

ESTIMATED READING TIME FOR THIS ISSUE: 9 minutes



Corvus Coaching
E n t e r p r i s e s

The Connected Coach

The newsletter for coaches by coaches

Volume 2, Issue 5

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1. WELCOME

One of the reasons I love putting this newsletter together is how much I learn! All of our featured authors and coaches bring something unique and thoughtful to the table. I can truly say that being in charge of this newsletter has made me a better coach. This month's article has helped me to become a better leader. I first read the article a few days ago and since then, I had one of my networking meetings of which I am the president. I was consciously thinking of "followership" and, perhaps it was all in my head (and we all know that's what matters most anyway), but I honestly believe that people responded to me more openly.

This newsletter is for *you*, our fellow coach, and that means we welcome your feedback. If you have ideas for future issues or would like to read more on a particular topic, please send an email to kendra@corvuscoaching.com.

Thank you!

Kendra

Kendra Fujiwara, CPC

Co-Founder

Corvus Coaching Enterprises

2. ARTICLE

Followership – the missing leadership component.

By Matthew Egan Rochte, Professional Thought Provoker who coaches leaders

Leadership is not about leadership. Leadership books, business school, and coach training always talk about the leadership skills, the attitudes, and the motivations to get people to do things. They call this leadership. These “leadership skills” are good things that leaders need to know. However, having successfully run a small manufacturing firm for 7 years as owner and coach and having been in leadership positions since age 11, I have discovered an interesting phenomenon about leadership – something we don’t talk about in leadership books nor in coach training and certainly not in business school, but we all are aware of on some level. Leadership, ultimately isn’t about leadership.

Leadership is about Followership.

Who is going to follow you and why?

This missing piece ultimately will determine a leader’s success and continued success. We have become myopic in our dissecting of leadership that we have missed the whole point of leadership. We have focused on the content and the image of leadership rather than the substance. So instead of asking “What makes a good leader?,” lets be coach-like and turn this question 90 degrees and ask – “Who do people want to follow?” or “Who would you follow?”

Think about it.

Who do we most admire and want to be around?

Who do we want to or are willing to follow?

We want to follow people of integrity and people in alignment. We all know when people are out of alignment. Do we want to follow them? We have twisted our understanding of integrity to mean an image rather than its core substance. And our leadership training programs tend to mold the “leader” in a way to attract the most number of people rather than alignment of the leader with themselves and the community. These programs therefore create leaders who are attractive but lack integrity, because they lack alignment. They lead for a while, because they look right, but eventually we followers start to see inconsistencies, misalignments, and lack of integrity. We become disenchanted, uneasy and stop following them.

We stop following them because of a breakdown and/or exposure of the misalignment and lack of integrity within the individual.

Be-Say-Do:

So now it is time to look at what we mean by integrity. Integrity is a matter of alignment.

Integrity is an alignment between ones actions, words, and thoughts.

Be-Say-Do Being in alignment with one’s being, saying, and doing.

In authentic leadership there is integration and consistent alignment with who you are, what you say, and what you do as a leader. An authentic leader's actions are consistently aligned with who they are, what they say, and what they believe.

This alignment ultimately makes up who you are. People see it, people know it, people sense it. Because it is real. When all these elements are in alignment you are a leader, a natural leader, an authentic leader, and a magnet for followers.

Some Questions To Ponder:

What do you believe? What Thoughts guide you?

Are you true to yourself? Do you betray yourself?

Do you say what needs to be said or do you say what is safe?

Do your actions/ behaviors align with who you are?

Does what you do reflect who YOU are?

What kind of leader do you want to be?

Want to learn more? Please see the Resources section for information about Coach Rochte's innovative programs.

3. THREE PROFESSIONAL REASONS YOU SHOULD TRY PEER COACHING!

1. “[E]xcellent opportunity to experience different styles and professional commitment from participants. It makes the cost of coaching affordable and still maintains the

professional status.”

--Linda Petersen, CPC

2. "The Corvus Peer Coaching Program provides a wonderful opportunity to build the skills and confidence essential to being an effective coach and allows one to experience a wide array of coaching styles, tools and techniques. Invaluable to the newer coach!!”

