

# ICMA Coaching Program

## *building on success*

Don Maruska, Director, Cal-ICMA Coaching Program  
Frank Benest, ICMA Liaison for Next Generation Initiatives  
Rob Carty, Director, ICMA Career Services

September 28, 2015



# Where we've been – 15 ICMA State Association Coaching Partners in 2015

## Cal-ICMA California Consortium A State Affiliate of ICMA



Utah City Management Association

# Built on 12 years of investment and support

**Platinum Sponsors: ICMA  
League of California Cities**

**Gold Sponsors: California City Management Foundation and Chevron**

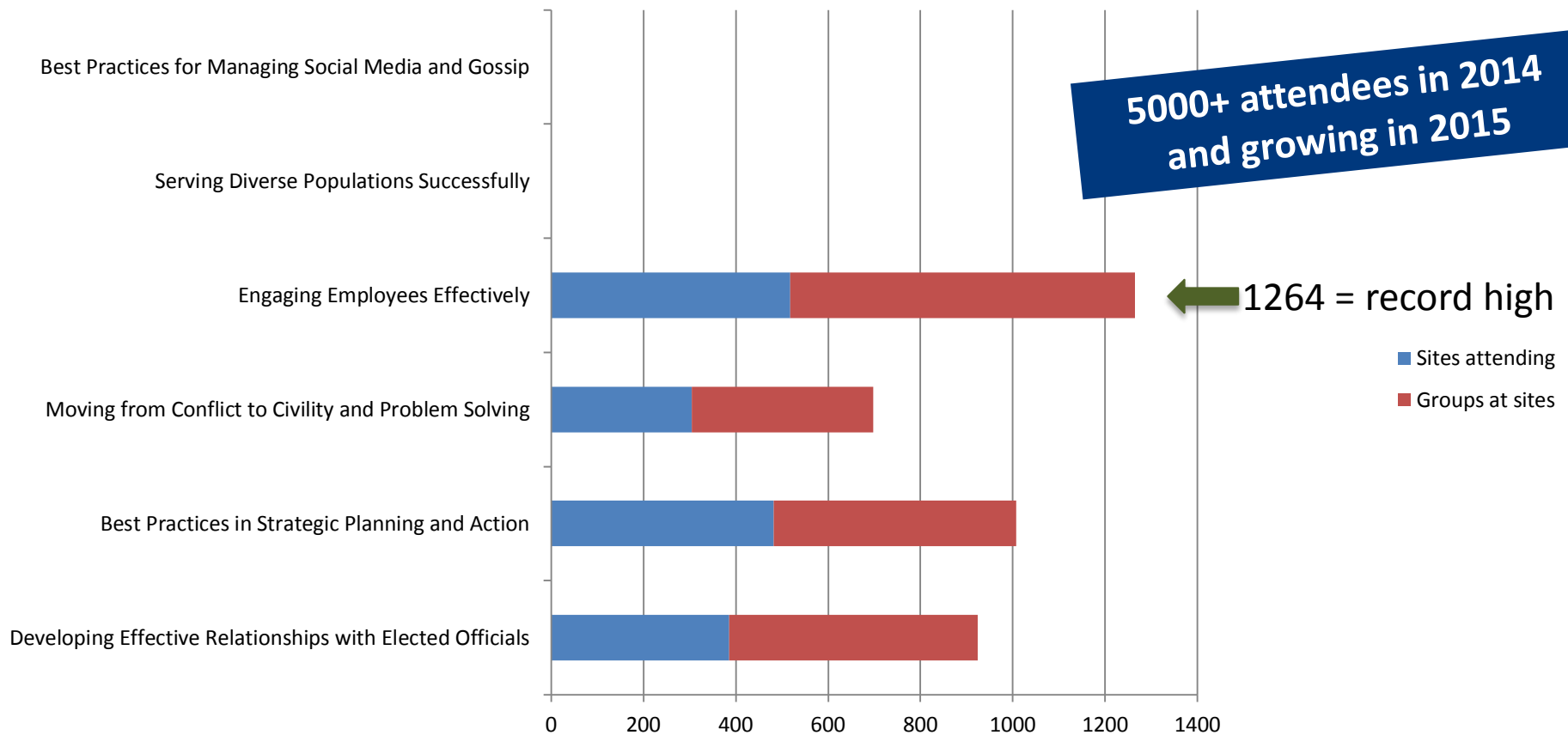
Silver Sponsors: Alliant Insurance Services, County Administrative Officers Association of California, Granicus, Municipal Management Association of Northern California, Municipal Management Association of Southern California, Public Agency Retirement Services (PARS), Renne Sloan Holtzman Sakai Public Law Group, and Townsend Public Affairs

