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www.apa.org

American Psychological Association Website

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Society of Psychologists in Management Website

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Hello SPIM members,

I hope everyone has had a good summer. A great poem by Emily Dickinson regarding Autumn:

*"The morns are meeker than they were,
The nuts are getting brown;
The berry's cheek is plumper,
The rose is out of town.*

*The maple wears a gayer scarf,
The field a scarlet gown.
Lest I should be old-fashioned,
I'll put a trinket on."*

In this newsletter there is news about the upcoming conference (check out the SPIM website), lots of information about the Annual Fund, the Foundation, and WE/SPIM. Plus John Reed has written a new book. He graciously spent time with me in an interview about his book.

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Message from Marlene Thorn, Ph.D. about 2012 Annual Conference in Charleston

The SPIM Board, Program Committee members and other SPIM members and I have been busy brainstorming and organizing the 2012 SPIM Annual Winter Conference. The title of the conference is Refocus, Inspire Innovate: Leadership as Science and Art.

The Program Committee and I started planning for the 2012 during the 2011 Conference. Together we agreed on the theme of the conference, considered the need to balance evidence-based research with practices, and offered suggestions for presenters who could match our theme. Where Program Committee members already had collegial relationships with psychologists, the members made the

- Please consider holding a Regional SPIM meeting in your area. In the past Marlene Thorn and others have been successful in planning such meetings.

SPIM has two directories of members. One is a printed directory distributed by Connie Schroyer

The second is the website listing of members. Names and emails on the website are only posted when the member approves the posting by checking the boxes or emails

Please check your web address on the website to make sure we have the correct address. If you want to make a change, contact Connie Schroyer.

first direct contact and requests for them to present. SPIM members have a great network of colleagues that are outstanding in their field and are generous in giving their professional time and experience to share with other colleagues.

Together, I think we have created an excellent Conference with many excellent speakers who are outstanding psychologists. In addition to the Conference, the Institutes promise to provide us in depth understanding of the five Institute topics: These Institutes will enable us to be in a better position to lead our organizations and assist other leaders in leading their organizations; hopefully to a higher level of innovation, inspiration, and productivity.

We also have the new day and half Training Institute: called Transitioning from Psychologist to Psychologist Manager: Leadership and Management Skills for Success. This course has been designed for psychologists who are transitioning their career into psychologists-manager positions. Veteran SPIM psychologist-managers will be delivering this course and providing each participant with up to three personal coaching sessions to help them implement the Institute training material back on the job. The psychologists involved in this training are: Rodney Lowman, Dee Ramsel, Rich Ponton, and Marlene Thorn. Beth Mitchell is coordinating our team effort.

Designing a Conference and Institutes with Continuing Education Credits for ones colleagues can be a daunting task. However, I must say it has actually been creative and fun for me because of the number of SPIM members who have been so supportive, involved in helping to pull it together, and getting great speakers. SPIM members have been ready to help me when I asked for their views and advice/guidance.

I have had the opportunity to talk and communicate with many SPIM members through out the year and that has been a real pleasure for me. I have truly enjoyed the member participation and I hope they have had as much fun pulling the conference together as I have. We really have a great group of people in our SPIM membership and I am honored to have been able to work with so many of them this year. If we can tap and engage all of our members and new members, SPIM will become even more valuable as a organization and resource for our members. Be sure to check the SPIM website and Conference registration information and join us in February 2012!

Marlene Thorn, Ph.D.
President-Elect

Note from the Presidents: The Annual Fund

If you would like to share any news about yourself: publications, new job, etc., please send me the information and I will include in the next newsletter

You might check out "Linked In" to connect with SPIM members – go to the Group section.

Dear SPIM members:

As the Co-Presidents of SPIM we trust that you have found your membership in the Society of Psychologists in Management to be as rewarding as have we. SPIM has many unique qualities. To define these more clearly for our membership, we are conducting an ongoing study to enumerate the range of membership advantages currently available as well as those desired for the future. The results of our strategic assessment will be shared at the mid-winter meeting in Charleston.

If you appreciate SPIM and its fine affiliative advantages as much as we do we would invite you to consider contributing to the Foundation for the Advancement of Psychology in Management through **its yearly fundraising campaign, the Annual Fund**. The Foundation will ensure funding to support the developmental programs of SPIM for psychologists who practice in the field of management, whether they are executives, researchers, or consultants.

