

ICMA Coaching Program

thrive in local government

National Advisory Meeting

Don Maruska, MBA, JD, Master Certified Coach
Director, ICMA Coaching Program





Welcome

ICMA | coaching program

Platinum Sponsor: ICMA-RC

Gold Sponsors: ICMA and Cal-ICMA | ICMA State Associations Coaching Sponsors

Thank you, ICMA-RC!

The ICMA Coaching Program is made possible by our Platinum sponsor:



www.ICMARC.org

and Gold Sponsors: ICMA and Cal-ICMA

26 State Association Coaching Partners



CONNECTICUT TOWN & CITY
MANAGEMENT ASSOCIATION



Utah City Management Association



Outreach Partners



What the Coaching Program delivers

- 6 live Webinars/year – *now with live handouts and webcams*
- Digital Video Recordings and extensive presentation materials and resources
- Speed Coaching template and sessions
- Career Compass columns – *57 and growing*
- 1-1 Coaching Resources – *expanded CoachConnect*
- Talent Development resources
- Career Stories
- State Partners support
- Outreach Partners engagement

Webinars sharing best practices and attracting large live audiences

8200+ attendees
thus far in 2017

Tools for Tough Issues 11/9

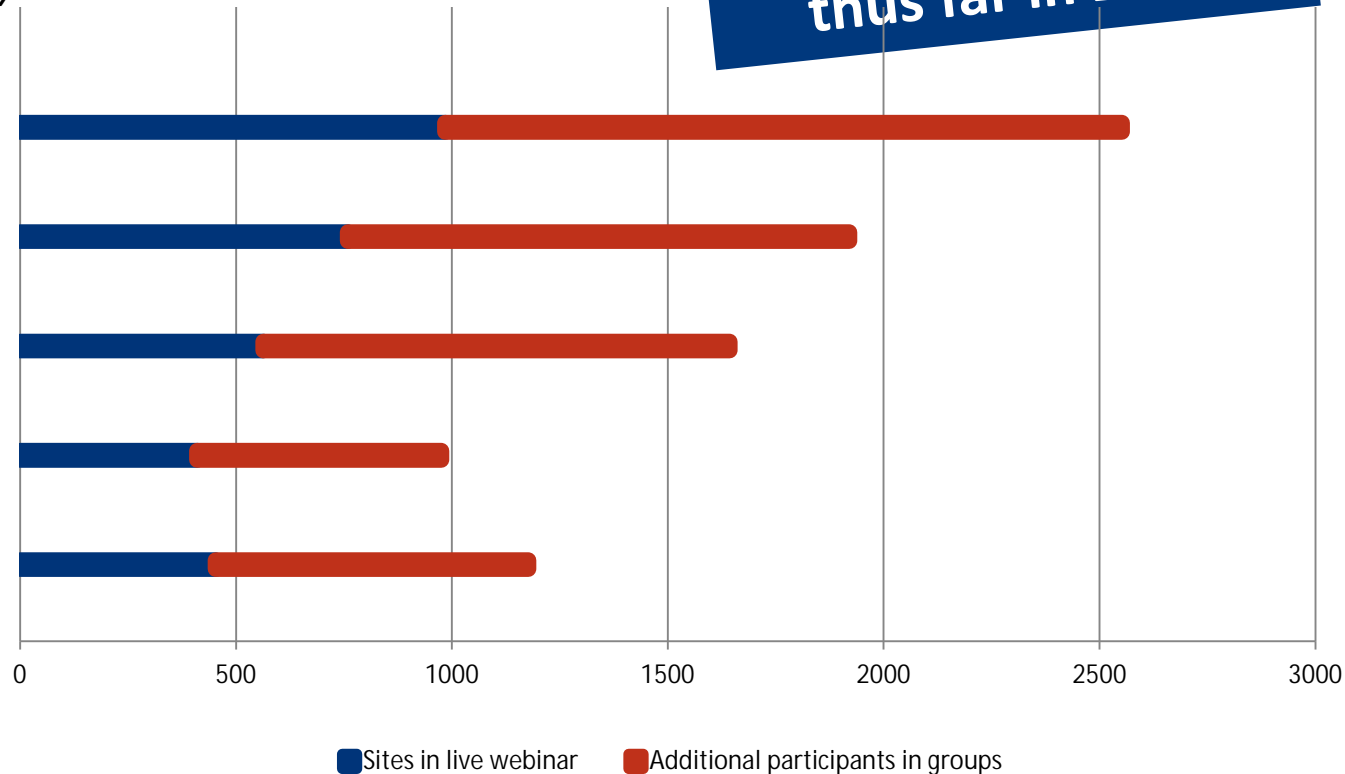
Difficult Conversations

Effective Communication

Citizen/Customer Service

Great Coach/Player

Dynamic Workforce



Partners help identify best topics, presenters, dates, and times

