SUBJECT: USAWOA Leadership Coaching Program (LCP)

1. Purpose: To provide background and information regarding development of a USAWOA Leadership Coaching Program (LCP).

2. Background:

   In 2020 during the review of the membership programs of the USAWOA several directors indicated a need to provide assistance to younger, less experienced association leaders. The term “mentoring” was often used to describe this program and many mentorship programs exist that assist in developing individual skills, knowledges, and abilities.

   After an extensive review of the different mentorship program in place and discussions with various association leaders it was determine that a mentorship program may not be the right program to implement within the USAWOA. This was due to the issue that many perceived mentorship programs as simple a “good old boy” network program where the members in the “network” only benefitted from the mentorship relationship. Additionally, many individuals expressed a concern that if you failed to establish a mentorship relationship with the right mentor, you may not be able to progress within the association.

   As a result, when the MEP project was initiated, a phase was specifically devoted for the development of a USAWOA Professional Development Program. This MEP Phase, Phase II, is headed up by Team Lead CW4 Robert Morgan. CW4 Morgan has not developed a strawman for the development of this program, and it is not expected to be operational for some time.

   In 2021, after the 49th AMM, I was approached by CW5 (Ret) Joe Consiglio, the National President, to determine if the PPC could assist in the development of coaching capability for existing younger associations leaders. He envisioned the program as a mechanism for senior national and regional association leaders to be matched up with junior regional and chapter leaders to provide operational understanding, assistance, and guidance on an as needed basis. This type of program would lean heavily on identifying association leaders by geographical location and leadership specialty to match with inexperienced association leaders to assist them on a as needed basis.
In order to move forward with this type of program some initial research on professional leadership coaching will be needed. There are numerous leadership programs that can be reviewed to determine an appropriate solution for the USAWOA.

Some of the exist programs include:

- IMD's High Performance Leadership Program.
- Center for Creative Leadership
- Georgetown University Leadership Coaching

Recommendations:

1. The PPC is the USAWOA group of past national leaders.
2. The PPC has the expertise to develop a USAWOA Leadership Coaching Program.
3. The PPC should examine the existing leadership coaching programs and develop a program tailored for the leader for the USAWOA.