Both of us are annual contributors to several such funds. People who manage charitable funds often comment that if many members make an ongoing and modest annual contribution, perhaps \$100 or \$200, the funds grow in a most gratifying manner. Of course, multi-million dollar contributions and bequests are always welcome.

Be assured that each donation is very much valued. Any member of the Foundation's Board of Directors would be happy to explain the various options to you.

Thank you for your thoughtful consideration of this important request.

We remain sincerely,
John Langhorne & Billie Blair
Co-Presidents, SPIM

Society of Psychologists in Management
C/o Lorraine Rieff & Associates
SPIM Meeting Planner
318 S. Halsted Street
Chicago, IL 60661

Foundation for the Advancement of Psychology in Management: 2011 Annual Fund

Twenty-eight years ago, a small group of psychologists who had found themselves in leadership roles in various organizations thought that it would be useful to create an organization that would devote itself to supporting professionals like them. The Society of Psychologists in Management (SPIM) emerged out of several years of hard work and dedication by them and through the efforts of hundreds of volunteer members, has been serving those purposes for a quarter of a century. In the past five years or so, a small group of members of SPIM has been working with the Board of Directors of the organization to develop additional support for the future activities of the Society. As a result, the Foundation for the Advancement of Psychology in Management was founded and incorporated in 2006. The Board of Directors of the Foundation has been engaged in a wide variety of activities to establish its infrastructure and begin operations. In December of 2009, we received notification that the Foundation is now classified as a 509(a)(3) organization under Section 501(c)(3) of the Internal Revenue Code and are therefore exempt from Federal Income Tax expectations. That means that any and all donations to the Foundation are tax deductible. The 509(a)(3) designation means that the Foundation is "operated in conjunction with" SPIM. The purpose of this note is to announce the 2012 **Annual Fund** Campaign of the Foundation. The goals of the Board in creating this fund are to support the general purposes of the Foundation identified in its By-Laws. What follows is the language on general and specific purposes from those By-Laws Foundation for the Advancement of Psychology in Management (By-Laws)

Section 1. IRS Section 501(c)(3) Purposes

This corporation is organized exclusively for several of the purposes as specified in Section 501(c)(3) of the Internal Revenue Code, including providing support for educational, scientific, and/or public benefit programs and activities that promote the practice of management, the leadership careers of psychologists, and graduate students who pursue such interests, and for such purposes, the making of distributions to organizations that qualify as exempt organizations under the Internal Revenue Code. The Foundation is also specifically intended to support the educational, scientific, and/or public benefit purposes of the Society of Psychologists in Management, a 501(c)(6) corporation, as provided in IRC Section 509(a)(3).

Section 2. Specific Objectives and Purposes

The specific objectives and purposes of the Foundation shall be: to advance the application of psychological science and practice in the leadership and management of organizations, both private and non-profit, and to support and promote education about leadership, management of organizations, and the improvement of work life within organizations.

As you can see, we have been extremely careful to yoke the purposes and practices of the Foundation to those of SPIM. Our long term goal is to ensure that every psychologist who is interested in the study and practice of leadership and management will continue to be supported in developing and sustaining those interests and career aspirations into the indefinite future. There is no limit on our collective creativity in pursuing those goals. The only true limit is the availability of resources to help us support you. So, please consider making a contribution to the **Annual Fund**. No gift is too small, or too large. Please see form below and use it to make your donation. And please note that the Foundation can accept the gift through MasterCard, American Express, or Visa.

Along with your newsletter, there is an attached pledge card. Please consider donating.

Sincerely,
Richard R. Kilburg, Ph.D.
President
The Foundation for the Advancement of Psychology in Management

WE/SPIM News

We are SPIM, and **WE/SPIM** wants other SPIM members to know about our work. The **Women's Endowment for SPIM** began with six founding members who decided that it would be important to ensure that women would be represented in SPIM in perpetuity – both in terms of their presence and in terms of programming that reflects the interests and issues of women leaders, managers, and consultants who also are psychologists. To that end, a group of seven SPIM members (Judith Albino, Cathleen Civiello, Dee Ramsel, Connie Schroyer, Lisa Tedesco, Marlene Thorn, and Mary Zahner) contributed to an endowment fund within the Foundation for the Advancement of Psychology in Management, SPIM's 501(c)(3) supporting foundation for charitable and educational purposes.