Webinar Topic	Date and Time
Attracting and Retaining a Dynamic Workforce	10:00 – 11:30 a.m. PT, Wednesday, March 29
Being a Great Coach and a Winning Player	11:00 – 12:30 p.m. PT, Wednesday, April 19
Best Practices in Citizen/Customer Service	10:00 – 11:30 a.m. PT, Thursday, May 11
Effective Communication of Complex Issues to the Public	9:00 – 10:30 a.m. PT, Thursday, September 7
Strategies for Having Difficult Conversations	10:00 – 11:30 a.m. PT, Wednesday, October 11
Tools to Resolve Tough Issues in Your Community	10:00 – 11:30 a.m. PT, Thursday, November 9

Engaging talent from state partners

ICMA | coaching program

Platinum Sponsor: ICMA-RC
Gold Sponsors: ICMA and Cal-ICMA

Tools to Resolve Tough Issues in Your Community

Thu, Nov 9, 2017 10:00 AM - 11:30 AM PST

[Show in My Time Zone](#)

Topics:

1. What are challenging, controversial issues that local governments face?
2. What are best practices that local government professionals can apply to help their communities resolve them?
3. What are effective ways for professionals to develop this skill set?

Presenters:

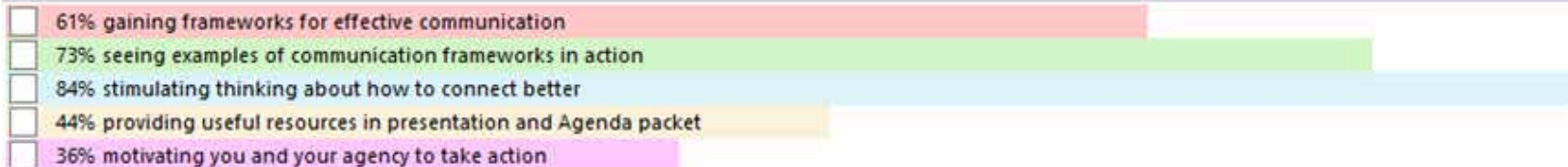
- * Erik Jensen, Founder and Principal, Jensen Strategies, LLC, Portland, OR
- * Hollie Lee, Chief of Workforce Development Strategies, Charlottesville, VA
- * Kip Harkness, Deputy City Manager, San Jose, CA

ICMA State Association Coaching Partners:

