

International Coach Federation Australasia Inc  
Incorporated on 10 April 2000



## **Revel Gordon PCC Nominated for Director Brand Development**

Revel Gordon PCC has accepted a nomination for the position of Director Brand Development. If elected, Revel will hold this position from the 2018 AGM for a three year term.

Nominated By: Melinda Horton ACC  
Seconded By: Tony Draper MCC

Revel, Melinda and Tony are financial ICF members.

Revel offers the following information to support this nomination.

### **An overview of your coaching work explaining how it fits into your overall professional practice and the coaching niche within which you work.**

I have worked full-time as an executive coach, team coach and facilitator for over 11 years. Clients range for CEOs and C-suite to high potentials. I've worked with leaders at over 100 organisations, mostly in the corporate and SME sector, including Google, Commonwealth Bank, Bayer, Under Armour, Macquarie University, Telstra, Atlassian, IBM, Qantas, Leighton Holdings and a range of growth-stage startups. I have a particular focus on organisations and leaders who are facing – or driving – disruption and change.

I have a Master of Science in Coaching Psychology from Sydney University and a wide range of other coaching qualifications and accreditations.

### **What is your professional background and experience outside Coaching? Describe your key responsibilities and achievements in each role? How will you apply this experience in the Board position you are seeking?**

My background is in marketing and business development, including being National Sales Manager for Fairfax Online, National Sales Director for Forrester Research, and Head of Digital at Leo Burnett Sydney. I plan to continue to leverage these skills to help the ICF Australasia to build relationships with key external stakeholders, particularly the Australian Human Resource Institute.

## What is your vision for ICF Australasia, and how do you see your contribution to this in the position for which you are nominating?

I'd like the ICF to play an even more central role in setting higher, more professional standards for coaching practice in Australia and NZ.

In relation to the Brand Development role I am applying for, my vision is help drive brand awareness of the amongst purchasers of coaching services. Ultimately, I'd like our members and/or credentialed coaches to feel that being associated with the ICF makes them more credible and professional in the marketplace, and hence directly helps them to win more coaching work.

Specifically, I would like 1) membership of the ICF, 2) adherence to our Code of Ethics, and 3) holding an ICF Credential to all become key markers of capability that purchasers of coaching services look for when deciding which coaches to appoint to coaching panels and award work to. We are already starting to see significant progress. Questions around ICF membership, adherence to our code of ethics and Credentialing are now becoming more and more common on coaching panel Requests for Proposal – not just in the public sector, but in the corporate sector as well, and I'd like to play a central role in continuing this progress.

### AHRI

I see AHRI as a crucial external stakeholder, as many purchasers of coaching services are also AHRI members. More core focus has been on building the ICF/AHRI relationship. Key achievements in this area to date include:

1. **MoU with AHRI** – we will be signing a national Memorandum of Understanding with AHRI shortly. This initiative was suggested by the AHRI CEO Lyn Goodear, with whom I have developed a good working relationship, and is in progress. The MoU will formalize the ICF/AHRI relationship, and make it easier for us to put on joint events/initiatives at both the national and state/branch level.
2. **Panel slot at 2018 AHRI Conference** – 18 months in the planning I have helped us secure a panel slot on the topic "Building a Coaching Culture" at the AHRI National Conference. This is the premiere HR event in Australia, and a wonderful opportunity to increase the ICF's brand awareness amongst HR/L&D/Org Dev professionals in Australia and New Zealand. We are also sponsoring a stand at the Conference's Exhibition hall, as we did last year (note, we were able to secure global ICF funding for the 2017 AHRI National Conference & Exhibition stand. Having a stand in 2017 demonstrated our commitment to building a mutually beneficial partnership with AHRI, and has played a key role in our securing the speaking slot at the 2018 AHRI conference, as well as the MoU.
3. **ICF's Professional Standards Committee to review AHRI's coaching modules** as part of AHRI's HR accreditation process, to ensure their training aligns with the ICF Core Competencies. This will commence shortly.
4. **Joint events with AHRI** – including initially focusing on events targeted at Internal Coaches (see above).

### International Coaching Week

I led the 2017 International Coaching Week webinar series, which featured a series of 5 webinars over the week, with an impressive range of speaker (see 4. below). The ICW Working Party was also a great example of how the Chapter and Branch leaders can come together to deliver value to our members and our other stakeholders. I plan to lead the 2019 ICW program as well.

In summary, we have real traction in building ICF brand awareness amongst L&D, Org Dev and HR professionals. I have played a leading role in this and I would like to have the opportunity to continue this process. The job is not yet done!

### **What is your prior involvement with the ICF Australasia coaching community at local level, to date?**

I am a member of ICF NSW, and have regularly attended NSW Branch events over the years. More recently, I have started to build relationships with at the local leadership team. In particular, I have just started working with two members of the NSW LT on putting on a joint event with AHRI (in NSW, along with another event in Vic) that is targeted at Internal Coaches. Internal Coaches are relevant to both ICF and AHRI and this is a natural area to continue to build the relationship between the ICF and AHRI, at both a National and state level.

I also led the International Coach Week program in 2018, that included involvement from most of the branches, including NSW.

### **What do you see as your role as a team member of the ICF Australasia Board?**

My focus is on building external stakeholder relationships (one of our key strategic pillars). This will involve leading cross-functional teams made up of representatives from different branch leadership teams in order to build awareness of the ICF brand and the value ICF coaches bring amongst purchasers of coaching services. I plan to have a continued focus on building and broadening the ICF's relationship with AHRI, as well as leading the ICW 2019 program.

In addition, I will continue to contribute to broader ICF Australasia Board matters, including the conversions adjusting the Chapter/Branch structure, contributing the Intra Sellick's 'World Class VPD' initiative, etc.

### **What 'gift' (strengths/talents) will you bring to the team?**

My key strengths include:

- Representing the ICF Australasia in a professional, polished and credible way with external stakeholders such as AHRI, including at CEO level.
- Fostering strong collaborative relationships with other stakeholders, including the branch presidents and other members of the branch leadership teams.
- A capacity to focus on the areas where I can add the greatest value to the ICF in Australasia.

### **What other comments would you like to provide to support your nomination for this position?**

The ICF in Australasia has made impressive strides over the last two years, and I believe we have the right leadership – at both Chapter and Branch level - to take our organisation to the next level. I am delighted to have been part of that team to date, and I would like to continue to be so, for at least one more term, so that I can finish the work I started. There is much still to do.