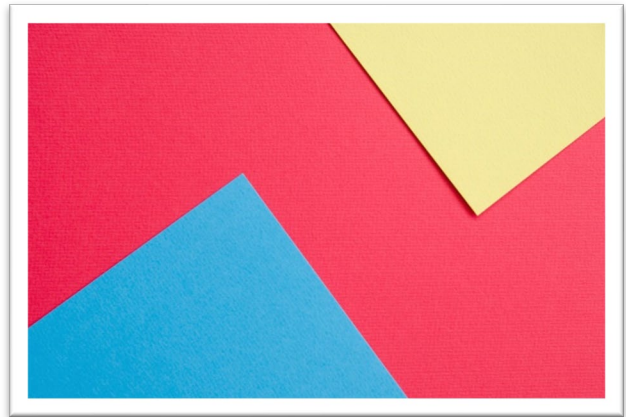


# ICMA | coaching program

## Different Ways to Connect with Your Coach

We can never say enough that coaching is for everyone – early career, mid-career, and senior executives. The best players in sports all have multiple coaches to help them improve and succeed, so why shouldn't we in the world of local government management?

Not every engagement is about finding a new job, or advancing in your career. Or rather it is in the big picture, but there are different stepping-stones to help you keep moving ahead. The coach you need depends on what skill you're trying to improve, what obstacle you're trying to overcome, or what goal you're trying to reach: as in sports, they have coaches for different goals.



## We Call this: Coaching Up, Down, and Across

### COACHING UP

**Up your game!** I don't know how to do this! Whatever *this* is.... This kind of coaching tends to be skill or event-specific, and instructional. New to social media? Don't know how to build an inclusive and non-confrontational public event? Want to learn what a Credentialed Manager is and how to get started? Find a coach that has that skill, whether long in their career or short, they know how to do that thing.

### COACHING DOWN

**Coaching you to the next step.** This is what we might think of as more traditional career coaching. Talk to a senior manager who can help you think through your career options and assist you in defining the next steps with a focus on who, what, where, and by when action planning. Looking to go from department head to assistant manager? Are you a career-changer trying to break into local government? Student going for a Fellowship? Going for a CAO role for the first time? This is the kind of coaching for you.

### COACHING ACROSS

**Coaching from someone who's been there.** Do you have a situation that is puzzling you? Is there a governing board policy that might have different consequences depending on how it's executed? Are you dealing with your first harassment issue at work between subordinates? Book coaching time with someone who's been there to be your thinking partner and create new options to help get you unstuck. This looks like a bit like Coaching Up, but the key difference here is these sessions tend to have a lot of nuance with few easy answers.

## WHAT NEXT?

**Find a volunteer coach** through the ICMA network of coaches who are helping prepare our nation's local government professionals.

Go to [icma.org/1-1-coaching](https://icma.org/1-1-coaching) to sign up!



### **About one-to-one coaching:**

Coaches can help you chart a path in local government, find information you need, and guide you to the answers that are right for you to difficult career questions. Coaching offers value for people at any stage in their careers by providing coachees with the opportunity to see their situation and opportunities from a fresh perspective.

Coaching sessions can take on many forms. Some are casual, informal networking and check-ins. Other pairs set up a more formal relationship and continue over time. You also may choose to get perspectives from more than one coach. For more details, see the [ABCs of 1-1 Coaching](#) in the [Coaching Resources section](#).

### **ICMA Member and Non-Member Use of CoachConnect**

ICMA members and non-members can both take advantage of this free program. This platform functions on a credit basis, and all new learners start with 12 credits.

If you are a member of ICMA, you can request additional credits an unlimited number of times. Please email [careers@icma.org](mailto:careers@icma.org) to request more credits. In addition, if you are a member of one of the [ICMA State Association Coaching Partners](#) or one of the [ICMA CoachConnect Outreach Partners](#), you may also request additional credits.

Individuals not a member of ICMA or the above organizations will receive 12 credits as a trial period (about 12 months of coaching). To receive more credits and keep connecting with coaches, we invite you to join ICMA or your state affiliate! [Learn more about joining ICMA](#).

**Have Questions About CoachConnect? Check out our [Frequently Asked Questions](#).**