Bronze Sponsors: California Special Districts Association, County Personnel Administrators Association (CPAAC), Davenport Institute for Public Engagement at Pepperdine, International Hispanic Network, Liebert Cassidy Whitmore, Stifel Nicolaus, and Women Leading Government

# What the Coaching Program delivers

- 6 live webinars/year
- Digital video recordings and extensive presentation materials and resources
- Career Compass columns
- Video clips of ICMA leaders and rising stars
- Speed Coaching
- and more

# Webinars sharing best practices and attracting large live audiences



# Delivering value to participants

[CLOSED] How was this webinar of value to you and your agency?



# Partners help identify best topics and presenters

Using online surveys and outreach to ICMA State Assn. Coaching Partners

## 2015 Coaching Webinars

Get the most from these 90-minute sessions — FREE  
All sessions are listed in Pacific Time (PT).

### **Developing Effective Relationships with Elected Officials**

10-11:30 a.m. PT, Thursday, March 5

### **Best Practices in Strategic Planning and Action**

(cosponsored with CSMFO)

1-2:30 p.m. PT, Wednesday, April 1

### **Moving from Conflict to Civility and Problem Solving**

10-11:30 a.m. PT, Thursday, May 14

### **Engaging Employees Effectively**

(cosponsored with CSMFO)

1-2:30 p.m. PT, Wednesday, September 16

### **Serving Diverse Populations Successfully**

1-2:30 p.m. PT, Wednesday, October 21

### **Best Practices for Managing Social Media & Gossip**

10-11:30 a.m. PT, Thursday, November 5

# Engaging talent from state partners



with State Associations:  
Colorado, Georgia,  
Illinois, Massachusetts,  
Michigan, Minnesota,  
Missouri, North Carolina,  
Oklahoma, Oregon,  
Pennsylvania, Texas,  
Utah, and Wisconsin

## Serving Diverse Populations Successfully

Wed, Oct 21, 2015 1:00 PM - 2:30 PM PDT

[Show in My Time Zone](#)

### Topics:

1. What shifts are occurring in the demographics and interests of people in communities?
2. How can local governments engage effectively with diverse populations and build community?
3. What are practical strategies and tactics that work?

