Origin and Roots of Coaching

...the secret history

Dr. Vikki G. Brock
Master Certified Coach
ICF Brasil
October 19, 2015
Example of Interconnections
Emergence of Coaching

<table>
<thead>
<tr>
<th>1930s - 50s</th>
<th>1960s - 70s</th>
<th>1980s</th>
<th>1990s</th>
<th>2000s</th>
<th>2010s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Counseling Executives</td>
<td>Sales Coaching</td>
<td>Leadership Programs</td>
<td>Assessment Centers</td>
<td>Inner Game</td>
<td>Coaching Services</td>
</tr>
<tr>
<td>Training + Associations</td>
<td>Coaching Culture</td>
<td>Academic Programs</td>
<td>Research &amp; Evidence</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Geographical Commercialization

Earliest Coaching Program or Company

- United Kingdom
- United States
- German speaking
- South and Central America
- France
- Hong Kong - China
- Japan
- Australia
- Singapore
- Nordic
- Italy/Spain
- Korea

Years:
- 1980
- 1985
- 1990
- 1995
- 2000
- 2005
Latin America Coaching Influencers

Jim Selman
Argentina
1998

Sonia Sinesterra
Columbia
2003

Rosa Krausz
Brazil 2003

Julio Olalla
Mexico, Chile
1990

José Roberto Marques
Brazil 2007

Tim Gallwey
Brazil 2011
# Latin America MCCs

<table>
<thead>
<tr>
<th>Chile</th>
<th>Mexico</th>
<th>Columbia</th>
<th>Brazil</th>
<th>Argentina</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alicia Maria Aguero</td>
<td>Ma Carmen Castro</td>
<td>Jimena Fajardo Maldonado</td>
<td>Olivia Lucia Toro</td>
<td>Angelica Elvira Sturich</td>
</tr>
<tr>
<td>Marco Antonio Leone</td>
<td>Laura Bicondoa</td>
<td>Olga-Lucia Toro</td>
<td>Maria Patricia Afanador</td>
<td>Marcelo Fernando Bustamante</td>
</tr>
<tr>
<td>Elena Graciela Espinal</td>
<td>Liliana Patricia Escola De Quinteros</td>
<td>Adriana Eugenia Vazquez</td>
<td>Adriana Eugenia Vazquez</td>
<td>Damian Goldvarg (Live in USA)</td>
</tr>
<tr>
<td>Panama</td>
<td>Juan Francisco Ramirez</td>
<td>Sonia Sinesterra</td>
<td>Eliana Glasser Dutra</td>
<td>Lidia Noemi Muradep</td>
</tr>
<tr>
<td>Julio Olalla (Live in USA)</td>
<td>Mercedes Jahn</td>
<td></td>
<td>Clenir Schons Streit</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

© 2014 Vikki G. Brock
ICF Barcelona – November 17, 2014
## Progress Rather Than Revolution

<table>
<thead>
<tr>
<th>Feature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mature market consolidation and shake-out</td>
</tr>
<tr>
<td>Emerging markets rapid growth</td>
</tr>
<tr>
<td>More widespread and diversified</td>
</tr>
<tr>
<td>Continued global growth (no evidence of decline)</td>
</tr>
<tr>
<td>Continue to gain importance as learning intervention</td>
</tr>
<tr>
<td>Standing and impact may be diluted as become Integrated in culture</td>
</tr>
<tr>
<td>Coaching industry continues to evolve</td>
</tr>
</tbody>
</table>

Your Role in the Future…

Understand influences on & contributions to coaching

Embrace inclusive definition of coaching that values diversity

Promote collaboration and agility through integral open social network

Support others to effectively use coaching knowledge, skills, and abilities

Model & live coaching moment-by-moment in every interaction

As a coach, how will you fulfill your role?