



VOICE

AUGUST 2025
NEWSLETTER OF THE
ICF MUMBAI CHARTER CHAPTER

COVER POINT

Returning to the Coach Within

By Shruti Sonthalia

“What was happening in that exchange?”

“Did I meet the client where they were—or where I wanted them to be?”

These questions linger after sessions, don't they? We often talk about client transformation, but what about us, the coach, in those moments of doubt? Here's the liberating truth: these aren't failures. **They are invitations.** Invitations to deepen our **reflective practice.**

Reflection as a Way of Being

Reflective practice is the ongoing discipline of stepping back, not to judge, but to **understand.** It's the conscious habit of examining our coaching work with honest curiosity, slowing down to ask:

- What **patterns** am I noticing in my responses?
- What **assumptions** shaped my choices?
- What felt in **flow**—and what felt forced?

Coaching is profoundly relational. Our unique ways of being—our energy, intuition, even blind spots—shape the space more than any framework. Reflective practice allows us to work from that deeper, authentic layer.

Where Insight Finds Its Voice

While we can reflect alone, the process deepens profoundly in relationships. That's where **coaching supervision** becomes essential.

In supervision, reflection transforms from an internal monologue into a **generative dialogue.** A trained supervisor supports you to explore, not explain. There's no pressure to be polished; just the gentle invitation to be real.

I recall a coach who felt “off” after a session. Together, we unpacked not just what happened, but why it landed that way. We traced it to an old story about needing to prove value. That insight rippled outward, transforming not just their next session but how they saw themselves as a coach.

Supervision doesn't hand you answers. It helps you hear the **questions beneath the surface.**

It's about consistently **returning to ourselves,** emerging clearer, more compassionate, and more deeply grounded in this impactful work. Our most profound growth often begins not with answers, but with a simple, deliberate pause. ■

INSIDE

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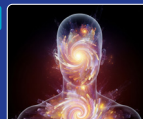
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PRACTICE

Building Brand 'You' and Landing Your 1st Promotion

By Subhayu Bagchi

As per estimates available on the internet, India promotes 6-8% of the corporate workforce in a year. This is borne out by anecdotes and personal inputs across known sources and seems to be a fair estimation. Therefore, going by sheer statistics, and *ceteris paribus*, the system would take 12-16 years to promote everyone in corporate India at least once!

Situation

Understandably this is not the sort of timeline that energetic and passionate 1st jobbers have in their minds as they start off their careers. They look forward to growing in their careers. Quickly. For that to happen, *ceteris paribus* is not good enough. Proactive actions need to be taken by them. Unfortunately, the level of guidance available for them to lean in to is limited.

Solution

As a coach I have had quite a few young clients who are in the situation described above. It feels frustrating and draining not being able to move up when others seem to be doing so. A coach's role in a situation like this is to hold a mirror and enable reflection and open their thinking. To land the 1st promotion before others, first, there are a few non-negotiables. Things like consistent performance, demonstrable attitude, potential to step out of comfort zones are foundational. However, building a career means building more on this foundation.

Building Brand 'You'

For any promotion opportunity, there will always be more people than positions. How does one drive preference and be the 1st among equals? Building your personal brand in an organization helps in driving memorability, differentiation and ultimately preference for a role. How does one do this? The **S.I.T.E** model, given below, might help:

- **Self-awareness:** knowing oneself, one's strengths/ triggers/failings is critical. Using an analogy, it is the product that one builds the brand for.

- **Identity:** what are "you" known for, in the organization? This could be a specific skill. For example, project management, technology usage, presentation skills et al. Things that can help one stand apart in a cohort. Simple things like raising hands for projects go a long way in creating brand identity.
- **TG (Target Group):** who are the critical stakeholders who will influence the promotion, this might be beyond the obvious ones like line manager and could include functional stakeholders in modern matrixed organizations.
- **Engagement:** how is one engaging the TG? Proactively seeking engagement is a skill that one needs to develop. One needs to find ways and means to engage them. It could be reviews, market visits, project presentations...contextual options would need to be thought of.

Conclusion

S.I.T.E is obviously not a fail proof model, however with the help of a coach and with trials and experiments, it could help a young professional navigate the early years of one's career with self-awareness, consciousness and intentionality. A young professional, equipped thus, would hopefully find this a purposeful journey ■



BY INVITATION

It's Time for Trauma-Informed Therapeutic Coaching

By Lion Goodman

It has finally dawned on Western society that underneath most of our deep problems, issues, and discomforts are wounds and traumas from the past. These Adverse Childhood Experiences have been well documented by the Center for Disease Control in their long-term health study. ([ACES](#))

As coaches, we must become trauma-informed and trauma-sensitive. We cannot coach our clients to move forward in their life without dealing with their inner blocks, barriers and resistance that have prevented them from doing so.

My client Judith was frustrated with her coaching practice. She wanted to be successful in her new career. She had been highly successful in the corporate world, seen as an accomplished leader with integrity who could get anything done. As a new coach, she wasn't taking actions she knew she should do. She was frustrated and angry with herself, confused by her own behaviour. She felt "an invisible hand" holding her back, with no idea how to clear it out of the way.

"Unexplainable" behaviours are almost always patterns sourced in childhood. Judith described a childhood of fear of her alcoholic father's rage and an enabling mother who didn't protect her. Her intelligence led to a behavioural strategy: shrink down, do what you're told, and avoid confrontation by not expressing yourself. That strategy kept her safe.