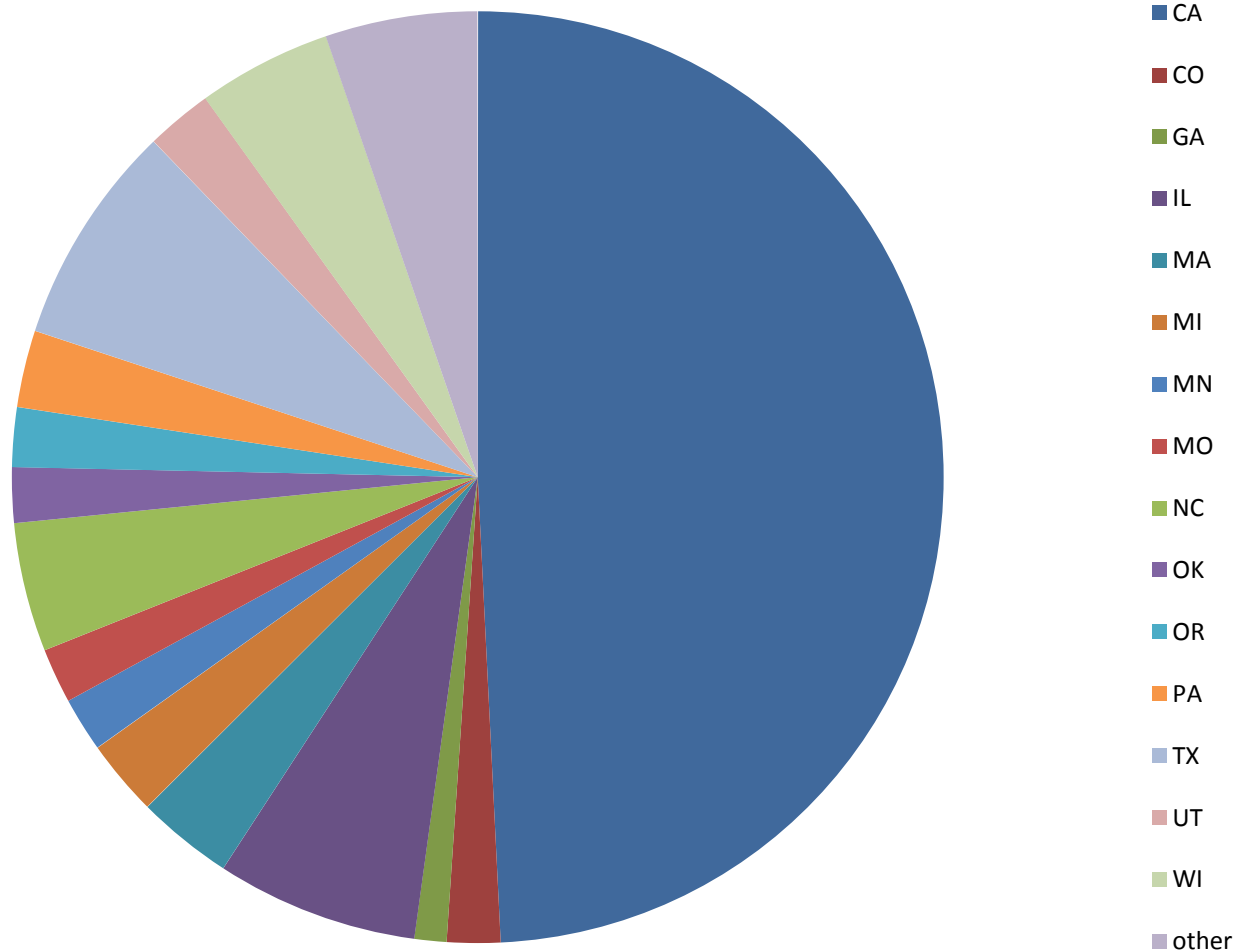
### Presenters:

- \* Pat Martel, President of ICMA, City Manager, Daly City, CA
- \* Jamie Verbrugge, City Manager, Bloomington, MN
- \* Charles Penny, City Manager, and Tasha Logan-Ford, Asst. City Manager, Rocky Mount, NC

Audience: all employees



# Partner participation in webinars



registrations for webinars thus far in 2015

Integrated audio & video digital recordings with Agenda resources available 24/7



## Developing Effective Relationships with Elected Officials *webinar*

10:00 – 11:30 a.m. Pacific Time, Thursday, March 5, 2015

Cal-ICMA Coaching Program in partnership with ICMA State Association Coaching Partners: Colorado, Georgia, Illinois, Massachusetts, Michigan, Minnesota, Missouri, North Carolina, Oklahoma, Oregon, Pennsylvania, Texas, Utah, and Wisconsin

\*\*\* Advance registration required for this no-charge webinar:

<https://attendee.gotowebinar.com/register/2521933691931682562>

Webinar topics:

1. What's critical in working effectively?
2. What are some pitfalls to avoid?
3. What are the roles that employees relationships with elected officials?

Presenters:

- \* Wes Hare, City Manager, Albany, OR
- \* Jim Keene, City Manager, Palo Alto, CA
- \* Dan Morgado, Town Manager, Shrewsbury, MA

Audience: all employees

> 43,400 page views  
of archives thus far  
in 2015

Available as full screen  
download mp4

Developing Effective Relationshi...

