain what you hope to accomplish, identify the benefits, and encourage their acceptance. A program win becomes everyone's win



Seek a professional coach to assist in stating the objectives and outcomes of your coaching program, fostering team buy-in and alignment with your association's needs



Ask questions to fine-tune your coaching program goals

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Step 4: Find a Coach

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Step 4: Find a Coach



Identify coaching needs that correspond to the various roles within your team, focusing on areas such as leadership development, performance enhancement, and skill improvement



Utilize the ICF Credentialed Coach Finder to explore a directory of qualified coaches whose expertise and values align with your goals, ensuring suitability for your team's needs



Engage with local ICF chapters to design an internal coaching program tailored to your association's culture, aligning your coaching needs with your strategic plan

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Step 5: Implement Your Coaching Program

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Step 5: Engage Your Association



Initiate your coaching program by offering one-on-one coaching sessions to your leaders, empowering them to endorse the program and exhibit their commitment to fostering widespread engagement



Highlight the potential and immediate benefits of coaching to your association and its members during this initial phase, focusing on building upon program successes



Expand coaching initiatives beyond leadership by implementing team workshops and goal-specific coaching, ensuring alignment with your strategic objectives throughout the program's evolution

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A Strong Coaching Program Inspires Future Leaders

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And Inspired Leaders Change the World

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Contact Details

- If you want to follow up with me about anything I have spoken about today or if you want to enquire about coaching:
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- Or contact the International Coaching Federation: support@coachingfederation.org