The same strategy allowed her to succeed in the corporate world. She could accomplish any task assigned to her. But as an entrepreneur, she needed an internal locus of control rather than an external one. Whenever she thought about reaching out to others, marketing herself, or becoming visible, that "invisible

hand" pulled her back into her childhood strategy of hiding and staying quiet. Her inner protector held a vice grip on her life to ensure that she didn't disturb anyone.

Once she became aware of this ancient internal program, she could feel its power over her, and she wanted to clear it out of the way. It took less than an hour to delete the original experience and the associated belief and strategy. I then guided her to create new empowering beliefs in their place. Almost immediately, the "invisible hand" disappeared, and she was able to show up differently in her world. By reaching out to others with full authenticity and power, new clients registered for her coaching program.

The Clear Beliefs Method is *therapeutic*, but it's not *therapy*. We don't spend time talking about what happened, who did it, or why. Instead, we dive down through the storytelling layer of mind and connect directly to the core experience that created the pattern initially. We delete it from the subconscious mind where it resides. By clearing the old limiting and negative beliefs – one at a time – the coachee comes to recognize their True Self shining and can express themselves freely in the world.

An early distinction about coaching, "We don't deal with the past..." has prevented coaches from offering effective and permanent methods of internal change, healing and awakening. **Our clients are seeking *transformation*, not *more information*.**

Many coaches have already moved in this direction, but are confused by the strictures of ICF guidelines. They recognize that "only present & future" coaching does not fundamentally solve the underlying problems and issues confronting their clients.

I call on the leaders of our industry to wake up and smell the transformation. It's already cooking in the background. Coaching is about helping people make significant changes in their lives to become more whole, capable and accomplished. It's time for our professional organizations and training institutions to clear their own past limitations so as coaches, we can create a brighter future ■

Lion Goodman, PCC is the founder of the Clear Beliefs Institute, based in Petaluma, California, USA.



ROUND-UP

Coaching Mindfully With EQ

What an incredible exploration of emotional intelligence at our 4th BEYOND 10 event, "Coaching Mindfully with EQ"! Hosted in collaboration with the ICF Delhi-NCR Charter Chapter, the session was attended by over 90 coaches from 7 ICF Chapters in India, several ICF Global and other overseas coaches, and was filled with profound insights.

Keynote by Burzin Shahana, Country Manager, Johnson & Johnson Surgical Vision India

Burzin spoke from the heart on the realities of leadership and business engagement with EQ. He highlighted that the "Opportunity to Intervene is also the Opportunity to Engage," emphasizing that trust is the key to building an ecosystem beyond fear.

Masterclass by Meera Singh Rawat, MCC

In her session, "THE EQ FACTOR IN COACHING," Meera posed a powerful question: What if emotionally charged presence isn't

a skill, but a choice we make over and over again? She guided us to explore the "conversation beneath the conversation" by becoming aware of our own triggers and choosing curiosity over judgment.

Coaching through Grief by Aniket Anjali Pohekar, Grief Support Coach

Aniket shared his views on coaching through grief. a session that was bathed in vulnerability and clothed with strength, explaining that a Grief Coach is a trusted companion who helps find new purpose.

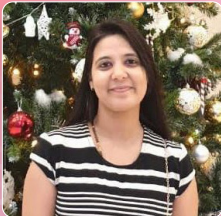
Final Session by Sandhya Mathur, MCC

Sandhya's session on "COACHING THE INTANGIBLE" revealed how EQ acts as a "Perceptual Bridge" and a "Coach's Compass" for navigating emotions, beliefs, and energy.

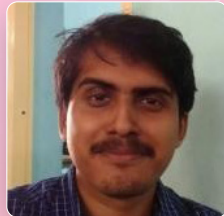
The energy through this event was truly palpable and transformative!

THE WALL

New Credentials



Sheena Kashyap
awarded ACC



Aiyush Dhar
awarded ACC

Congratulations!

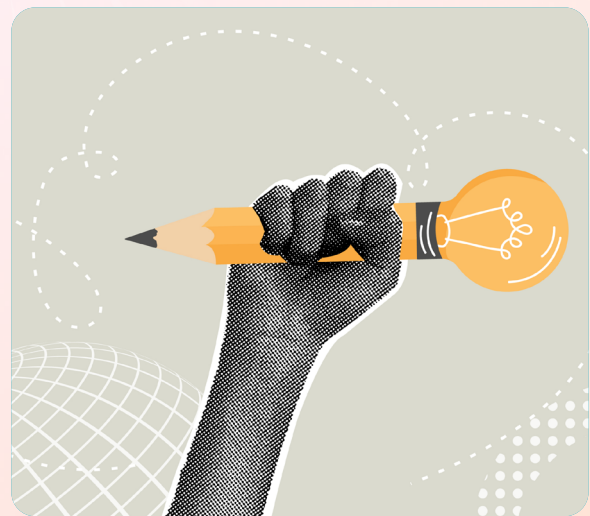
Membership Update | Total: 190

- ▶ Global members as of July 31, 2025: **117**
- ▶ Affiliate members as of July 31, 2025: **73**
- ▶ New joinees in July 2025: **4**

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*Creativity is intelligence having fun
~ Anon*

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NEXT UP

5th in the Beyond 10 series: **Coaching with Ethics**
Saturday, 23rd August 2025, 9:30 AM to 2:30 PM. On Zoom.

Join ICF Mumbai Charter Chapter today: memberships@icfmumbai.com