At the recent FAPIM meeting, it was announced that the WE/SPIM fund is expected to reach a total of more than \$10,000 by the end of the calendar year. New SPIM members who have communicated to

WE/SPIM coordinator Judith Albino that they also wish to contribute are current SPIM president Billie Blair and SPIM member Connie Rath. Another SPIM member who pledged to support WE/SPIM is John Reed; John has been the first to demonstrate that while WE/SPIM is *on behalf of* women, it can, and will be, supported by men as well.

This year, WE/SPIM plans to support a young woman psychologist to attend the February meeting and early manager's training program. We also will begin planning programming for the 2013 meeting that will honor Dory Hollander, SPIM's second woman president, who tragically passed away this year at the height of her career. All of those interested will be invited to join us during the SPIM meeting to plan these future activities. We want your ideas – and we'd love to have your financial support as well. Judith Albino (Judith.albino@ucdenver.edu) can provide more information, or contributions can be sent directly to SPIM and FAPIM treasurer, Rich Ponton. Be sure to indicate that you want to support WE/SPIM!

A Message from Roger Cooper, Psy.D.: Cornerstones and Steppingstones

Cornerstones are historically the first stone to be laid at the foundation of a new building. Cornerstones, square or rectangular, establish the cardinal directions of the edifice in which it is embedded. Right and left, up and down, take their orientation from the placement of this ordinal object. The way the cornerstone is placed determines the groundplan of the structure.

Must many bring cornerstones together

for construction of a monument's making?

Master builder cannot build

on gigantic scale alone.

To build an edifice to mankind

takes cooperative efforts of many hands.

(homage to Kahlil Gibran)

greywolfodin's blog

July 22, 2011

So it is with organizations in general, and SPIM in particular. SPIM's cornerstone was laid in March 1985, when Tony Broskowski, Dick Kilburg and eight other psychologists, who were working as managers, met in Tampa, Florida. There they discussed how their roles were shifting from the delivery of clinical services to leading and managing significant organizations. They wanted time to reflect and make sense of the new opportunities, demands and challenges of their role transitions as these impact their personal and professional lives. The following 26 years of conferences, institutes, Board meetings and informal networking have created quite an imposing edifice to which many of us return, year after year, always finding ourselves enriched emotionally, stimulated intellectually, with a pile of CEUs suitable for framing.

The entrance to SPIM has been attendance at annual conferences, learning with and from each other. The steppingstone exits from SPIM are various. Some of us have taken on leadership roles, served as Officers and Board Members, worked on Committees and done the grunt work that keeps an organization functioning. Others of us have been content to pay our dues, pay institute and conference fees, and look forward to another refreshing restorative annual conference. That is how it has been and probably will always be.

Some of us are aging, retiring, moving into final developmental stages. In the past year, Tony Broskowski and Dory Hollander died. What will happen to SPIM as more gray hair and baldness begin to predominate?

Yes, we are moving energetically to attract new members. SPIM sponsored a booth at the APA Convention where we made contact with more than sixty attendees. A few have joined already! We are experimenting with different ways to stay in touch with current members. Regional SPIM get-togethers are up and running or are in the planning stages.

There is another steppingstone. SPIM has brought into being an educational Foundation to create an endowment for those who will follow us. It is intended to ensure that the insights and ideals of SPIM's founders, and those of us who came after them, will have continuing impact on this unique community of psychologist/managers, scientist/practitioners. The proceeds from this endowment will be used to fund awards that recognize the accomplishments, contributions and commitments of outstanding psychologist-leaders and non-psychologists who can enlarge SPIM members' understanding and appreciation of what is happening in the world and the implications for us. It will provide support for

research, support for publishing case and field studies, to identify issues unique to women psychologist/managers, and a myriad of other possibilities.

The SPIM Foundation, with Dick Kilburg as its President, is already receiving funds to build an endowment. The SPIM Foundation Cornerstone Fund is the way you can contribute to the SPIM Foundation endowment at the time you pay your annual SPIM Dues. A pledge card will be made available as part of the dues payment package.

You might also consider making a bequest to the Cornerstone Fund as part of your estate planning. What kind of return on SPIM's investment in you, do you want to make available for the psychologist/managers of the next generation?