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# “Career Compass” columns on key issues

## Career Compass No. 39: The Courage to Do the Right Thing

In this issue of Career Compass, Dr. Benest helps us find our backbone.



by Dr. Frank Benest

April 26, 2014

*I am a Finance Department manager in a city that is facing a deteriorating fiscal situation and the organization is depending on our budget team to come up with reasonable solutions. Here's my problem. The finance director is recommending a city budget that contains, in my opinion, (and I believe in the opinion of a few other team members) some faulty assumptions.*

*We've had several budget team meetings but no one has directly questioned the finance director, who is a strong-willed individual who demands loyalty. I feel the need to speak up but I might suffer negative consequences or retaliation. To be honest, I'm afraid that I won't be seen as a team player and my future prospects may be jeopardized. I've asked another Finance team member for advice but she suggests that I just go along—it's not worth taking on the finance director.*

*Having said all that, I believe that it is my professional responsibility and ethical obligation to call out some of these questionable assumptions.*

*I am energized by my role and responsibility in the city organization but I do not know what to do. Can you help?*



**My coach said I can do this.....gather some supporters...hold my breath...LEAP!**

Helping people navigate their careers

In our professional (as well as personal) lives, there is often a need to speak up or take other action but we fear the negative consequences. Typical situations may occur when you feel the need to

- Say something that a person of authority and power doesn't want to hear
- Inform a higher authority of a serious ethical breach on the part of a co-worker
- Lead a needed organizational or community project that will face significant opposition
- Oppose a development project proposed by a powerful developer who has influence with the council
- Promote the best candidate for the organization even though the selection is unpopular with employees or

# Additional resources to help you serve your members

- “Coaches Choice” Resources
- “YouTube Channel” videos
- “Speed Coaching” resources

# Coaches Choice Resources

A new list of resources recommended by our own Coaches



May 28, 2014

## A COLLECTION OF RESOURCES HIGHLY RANKED BY OUR CADRE OF COACHES:

Aspiring managers are encouraged to review the “Coaches Gallery” and select a coach for either a one-time, periodic, or ongoing exchange. To provide additional assistance, individual coaches have offered some of their favorite resources which are posted below. These resources may include an article, book, YouTube or TED.com video, or blog posting. All you have to do is click on the posted resource and enjoy.

- [Becoming A Great Coach](#) by Don Maruska
- [Making Coaching Work: Some "Dos" for Coaches and Coachees](#) by Frank Benest
- [Career Compass Series: Check out #7 on Creating a Dream Team of Advisors](#)
- [TEDTalk Video: Simon Sinek on How Great Leaders Inspire Action](#)
- [Strategy-Business](#)



Video clips of ICMA leaders and rising stars



Dave Childs, a past ICMA President, discusses keys to ethical leadership

# Templates to boost your in-state programs



**SPEED COACHING EVENT  
APRIL 9, 2014**



Speed Coaching Promo 2014

lips adapted from Don Maruska, Director of the CalICMA Coaching Program  
[www.cal-icma.org/coaching](http://www.cal-icma.org/coaching)

# ICMA State Association Coaching Partners collaborating for the profession

- Attracting Participation in Webinars – Illinois and Wisconsin
- Using Webinar Recordings to Deepen Learning – Massachusetts
- Offering Speed Coaching in State Associations – Oregon
- Establishing 1-1 Coaching at State Level -- Texas



# Attracting participation



**ILCMA**  
Illinois City/County Management Association  
*Strengthening the Quality of Local Governance through Professional Management*

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## Welcome to ILCMA

The Illinois City / County Management Association (ILCMA) was founded in 1953 for the purpose of supporting and improving municipal and county management and strengthening local government in Illinois.

The ILCMA's 700 plus members are professionals who share the common interest of promoting effective local government. Members include city, village, and county managers / administrators and their assistants, persons interested in local government management, students, consultants, and other management professionals. Most hold graduate degrees and are appointed to their positions by the elected governing body.

The Association strives to maintain a balanced membership in order to create a positive environment for the exchange of ideas.