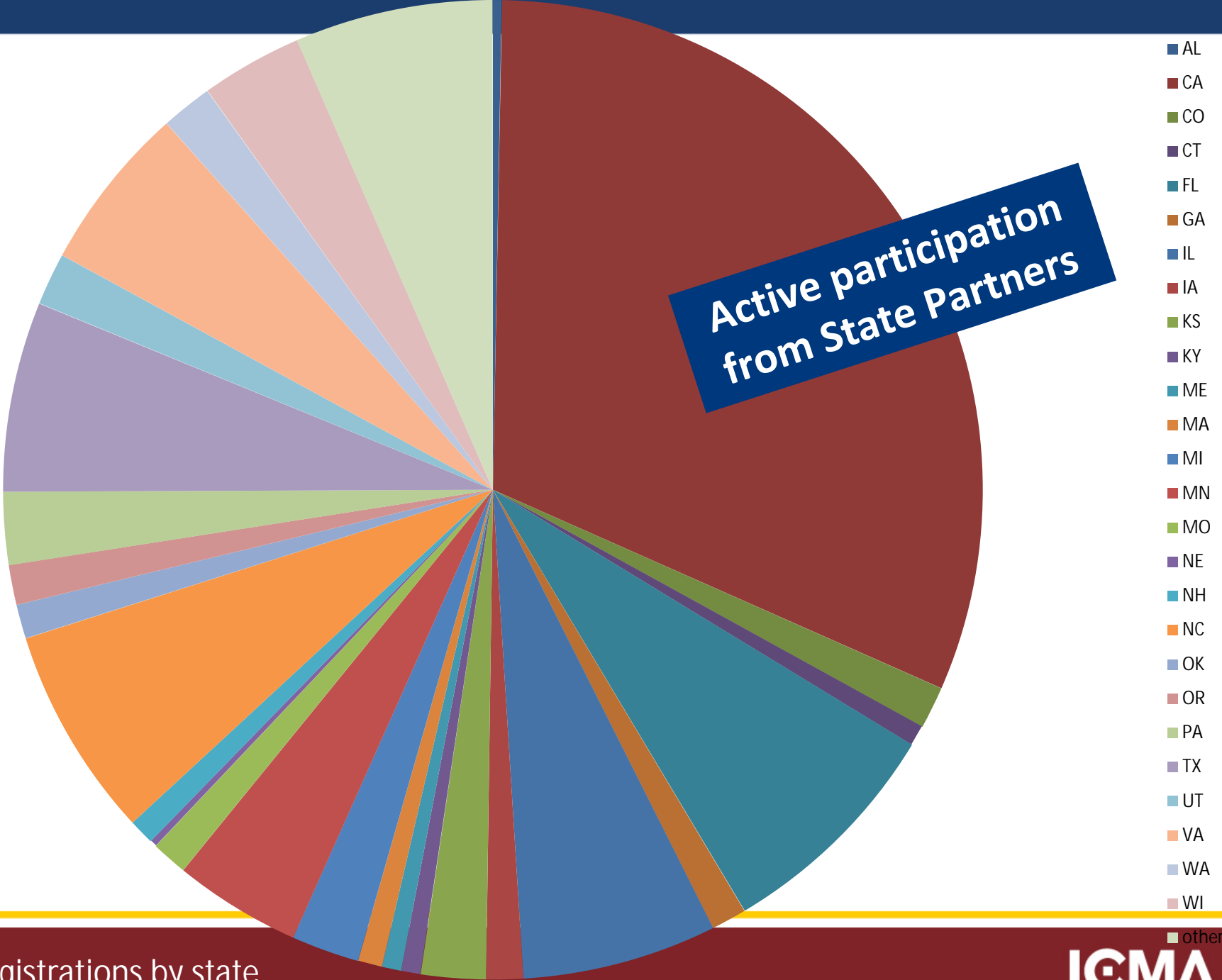
Alabama, California, Colorado, Connecticut, Florida, Georgia, Illinois, Iowa, Kansas, Kentucky, Maine, Massachusetts, Michigan, Minnesota, Missouri, Nebraska, New Hampshire, North Carolina, Oklahoma, Oregon, Pennsylvania, Texas, Utah, Virginia, Washington, Wisconsin

Delivering value to participants ...

[CLOSED] How was this webinar of value to you and your agency? (check all that apply)