I will be 80 next year. I will be donating my body for medical research. I'm putting a contribution to the Cornerstone Fund in my will. Think about it.

Roger F. Cooper, Psy.D.

SPIM Past President

New Book by John Reed, Ph.D

“Pinpointing Excellence: The Key to Finding A Quality Coach”

John's book will be released in an "E" digital version by November 1st and in paper form by December 1st. Information is available at www.pinpointingexcellence.com and from Bright Sky Press www.brightskypress.com .

This book provides consumers of executive coaching – for the first time - with a practical and thorough process for evaluating, grading and selecting the best available candidate coach. Executive coaching is now a multi-billion dollar, 30+ year old global industry. Strangely, unlike dozens of other professions we count on every day, this industry has never set a single entrance requirement for becoming an executive coach. There are no enforceable standards for education, experience, continuous learning, licensure, service quality or consumer protection. The *Harvard Business Review* refers to these buyer beware conditions as “The Wild West of Executive Coaching”.

Below is an interview I had with John about his book.

Q: What will SPIM members get out of this book?

A: I hope they get a fresh view of the executive coaching market place and the importance of psychology in the background of any well qualified coach. I hope consumers are prompted to raise their expectations substantially so we executive coaches are much more carefully scrutinized and evaluated. Perhaps this book can help coaches anticipate the future and get better prepared.

Q: What is an example of one of the future trends in evaluating coaches?

A: There are absolutely no standards now in the executive coaching field. Literally anyone can call him or herself an 'executive coach'. Look closely and you will see that there are absolutely no minimum requirements for, for instance, education, experience, licensure, ethics, certification, service quality or anything else. Every coach, regardless of his or her credentials, has a value proposition or pitch. Collectively, these myriad pitches can be mind-numbing for consumers to wade through. Consequently, for executives seeking to identify truly outstanding coaches, there is much confusion. Like many colleagues – I'm concerned with the absence of coaching standards, in contrast for example with licensure and ethical standards set for us as psychologists. The book is primarily written for consumers of executive coaching to give them a process whereby they can cut through various sales pitches to evaluate and rank executive coaches on an 'apples to apples' basis. The book is geared for consumers so they can be discriminating in voting with their dollars. Consumer evaluations and decisions in selecting coaches will raise expectations and quality standards. In contrast, in 30 years the executive coaching industry itself has not managed to establish a single, universally agreed to quality standard. As a realist, I have no confidence that thirty years from now the industry will have progressed much. Left to its own devices, the industry will most likely keep fiddling and diddling.

Q: Who is the book written for?

A: It's written for executives, for the buyers. So it's short, lean and designed to be applied. One goal was keeping it as short as possible - about 130 pages. There are summaries at the end of each chapter. There are also 8 appendices - tools readers can use immediately to get started. The recommended evaluation and selection process incorporates both hard data and more subjective, intangible information. In simple terms, it looks at a prospective coach's depth of education, training and experience, and continuous learning in 4 key dimensions: psychology, coaching, business and ethics.

Q: In your book you mention a 'quick test' to use?

A: It's a practical tool called the TEC4 – relatively simple and 'commonsensical' if you will. Because it is brand new it has not been tested for validity and reliability by APA standards. It is a simple scale split among four dimensions. The coach being evaluated gets a maximum of 25 points in each of the 4 dimensions. For example, an 'executive coach' with considerable executive experience and an MBA would score high in business (e.g. 20-25 points) but, lacking depth in psychology, coaching or ethics, would have a total score of 20-25 out of 100. It is literally grading candidates being considered as prospective coaches – one candidate might have 60 points, one might have 80 points, etc. So the idea is for the executive looking at various coaches to focus first on the one with the score of 80, moving that candidate on to the second stage.

Q: What comes after the quick test?

A: The second phase is for the executive to sit down and interview the potential coach with many probing questions. There are fifty sample questions in the book that can be used in the interview to get a sense of the coach's problem solving, motivational characteristics, self-awareness, working leadership/management style, etc. During the interview the buyer can also get a sense of chemistry and, beyond just 'small talk', what the candidate really understands.

Q: What is your hope for this book?

A: I hope more than anything that the book arms the consumer so we coaches are all compelled to work to a much higher quality and qualification standard. We need to get our act together, obviously. I hope it starts moving executive coaching from a haphazard field to an esteemed profession.