

# Coaching The Global Village

Empowering local citizens

By Patrick Williams, EdD, MCC

**M**any corporations are using coaching in the global arena to assist with cultural diversity, international offices and transfer of employees, and an ever-changing global business environment. At the same time, there are many efforts, sometimes supported by corporate partners or by social enterprise, to bring the benefits and power of coaching to the underserved, resource-poor citizens and communities around the globe.

In 2005, I was inspired to write a thought paper on the idea that became Coaching the Global Village. These are some of the ideas contained in that vision:

**Purpose:** Coaching the Global Village, Inc. (CGV) was created in 2005 to partner with world-change leaders, non-profits, and Non-Governmental Organizations (NGOs) in using professional coaching techniques to bring about sustainable social change in local communities throughout the world.

**Mission:** Coaching the Global Village utilizes professional coaching techniques to empower communities around the world to develop sustainable solutions for pressing human and societal needs.

**Vision:** Coaching collaborations drive sustainable social change worldwide.

**Values:** The wisdom, knowledge, solutions and energy for creating sustainable change already reside within the leadership of local communities. CGV partners with NGOs and nonprofits to draw on the wisdom and motivation of their clients and

employees by leveraging coaching techniques into their work to reach targeted outcomes. This human capital is the source of leadership that will sustain change efforts long after the project cycle has completed. CGV's partners across the globe are using coaching to generate innovative and long lasting solutions in partnership with the communities they serve. Mutual learning, utilizing a coaching approach, comes in the form of empowering conversations using inquiry, powerful questions, and a

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future-focused vision for change by evoking wisdom from the people who desire social change.

**Program:** Through individual and group coaching, CGV utilizes a team of successful and visionary coaches throughout the world to provide community leaders with consultation in strategic planning, cross-sector partnerships, team building, leadership development, and building a network of NGOs.

**Offering Coaching Skills to the Global Village**

After completing three pro-bono train-



ings with non-profit organizations in the U.S. (and one paid training), the curriculum was revised based on research on the program delivery and response of the participants. CGV has now completed trainings in Costa Rica (June 2009), Nepal (October 2009), Kenya (2010), Jamaica (2010, 2011), and Cameroon (2011), as well as a special project with returning veterans of the Iraq and Afghanistan wars in conjunction with a photographic story-telling seminar traveling the country ([www.Veterans-BookProject.com](http://www.Veterans-BookProject.com)). CGV coaches will provide follow-up coaching for the veterans and their families based on lifestyle redesign coaching.

CVG's business plan is to replicate these programs in 25 locations by the end of 2012.

Using coaching skills in a purposeful way can assist people in finding their own solutions (which might not have emerged otherwise) to problems, whether the problem is drought, conflict, or disease. We have an ongoing project in Kenya supported by a family foundation grant and other projects on the horizon ... but we need partners, collaborators, donors, and connections to organizations such as Rotary, the Peace Corp, or other groups that can help us find

those who want to receive the coach training and ongoing follow-up.

In 2010, after receiving a small grant, I partnered with the Center for Creative Leadership in Greensboro, North Carolina, and created a coaching essentials toolkit for leadership development. We then presented that kit for a team of 22 doctors, nurses, and other health professionals gathered at a coaching training in Kingston, Jamaica, from eight island countries in the Caribbean.

That kit is now in the process of being simplified even more to become a coaching essentials card deck designed to fit in a pocket and be used whenever a coaching conversation might be helpful.

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The future goal for CGV is to continue to find partners and collaborators to take coaching skills training for purposeful conversations around the globe (including the United States). We have trained international groups, missionaries, state leadership groups, youth centers, medical teams, school teachers, and many other organizations.

Coaching can be the missing ingredient in many efforts and can assist in creating the sustainability of the work others are doing. And more importantly, coaching can help local citizens see solutions to their most pressing challenges, and come up with possible solutions themselves. THEN, they can be connected to the resources that can help them implement their solutions. The power of change comes from within the community and its peoples ... not from outsiders deciding

what they need. That is the big lesson in coaching in the world today.

**Empowering People and Communities**

The first day of the recent 15th annual International Coach Federation global conference, over 1,000 attendees watched the most inspirational introduction I have seen in all 15 years of attending these conferences. The huge screens on the stage showed a moving globe and as it focused on one continent, all the countries with members in the ICF lit up, then moved on to the next continent, and by the end, there were over 100 countries with a coaching presence. I know that some of the gaps in Central Africa and other countries had a coaching presence through some of my partners and colleagues in the nonprofit world of NGOs and grassroots efforts where coaching is being utilized. But it can be so much bigger – and so much more resonant – with a collective, collaborative voice and coaching community connection.

My idea is this: The nonprofit I founded in 2005, Coaching the Global Village, could be the connecting point of all who want to be a Global Village Coach or a Global Village Coach Trainer. So let’s pick a month, say May 2012, when a global coaching initiative is rolled out in all 100+ countries at the same time. This can include:

1. Pro bono or discounted coaching services in your local community or in all locales around the globe.
2. Training for local leaders and citizens in the coaching essentials to empower them individually and to assist with personal and community development.
3. Follow-up research on the effectiveness of coaching skills or programs. What has changed for the better?

Margaret Wheatley (*Turning to One Another*) says, “Relationships are everything. All things in the universe exist only because they are in relationship to everything else. Nothing

exists in isolation. We have to stop pretending we are individuals who can go it alone. I believe we can change the world if we start listening to one another again – simple, honest, human conversation. Not mediation, negotiation, problem solving, debate, or public meetings, but simple, truthful conversations where we each have a chance to speak, we each feel heard, and we each listen well.”

Coaching can help.

Will you help? If you are interested, please send an email to: [Unity@CoachingTheGlobalVillage.org](mailto:Unity@CoachingTheGlobalVillage.org).

**2011 ICF Annual International Conference**

**September 24-27, 2011**

Mandalay Bay,  
Las Vegas, Nevada, USA  
[www.coachfederation.org/conference](http://www.coachfederation.org/conference)

**2011 ICF GTA (Toronto) Fall Conference**

**October 29, 2011**

Montecassino Hotel & Event Venue  
Toronto, Ontario  
[www.gtacoaches.com](http://www.gtacoaches.com)

**Leadership Global Conference 2011**

**November 3-5, 2011**

Tokyo Ryogoku Kokusai Fashion Center  
(3rd & 10th floors)  
Tokyo, Japan  
[www.we-lead.com/](http://www.we-lead.com/)

**2011 PCAM 8th Annual Conference**

(Professional Coaches Association of Michigan)

**November 11-12, 2011**

Radisson Hotel  
Lansing, Michigan, USA  
[www.michigancoaches.org/events/conference-2011.php](http://www.michigancoaches.org/events/conference-2011.php)

**ICF Philadelphia (PACA) Conference**

**November 11, 2011**

Malvern, Pennsylvania, USA  
[www.philadelphiacoaches.org](http://www.philadelphiacoaches.org)

**ICF Latin American Coaching Conference**

**November 11-12, 2011**

Santiago, Chile  
[www.conferenciaicf2011.cl/](http://www.conferenciaicf2011.cl/)

**2012 ICF Annual International Conference**

**October 3-6, 2012**

London, England, UK  
[www.coachfederation.org/London2012](http://www.coachfederation.org/London2012)