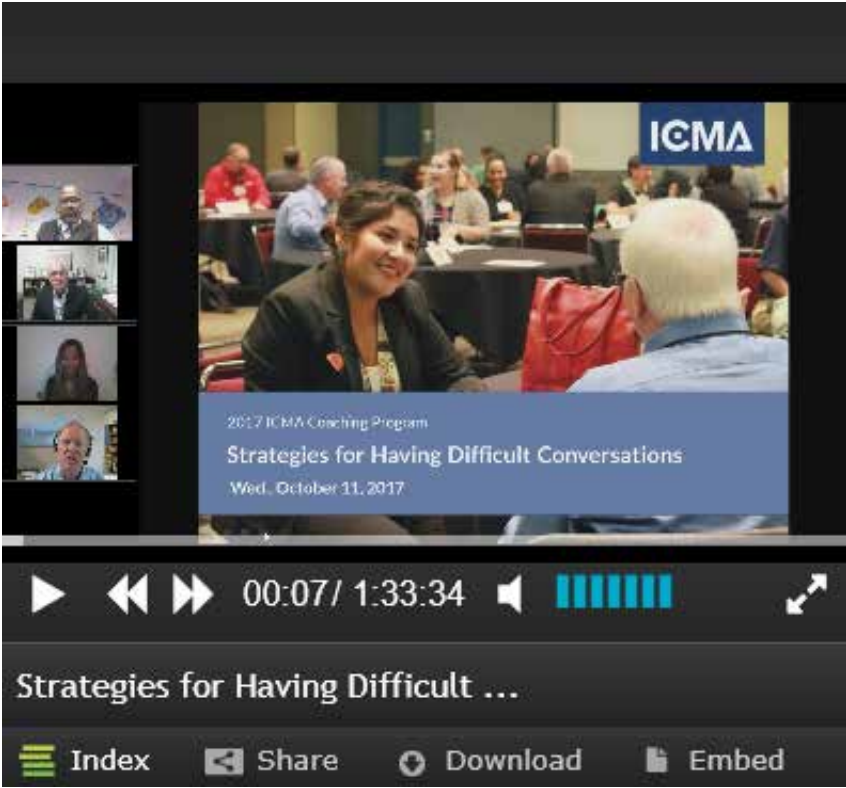


... and earning high ratings: 4+ on 5 scale



Registrations by state

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



STRATEGIES FOR HAVING DIFFICULT CONVERSATIONS

free webinar

10:00 - 11:30 a.m. Pacific Time, Wednesday, October 11, 2017

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

<https://attendee.gotowebinar.com/register/708157335913532162>

Webinar topics:

1. What are the major types of conversations that trouble local government professionals?
2. What are effective techniques to have needed conversations constructively?
3. How can people tap resources and practice their skills to boost results?

Presenters:

- * Robert Beezat, former city manager in MN, WI, and IL, author, *Character-Based Management: a Key to More Productive and Effective Organizations*, consultant with GovHR USA
- * LaSheila Yates, Executive Director and Chief Diversity Officer, Cedar Rapids, IA
- * David Ellis, Deputy County Manager, Wake, NC

Audience: all employees

Available as full screen download mp4

New -- Live handouts and webcams

What webinar topics and presenters are of interest to your association in 2018?

Suggested Webinar Topics for 2018	Recommended Presenters	Contact Information

State Association: _____ Do you intend to be a Partner in 2018? _____

Your name and title: _____ Email address: _____

or send via email by November 10, 2017, to Don Maruska, Director, ICMA Coaching Program, at
ICMACoaching@donmaruska.com

“Career Compass” columns

Career Compass No. 57: Leading by Living Your Values

Values should guide our decisions and actions, especially in times of uncertainty and change.

ARTICLE | Sep 5, 2017

Email Facebook + More 23

I am a division manager in a recreation and parks department in a mid-sized city. I oversee a staff of 15 full-time employees as well as part-time and seasonal workers who focus on youth recreation and other programming. Recognizing that our city and department are facing ongoing budget uncertainties, our new department director (in consultation with the city manager) wants us to shift to more fee-based programming (such as instructional classes), cut our no-charge after-school programs, which serve low-income and disadvantaged youth, and eliminate some staffing.

These proposals have upset me and our staff, who are dedicated to helping youth and families in need. It just does not feel right. We need to be serving disadvantaged youth who do not have the resources of other youth in our community. Moreover, I am committed to my team and their invaluable work with young people.

What do I do?

I believe that you are experiencing quite a bit of unease because these budget proposals threaten your core values. Given



Don't Let Your Values Get Lost in the Flock

Helping people navigate their careers

TOPICS

- ☆ Q Ethics
- ☆ Q CAO Resources
- ☆ Q Next Generation of Managers
- ☆ Q Equity & Inclusion
- ☆ Q Community Involvement

STAY CONNECTED



1-1 Coaching Resources



≡ YouTube Search

Video guide

Being a Great Coach and a Winning Player

ICMA | coaching program

Platinum Sponsor: ICMA-RC
Gold Sponsors: ICMA and Cal-ICMA

Being a Great Coach and a Winning Player

1-1 Coaching Resources



Outline for Talent Catalyst Conversation

Topic: [What topic would you like to discuss?] Confidentiality?

Brief Background about the Player: [What's useful to know about you for this conversation?]

Enliven Your Hopes

Step 1: Connect with Your Hopes

- What are your hopes about the topic you've chosen for this Conversation? Why are your hopes important to you?

Step 2: Consider Your Concerns

- What's standing between you and realizing your hopes?
- Which of your concerns seems most important to address now so that you can make progress toward your hopes?

