



Diversity, equity, and inclusion are at the heart of everything we do.

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Message from the Board

Dear Valued Members, Colleagues and Friends of ACTO,

An Ocean of Uncertainty

Like many organizations do in the last part of a calendar year, the ACTO Board is planning for the year ahead. In the context of asking, “what’s next?” we became acutely aware of how many of the factors we consider in our planning are unknowable. Not merely “unknown,” for that term implies that we simply need to research the data to find what we need, but “unknowable,” as in, no one knows!

You might be feeling the same as you look ahead, into that Ocean of Uncertainty. So many variables are in flux right now, the rate of change in each of those continues to accelerate, and the number of variables that we must consider in planning keeps growing. Forecasting the future is always a game of guessing, but this year is feeling particularly challenging.

Consider the topics that arose in just 40 minutes of conversation:

- The proliferation of Coach training methodologies and resources and the challenge of differentiation
- New rounds of distinctions in coaching competencies and ethical codes that require we update to remain current

- Expansion of AI into Coaching and the training we must all do for ourselves to keep current in technology, let alone train our students and teams
- Additionally, the degree to which AI affects every aspect of running a business, from confidentiality issues to how we manage social media to how we create, market, communicate, and develop curriculum
- The erasure and/or weaponization of social identity that makes coaching more important than ever... and simultaneously makes it feel more dangerous to offer in some markets
- The democratization of Coaching that we receive joyfully for the sake of impacting more people, yet cautiously because it's upending our business models
- Acceleration of climate shift and the challenges that many people face every day just to live their lives, and the anxiety it produces around infrastructure, comfort, and safety
- The geopolitical climate and the increasing polarization that shows up in every aspect of running a business or a coaching organization like ours

Any ONE of the above would be enough to challenge us in planning, yet we must take ALL into account for the sake of our plan.

It felt important to us, as a board, to openly discuss all these issues, for they are the context in which we must proceed. We sense that all our members, from freelance coaches to larger CTOs, are grappling with the same.

Our experience reminds us why we belong to a community. Together, we are more capable of wading into and swimming the waters of The Ocean of Uncertainty. Together We Can!

Warmly
ACTO Board Members



Resource of the Month

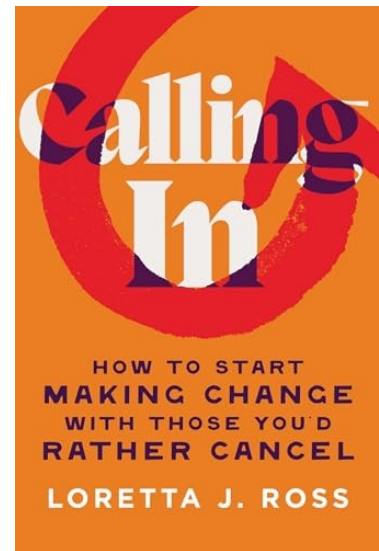
Each month in this newsletter we will highlight a different facet of identity, and provide a resource in this area for our readers.

Book: Calling In: How to start making change with those you'd rather cancel.

<https://www.goodreads.com/book/show/214195664-calling-in>

Highly recommend Audio version of book (which is available globally, including on many free library apps) and which is read by the author.

The book is structured around what Loretta calls her five Cs continuum, a range of possibilities for continuing conversation in difficult situations or when, for example, we find ourselves in a conversation about social identity and want to support ourselves and/or our clients with alternative paths for navigating the world.



Calling In, is a framework for how people can respond to a person's offensive or hurtful words or deeds, e.g. when one encounters hateful, dismissive, or offensive speech or perspectives. The continuum offers a range of choices beyond the binary of either calling someone out publicly or saying nothing.

The five Cs are:

- **Calling Out:** This involves publicly shaming someone for something said or done that requires accountability. Its overuse can be counterproductive and often shuts down further conversation.
- **Canceling:** This extreme form of calling out aims to cause severe punishment, such as firing or "de-platforming" a person. The toxic use of this tactic is viewed as epidemic, showing up in Social Media, community meetings, and even on the global political stage.
- **Calling In:** This method seeks accountability by inviting someone into a conversation with love, grace, and respect, rather than shame or anger. The goal is to open a dialogue and encourage growth, believing that people are capable of change.
- **Calling On:** This means calling on people to do and be better, without a full investment of time. An example is a quick, pointed remark that prompts the person to reconsider their words, such as "I beg your pardon?" and then waiting for their reaction. Calling On honors the possibility that what that person just said or did was unintentionally disrespectful and gives them space for a "do-over."
- **Calling it Off:** This option acknowledges that engaging in every conflict is unnecessary, especially with those not acting in good faith. This can be a temporary disengagement or a permanent decision to walk away.

The continuum helps activists, allies, and yes, even coaches, move beyond public condemnation toward more strategic, meaningful, and constructive confrontation. The

framework encourages a shift from public shaming to dialogue, fostering genuine connection and progress, particularly when addressing potential allies or when striving to support someone in shifting themselves or transforming a conversation.