## What's New




[ILCMA Cal-ICMA Coaching Program](#) 

[ILCMA OFFERS MENTORSHIP PROGRAM](#)

[ICMA Life Well Run Campaign](#)



### STAY IN TOUCH...

-  FIND ON FACEBOOK
-  FOLLOW ON TWITTER
-  CONNECT ON LINKEDIN



- ▶ **PARC** *Members Only*  
Peer Assistance Resource Center
- ▶ **MEMBERSHIP DIRECTORY**  
Find a colleague *Members Only*
- ▶ **RESOURCES & LINKS**  
Information at your fingertips
- ▶ **DOCUMENT CENTER**  
View important WCMA documents

Summer Conference ◀

Winter Conference 2015 ◀

Member LOGIN ◀

Member Resources ◀

Newsletter ◀

Job Ads ◀

Project Classifieds ◀

Sign up for Notifications ◀

ICMA ◀

WCMA Executive Board ◀

WCMA Board ◀

Corporate Sponsorship Program ◀

## NEWS

### What Attaches People to Their Communities?

What makes a community a desirable place to live? What draws people to stake their future in it? Are communities with more attached residents better off? **Additional Info...**

### NEW ONLINE GAME LETS YOU RUN YOUR OWN COUNTY

The National Association of Counties (NACo), in conjunction with the private firm iCivics, has created online game called "Counties Work". It's part of NACo's initiative to raise awareness and understanding of counties. **Read on...**

### Learn Leadership through History

Register for ICMA Gettysburg. This is a unique opportunity to join colleagues in an exploration of personal leadership, organizational effectiveness, and the lessons of history. **Read on...**

## UPCOMING EVENTS

September 2015						
SUN	MON	TUE	WED	THU	FRI	SAT
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

Sun, Sep. 27  
101st ICMA Annual Conference

Tue, Oct. 6 - Wed, Oct. 7

The 20th Conference on the Small City and Regional Community Re-imagining Public Engagement: Civic Participation in Local Governance

Wed, Oct. 14  
Region 6 Meeting

Wed, Oct. 21  
Cal-ICMA Webinar: Serving Diverse Populations Successfully



# Using webinar recordings



## Developing Effective Relationships with Elected Officials *webinar*

10:00 – 11:30 a.m. Pacific Time, Thursday, March 5, 2015

Cal-ICMA Coaching Program in partnership with ICMA State Association Coaching Partners: Colorado, Georgia, Illinois, Massachusetts, Michigan, Minnesota, Missouri, North Carolina, Oklahoma, Oregon, Pennsylvania, Texas, Utah, and Wisconsin

\*\*\* Advance registration required for this no-charge webinar:

<https://attendee.gotowebinar.com/register/2521933691931682562>

Webinar topics:

1. What's critical in working effectively with elected officials?
2. What are some pitfalls to avoid?
3. What are the roles that employees at any level can play to enhance working relationships with elected officials?

Presenters:

- \* Wes Hare, City Manager, Albany, OR
- \* Jim Keene, City Manager, Palo Alto, CA
- \* Dan Morgado, Town Manager, Shrewsbury, MA

Audience: all employees

00:00:08 / 01:31:27

Developing Effective Relationshi...

Share Download

# Offering Speed Coaching at state level



**OCCMA**  
Oregon City/County  
Management Association  
A State Affiliate of ICMA

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Thursday, September 24 2015

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## OCCMA Coaching Program

Do you have a challenging personnel issue and need advice from a coach? Are you an emerging leader looking for a mentor? Is your budget tight and you missed the last conference, but want to continue your professional development? If so, the new Coaching Program may have something to offer.

In February 2013, the OCCMA Board of Directors decided to partner with [Cal-ICMA](#) and join the Coaching Program. This partnership was made possible as a result of ICMA's continued efforts to support the next generation and their financial commitment to the Coaching Program. OCCMA is one of many other state associations to join the program developed by Cal-ICMA to further professional development opportunities. The other states involved include: Arizona, Colorado, Illinois, Oklahoma, Michigan, and Minnesota.

## Program Purpose

As many local government executives retire, the Coaching Program aims to prepare talented mid-career professionals to take their places in senior management roles. Through a volunteer network of experienced local government executives and senior assistants serving as coaches, the Coaching Program aims to:

- Support the professional and personal development of new and aspiring managers;
- Encourage an ethos of mentoring and coaching at all levels in the local government management profession; and,
- Provide opportunities for successful local government managers to share their expertise in ways that are effective, efficient, and personally rewarding.