Step 3: Tap Your Success Stories

- How have you successfully dealt with concerns like these before?
- What did you learn from the situation that might help you now?

Expand Your Opportunities

Step 4: Identify Opportunities to Learn, Grow, and Develop

- How will you need to grow, and what will you need to learn to address your concerns and realize your hopes?
- What inner qualities may you need to develop to support you?

**Conversation
outline**


1-1 Coaching Resources



Search



**live, unrehearsed
illustration**

 Talent Catalyst Conversation -- watch coaching in action

Encourage your members to sign up on CoachConnect

<http://coachconnect.icma.org/ementor/>

Welcome to ICMA CoachConnect

ICMA's CoachConnect takes our old coaches gallery and brings the power of data and search to help you find the best coaches for you coach faster. Members and non-members of ICMA at any stage of their career can find a coach to help them with their career, a community issue they want a second opinion on, or even the work-life balance challenges of the profession.

Coaches are encouraged to share expertise, insight, and experiences from their life's work to help others negotiate their own career paths, overcome obstacles, and reinvigorate their passion. Coaches come from ICMA membership, and from our state and national partner organizations.

Players can seek career guidance and new perspectives by reaching out to ICMA-approved coaches ready and eager to help career aspirants or seasoned managers who share the passion for the profession of local government leadership and management.

Need help getting started? Go to icma.org/1-1coaching to review the [Being a Great Coach and a Winning Player](#) and other resources, or contact coaching@icma.org for assistance.



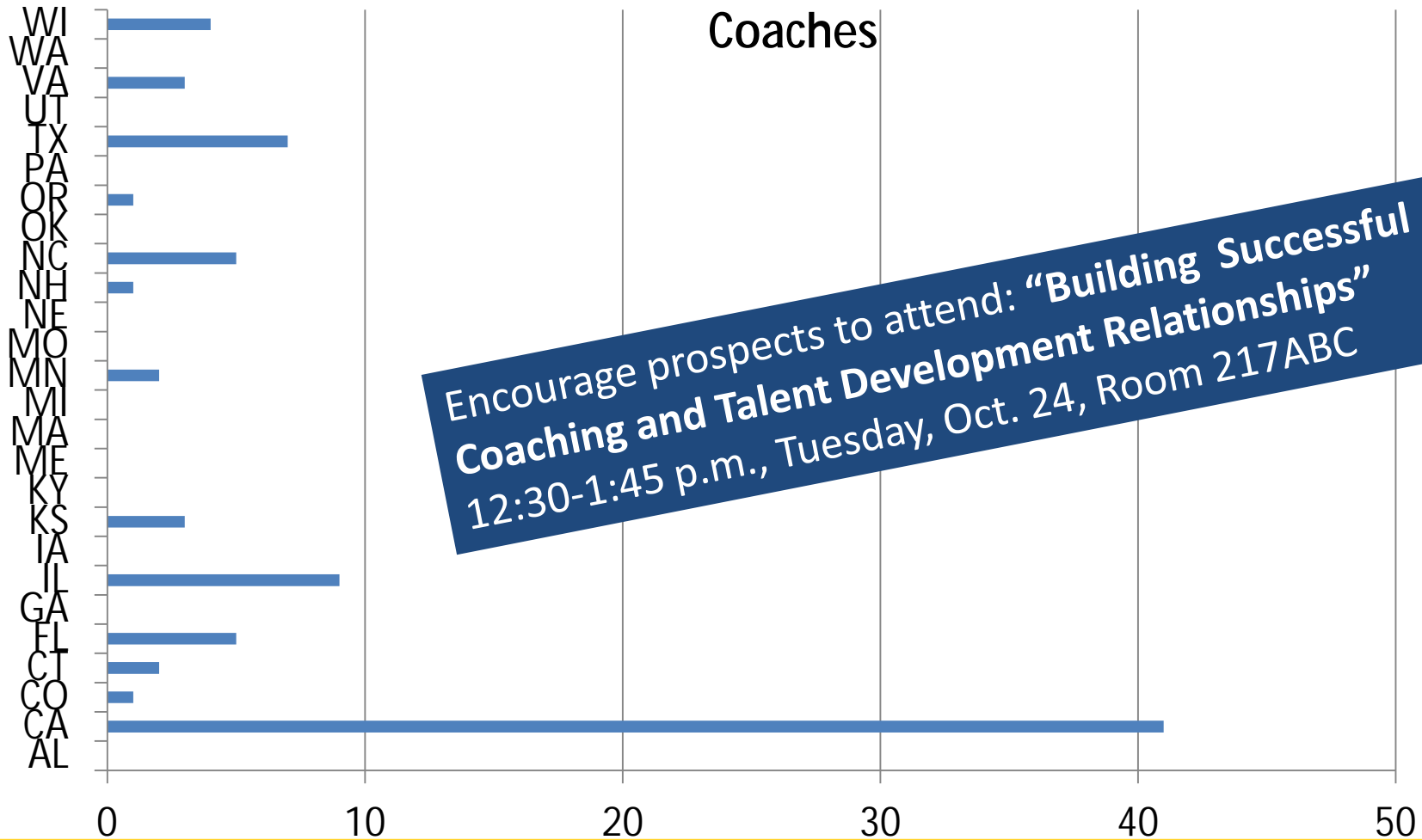
Current Players, login to update your profile or find a coach.