--Jenny Auger Maw, CPC

3. "[I]t’s great working with 2 different people; and the price is right. . . . I believe Corvus is doing great matching, AND I like the variety of different coaches.”

--Moreah Vestan, CPC

Corvus Coaching Enterprises has TWO programs to choose from! Sign up for the one that best meets your needs.

CORVUS PEER COACHING: MONTHLY ROTATION

Registration forms and payment must be postmarked by **May 20th** to participate in June.

- Open to coaches who have taken at least a fundamentals/basics of coaching class from an ICF accredited school.
- Rotates monthly--you get a new coach and client each month.
- Focus is on honing coaching skills and experiencing different styles of clients and coaches.
- Recommended for newer coaches seeking experience.
- \$180.00 a month to participate (\$150 for coach + \$30 administration fee).

[FAQ](#) [Get Registration form \(PDF\)](#) [Get Agreement \(PDF\)](#)

CORVUS PEER COACHING: QUARTERLY ROTATION*

*Our most popular program!

Beginning July 1, 2004

Registration deadline for Summer rotation is **June 20th, 2004**

- Participating coaches must be graduates of an ICF accredited school and/or have earned an ICF title.
- Rotates quarterly.
- Focus is on going deep with the longer-term coaching issues of the client.
- Recommended for more experienced coaches looking to get powerful coaching for themselves.
- \$230.00 a month to participate (\$200 for coach + \$30 administration fee).

[FAQ](#) [Get Registration form \(PDF\)](#) [Get Agreement \(PDF\)](#)

4. FEATURED COACH

Every issue of *The Connected Coach* will feature one of our Corvus Peer Coaching participants. Spotlighting different coaches promotes community, allows us to share tips and resources, heightens our awareness of

coaching specialties and encourages between-coach referrals.

Matthew Rochte, Professional Thought Provoker who coaches leaders



Who I coach:

1. I work with leaders, predominantly men, who want to do business right. They want to engage their spirituality and bring it to work but don't know how.
2. I work with seasoned coaches to go deeper by engaging level 4&5 listening, teaching and exploring the model, and engaging the flow in coaching.

At the heart of my coaching lie two models: "Thought IS Reality" & CoachingIntentionally™ my own coaching model that engages soul to bring about flow

Training/experience:

Though Matthew is a graduate of both Corporate Coach U International and Coach U, his primary coach training goes back 30 years and is a blend of several schools of thought (CTI, CU, CCUI, Hudson, NVW, along with several powerful mentors/coaches in his life). 600+ coaching specific training hours, 2000+ client hours See <http://www.workingintentionally.com/matthewbio.htm> for more information.

Favorite coaching tip or resource:

Leadership & Self-Deception ~ by the Arbinger Institute. There is nothing more common in organizations and life than self-deception. When in self-deception we don't honor our true selves, we cannot recognize our motivations, and we end up harming those we love. Working with this material for 9 months has brought clarity, healing, and profound connection for me both personally and professionally. This is one book that changes your view of the world ~ forever.

Good referrals for me:

1. Business owners and executives wanting to do business right.
2. Business men who want to bring their soul to work and life but don't know how.
3. Experienced /Seasoned Coaches who are ready to go a lot deeper.

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To learn how to be a Featured Coach or submit an article please email kendra@corvuscoaching.com. Inquiries and requests will be handled on a first come, first serve basis.

5. RESOURCES: LEADERSHIP COACHING FOR COACHES

Go Deeper And Begin

WorkingIntentionally™ & LeadingIntentionally™

WorkingIntentionally™– *Working from soul* - Aligning the work that needs to be done in a way that honors your soul

LeadingIntentionally™– *Leading from soul* – leading in a way that respects the lifeforce of yourself as well as those that you lead. Go Deeper

Matthew Rochte 612.332.1642 Matthew@WorkingIntentionally.com <http://www.WorkingIntentionally.com>

6. SUBSCRIPTION INFORMATION

Please feel free to share *The Connected Coach* with your colleagues and network. The more coaches we reach, the stronger our community. We ask only that you forward the newsletter in its entirety.

If you received this issue from a friend or colleague and enjoyed it, please subscribe to our mailing list so you'll never miss an issue!

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