

PEER BULLETIN

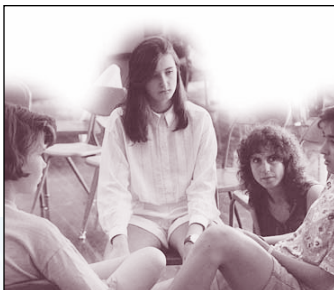
Navigation Tools for the Heart, Mind, and Soul™

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Peer Resources 

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FROM THE SOURCEBOOK OF COACHING HISTORY

THE ORIGIN OF NATIONAL COACHING WEEK

VIKKI BROCK



(Editor's Note: Vikki Brock has graciously prepared a number of brief stories from her book: *The Sourcebook of Coaching History*. Each month during 2013-14, the *Peer Bulletin* is privileged to include one of these stories.)

Jerri N. Udelson, a Master Certified Coach (MCC), from Massachusetts, who specializes in helping entrepreneurs create successful business solutions and live fulfilling lives, created "National Personal and Business Coaching Week" February 1-7, 1999 and listed it in Chase's [Calendar of Events](#) as a way to promote the coaching profession. By 2000 the name of the event was broadened to "International Personal and Business Coaching Week" and by 2004 it was being called "International Coaching Week."

International Coaching Week has two purposes: the first is to allow coaches and their clients to acknowledge the process and results of coaching; the second is to help educate individuals and organizations about the benefits and value of working with a coach.

Coaches offer a variety of *pro bono* services in their communities during the week, including free coaching sessions, lectures and workshops,

and longer-term coaching for non-profit agencies. In 2004 Coach Udelson said, "I am really pleased that so many coaches are participating in International Coaching Week. It is very gratifying to know that so many people are offering coaching and other community events in such a heartfelt way."

"When I started National Coaching Week (which later became International Coaching Week) in 1999, I had no idea that it would soon take on a life of its own. I really am delighted that this Week is becoming a focal point for both publicizing coaching worldwide and providing the public with a sense of the possibilities that coaching offers."

For more information about International Coaching week, which is now administered by the International Coach Federation, visit www.coachingweek.org and www.jerriudelson.com. For more information about *pro bono* coaching for non-profits visit [The Coach Initiative](#).

"I never told a victim story about my imprisonment. Instead, I told a transformation story—about how prison changed my outlook, about how I saw that communication, truth, and trust are at the heart of power."

~ Fernando Flores ~

Creator of ontological coaching and coaching pioneer
Former business partner of coaching pioneer Werner Erhard
Mentor to coaching pioneers Julio Olalla and James Flaherty
[Biography](#)