



**Cutting Edge Coaching:  
Your Key to Unlocking Organizational Potential  
April 4-5, 2005**

**Request for Proposal: Concurrent Breakout Sessions  
Application Deadline: January 15, 2005**

The Professional Coaches and Mentors Association and the 2005 Program Advisory Board Committee invite you to share your business cases, new methodologies, research, and insights with executive coaches of all levels, CEO's, CLO's, organizational consultants, senior human resource leaders, and business managers at the PCMA 9<sup>th</sup> Annual Conference, Cutting Edge Coaching: Your Key to Unlocking Organizational Potential.

All presentations should demonstrate measurable impact and results, and should offer a perspective grounded in practical experience. Conference attendees are seeking to learn from business cases that improve profitability, employee retention, and customer satisfaction. PCMA seeks to showcase best practices in executive coaching and leadership development programs, current coaching trends, challenges in today's coaching practice areas, and cutting edge research in the field of professional coaching.

**Selection Criteria**

This RFP is specifically for the breakout sessions of the conference. Responses to the RFP will only be considered if they are submitted as complete documents with all requested information provided in the form below with no entry exceeding the required word limit. All selected presentations will meet the following criteria:

- Proposal is submitted by January 15, 2005
- Well-defined, realistic learning objectives that can be met in 75-90 minutes
- Fits within the conference theme
- Interactive
- Positive reference checks
- Consent to the "Code of Conduct" listed on page 7 of this document
- Consent to participate in a 60 minute pre-conference telephone speaker orientation
- Include professionally produced color transparencies, slides, or other electronic visual aids

Enclosed is all the information you should need to submit your proposal. However, if you have questions not answered on these pages, please feel free to contact Oksana Bardygula, the PCMA Conference Program Committee Chairman responsible for Speakers, at [oksana.bardygula@themyrargroup.com](mailto:oksana.bardygula@themyrargroup.com).

We look forward to receiving your proposal.

Best regards,

A handwritten signature in blue ink that reads "Toni Johnson".

Toni Johnson  
PCMA Conference Chairman

A handwritten signature in blue ink that reads "Frumi R. Barr".

Frumi Rachel Barr  
PCMA President



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**Presenter Contact Information**

This presentation is being submitted by:

- A Sole Presenter                       Co-Presenters

**Presenter #1**

**Presenter's Name** \_\_\_\_\_

**Business Name** \_\_\_\_\_

**Mailing Address** \_\_\_\_\_

**City, State ZIP** \_\_\_\_\_

**Telephone** \_\_\_\_\_

**Fax** \_\_\_\_\_

**Email** \_\_\_\_\_

**URL** \_\_\_\_\_

- I am a member of PCMA                       I am not currently a member of PCMA

- I have attached a professional color photograph in TIF or EPS format – 300 dpi (*required*)

**Presenter #2**

**Presenter's Name** \_\_\_\_\_

**Business Name** \_\_\_\_\_

**Mailing Address** \_\_\_\_\_

**City, State ZIP** \_\_\_\_\_

**Telephone** \_\_\_\_\_

**Fax** \_\_\_\_\_

**Email** \_\_\_\_\_

**URL** \_\_\_\_\_

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**Presentation Overview**

**Presentation Title** *(Limit 10 words)*

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**Target Audience** *(Check all that apply)*

- Executive Coach     Team Coach     Small Business Coach  
 Internal Coach     External Coach     Performance Coach

**Proposed Format** *(Check all that apply)*

- Case Study     Interactive Audience Discussion     Other  
 Role Play     Small Group Discussion

**Brief Description of Presentation** *(Limit 100 words)*

Please include learning objectives and anticipated outcomes for participants. Please expand on the methodologies you plan to use to convey your message and encourage conversations.

**Detailed Description of Presentation**

- I have attached a detailed description, outline, or PowerPoint of my presentation *(required)*  
 I am sending under separate cover a video tape of a previous presentation *(optional)*  
 I am sending under separate cover an audio tape of a previous presentation *(optional)*



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**Presenter Biographical Information**

**Presenter #1**

**Short Bio** (*Limit 50 words*)

This bio will be used for conference publications. Formatting changes may be made as required.

**Detailed Bio** (*Limit 200 words*)

This bio will be used for conference publications. Formatting changes may be made as required.



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**Presenter Biographical Information**

**Presenter #2**

**Short Bio** (*Limit 50 words*)

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**Detailed Bio** (*Limit 200 words*)

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**References**

**Professional References** *(3 clients for whom you have delivered a similar workshop)*

**Reference 1**

Name \_\_\_\_\_  
Position \_\_\_\_\_  
Business \_\_\_\_\_  
Telephone \_\_\_\_\_  
Email \_\_\_\_\_

**Reference 2**

Name \_\_\_\_\_  
Position \_\_\_\_\_  
Business \_\_\_\_\_  
Telephone \_\_\_\_\_  
Email \_\_\_\_\_

**Reference 3**

Name \_\_\_\_\_  
Position \_\_\_\_\_  
Business \_\_\_\_\_  
Telephone \_\_\_\_\_  
Email \_\_\_\_\_



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## **Code of Conduct**

### **Code of Conduct**

PCMA requires each participant to adhere to the following Code of Conduct prior to and during the conference:

- Work closely with conference organizers and adhere to deadline dates.
  - Work cooperatively to refine the presentation to meet conference theme and program requirements.
  - Make no substantial changes in content, format, audio/visual needs, room set-up, identity or number of presenters without prior approval of conference organizers.
  - Design and provide high-quality handouts by the date requested for duplicating, as well as an electronic version that may be included on a CD-ROM for future resale.
  - Consent to an electronic recording of the presentation so that an audiotape transcript can be sold after the presentation.
  - Recognize that a conference presentation is an opportunity to share information and not a showcase for promotion of business, practice, or product
  - To respect PCMA as the sponsoring organization with either positive or neutral comments from the platform.
  - Refrain from selling your products or services in any other venue than through the bookstore.
- **NOTE:** *We have not yet determined that we will produce either a CD-Rom or tape the breakout presentations. We request your agreement in advance in case the decision is made to proceed with either or both.*

### **Acknowledgements**

- I have read and will abide by the PCMA Code of Conduct and will sign a written agreement with PCMA containing this Code of Conduct if I am selected to be a speaker.