Current coaches, login to see your roster of players or update your profile.

Please recruit more coaches

(coaches on Coach Connect as of October 17, 2017)



Take Charge of Your Talent



Search



practical tools

Take Charge of Your Talent -- Key #2: Accelerate through Obstacles

Take Charge of Your Talent

2016 ICMA Coaching Program

Thrive in local government!

**Take Charge of Your Talent
Participant Guide**

*Complimentary resource exclusively for participants
in ICMA Coaching Program*

Platinum sponsor:
ICMAARC
ILLINOIS PUBLIC SERVICE
RETIREMENT SECURITY

ICMA | coaching

**downloadable,
interactive**

Career Stories

WHAT'S REQUIRED FOR SUCCESSFULL LEADERSHIP IN LOCAL GOVERNMENT?



Support for State Partners

Coaching Program Partners/Sponsors

The Coaching Program thrives because of our state association partners, outreach partners, and sponsors. ICMA thanks them for their support!

- Email
- Facebook
- More

Thank you to the ICMA State Association Coaching Partners!

The ICMA Coaching Program has the strong backing of the following ICMA State Association Coaching Partners:

Alabama, California, Colorado, Connecticut, Florida, Georgia, Illinois, Iowa, Kansas, Kentucky, Maine, Massachusetts, Michigan, Minnesota, Missouri, Nebraska, New Hampshire, North Carolina, Oklahoma, Oregon, Pennsylvania, Texas, Utah, Virginia, Washington, and Wisconsin.

BECOME AN ICMA STATE ASSOCIATION COACHING PARTNER IN 2017 TO SERVE YOUR MEMBERS

ICMA-RC has become a national Platinum Sponsor for the ICMA Coaching Program with a three-year commitment. Funding from this Platinum Sponsor is driving down the cost for any State Association that becomes a Partner in the expanded ICMA Coaching Program.

BENEFITS TO BECOMING A STATE ASSOCIATION COACHING PARTNER:

1. Featured as a Partner on ICMA Coaching Program webpage, all webinars, and notices -- enjoy recognition and outreach to attract new members to your association.
2. Participate in identifying webinar topics and presenters of interest to your state.
3. Receive notices for each webinar and Career Compass column in formats that your association can readily distribute to your

ICMA Coaching	
Webinars	
1-1 Coaching	>
Talent Development	
Career Compass	
Partners & Sponsors	

STAY CONNECTED



ICMA Coaching Program theme for 2018:

Deepening Connections

1. Broaden state participation in webinars
 - Ø **State Partners**
2. Expand diversity of presenters and audiences
 - Ø **Outreach Partners**
3. Engage more participants in CoachConnect
 - Ø **State and Outreach Partners**
4. Explore ways to bundle Coaching Program resources by themes (Be a Coach, Get a Job, etc.) for use by State and Outreach Partners and at-large audiences
 - Ø **ICMA Coaching Program team**

Questions/Comments?

Share your ideas for future webinar topics and presenters.

Check <http://ICMA.org/coaching> for more information.

I welcome your comments and suggestions:
Don Maruska, Director, ICMA Coaching Program
ICMACoaching@donmaruska.com
805-772-4667