(this article was partially generated by AI Gemini and edited by Jim Smith)

Accessibility note: if you're not a reader of books yet still interested in this resource, try the search string: "What is the five Cs continuum created by Loretta Ross" and you will find a long list of options. She's done TED talks, been a guest on many podcasts and panels, and quoted by many other writers, so continue your learning in a way that serves you!

ACTO NEWS

ACTO Membership Renewal

It is membership renewal time for many ACTO members. To check your membership status, log in to the [ACTO website](#) and click on your name. You will be able to view your active membership and if there isn't one, you can renew from there. You will also have received separate emails with additional information about renewing if your membership has expired.

ACTO Monthly Community Conversations Calls

Please join us on Thursday, October 2 at noon EDT for our next call

If you would like to facilitate an upcoming call, [let us know](#). With community facilitation support, we can offer these calls at times that are more convenient for some in our global community.

Feel free to invite a colleague to experience this ACTO member benefit. You can learn more and see the full schedule [here](#).

UPCOMING EVENTS

ACTO October Community Conversations Call

Date: October 2, 2025 Time: 12 noon EDT

[More information](#)

Register

October Monthly Spanish Forum: Liderar sin tener el Cargo

Date: 15 de octubre de 2025, 6:00 US PT, 9:00 US ET, 15:00 CET, 18:30 IST

[More Information](#)

Register

October Monthly English Forum: Coaching Candidly™: Mastering Transformative Conversations in a Divisive Era

Date: Oct 22, 2025, 8:00 US PT, 11:00 US ET, 17:00 CET, 20:30 IST (90 minutes)

[More Information](#)

Register

November Monthly English Forum: Coaching to elevate human dignity in times of erasure and moral injury

Date: Nov 19, 2025, 8:00 US PT, 11:00 US ET, 17:00 CET, 21:30 IST (90 minutes)

[More Information](#)

Register

January Monthly English Forum: TBA

Date: Jan 28, 2026, 8:00 US PT, 11:00 US ET, 17:00 CET, 21:30 IST (90 minutes)

February Monthly English Forum: Mindset, Community, and Resources: Doing the Work on YOU as a Tool for Teaching DEIB

Date: Feb 25, 2026, 8:00 US PT, 11:00 US ET, 17:00 CET, 21:30 IST (90 minutes)

[More Information](#)

[Register](#)

March Monthly English Forum: In the heart of a story – Liberating Narratives of Dignity

Date: March 25, 2026, 8:00 US PT, 11:00 US ET, 16:00 CET, 20:30 IST (90 minutes)

[More Information](#)

[Register](#)

ACTO English forums are free for ACTO members. The fee for prospective members is \$25/forum.



ACTO STAND

ACTO is a community of coaches and coach trainers dedicated to co-creating a more diverse, equitable, and inclusive coaching profession. Through dialogue, learning opportunities, and change initiatives, we seed coaching excellence that values diverse cultural perspectives and eliminates bias and harm.

To read the full details of the ACTO Stand, please visit [our website](#).



VOLUNTEER WITH US

Join our committees! Volunteer with ACTO and help shape a more inclusive coaching profession. Visit our website to learn more and explore opportunities to get involved.



October Multicultural Calendar

We invite you to acknowledge and explore a diversity of significant dates and cultural celebrations with us. These dates were sourced from [Diversity Resources](#). Please visit their website to learn more about each date's significance. If you have important dates from your culture that you'd like our community to learn about, please let us know!

Awareness

October - ADHD Awareness Month

October - Breast Cancer Awareness Month

October - Down Syndrome Awareness Month

October - Global Diversity Awareness Month

October - National Disability Employment Awareness Month

October 1 - International Day for Older Persons

October 5 - American Veterans Disabled for Life Awareness Day

October 8 - World Dyslexia Day

October 10 - World Inclusion Day

October 11 - National Coming Out Day

October 13 - Indigenous Peoples' Day

October 15 - LGBTQ+: International Pronouns Day

Religious

October 2 - Hindu: Dussehra

October 2 - Jewish: Yom Kippur

October 7 - Jewish: Sukkot

October 20 - Hindu: Diwali

October 21 - Sikh: Bandi Chhor Divas

ACTO MEMBER HIGHLIGHT

We want to highlight and celebrate our members who embody the ACTO Stand for diversity, equity, inclusion, and belonging in their coaching practice and training. Would you or your coach training organization like to be featured in our Member Highlights section? We're looking for individuals and organizations whose stories inspire others in our community. [Reach out to us](#) to share your story!

Help Us Grow Our Community

Invite your coach friends and colleagues to join us! Share the benefits of [ACTO membership](#), including access to our informative monthly forums. They can also join our community calls as your one-time guests for a taste of what we offer. We appreciate your support in cultivating a vibrant community!



Share Your Feedback with Us!

We value your feedback. Please share your thoughts, ideas, and suggestions with us at ACTO@ACTOonline.org. We look forward to hearing from you!

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