# Establishing 1-1 Coaching at state level

## Tex-ICMA Coaching Program

The Tex-ICMA Coaching Program is a program offered through a partnership between TCMA and the Cal-ICMA Coaching Program. The program assists senior managers grow talent and initiate staff development throughout their organizations. In addition, emerging leaders can foster relationships with senior managers to help develop knowledge and skills in local government management. Several tools are available to provide assistance.

### Webinars

Webinars are offered free of charge to TCMA members and their city staff. Top presenters from across the country are selected to present on a variety of topics, share best practices, and provide information on career development in local government. Each webinar is designed to encourage group participation from city staff or you can attend as an individual. For more information on webinars and to register, please click [Coaching Webinars](#).

### Coaches Gallery

TCMA provides one-on-one coaching opportunities to help problem solve, ask questions, and serve as a resource tool. Coaches are seasoned city managers and assistant city managers currently serving at the local level, and TCMA Life and Distinguish members. The Gallery provides contact information of those who have volunteered to serve as coaches. The Gallery is updated periodically with new coaches. To find a Coach, please click [Coaches Gallery](#).

### Career Compass

The *Career Compass* is a column to help you navigate your course to a successful public sector career. The columns highlight practical and insightful advice to help address leadership and career development challenges. To view current and past articles, please click [Career Compass](#).



# ICMA-RC, ICMA, and Cal-ICMA support for national expansion

- ICMA-RC has become a national platinum sponsor and with ICMA and Cal-ICMA is enabling webinars, digital archives, Career Compass columns, and video clips to be available to all



**National Platinum  
Sponsor**

# Benefits and opportunities to be an ICMA State Association Coaching Partner in 2016

1. Be featured as a Partner on ICMA Coaching Program webpage, all webinars, and notices
2. Participate in identifying webinar topics and presenters
3. Receive notices for each webinar and Career Compass column to distribute readily to your members
4. Gain quarterly reports about participation in your state
5. Share best practices and templates for programs to implement in your state
6. Help shape future Coaching Program services with membership on ICMA Coaching Program Advisory Committee
7. Tap the power of the coming ICMA Coach Match to connect rising stars with volunteer coaches in your association

*Annual fee is \$1000 payable to ICMA by March 31, 2016.*

# What webinar topics and presenters are of interest to your association in 2016?

Suggested Webinar Topics for 2016	Recommended Presenters	Contact Information

State Association: \_\_\_\_\_ Do you intend to be a Partner in 2016? \_\_\_\_\_

Your name and title: \_\_\_\_\_ Email address: \_\_\_\_\_

or send via email by October 30, 2015, to Don Maruska, Director, ICMA Coaching Program, at [ICMACoaching@donmaruska.com](mailto:ICMACoaching@donmaruska.com) or complete online at [www.ICMA.org/Coaching](http://www.ICMA.org/Coaching)



# Suggested next steps

1. Provide indication of interest to be an ICMA State Association Coaching Partner for calendar year 2016 by **October 30** to Rob Carty, Director, ICMA Career Services [rcarty@icma.org](mailto:rcarty@icma.org)
2. Develop suggestions for webinar topics and presenters of interest to your state association and send to Don Maruska, Director, ICMA Coaching Program [ICMACoaching@donmaruska.com](mailto:ICMACoaching@donmaruska.com)
3. Tap Frank Benest, ICMA Liaison for Next Generation Initiatives, for ideas about developing your in-state resources [frank@frankbenest.com](mailto:frank@frankbenest.com)
4. Plan your launch for association meetings and through your newsletters, etc.

# Questions/Comments?

Please complete an  
ICMA State Association Coaching Partner form.

Share your ideas for future webinar topics and presenters.

Check [www.ICMA.org/coaching](http://www.ICMA.org/coaching) for more information.





2015 SEPT 27-30  
**seattle**  
ICMA ANNUAL CONFERENCE KING COUNTY

