



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,

As we continue to look ahead and plan for the future, the Board wishes to take a moment to reflect openly with you — our valued members — about where we are and where we might be headed together.

ACTO has always stood for something deeper than simple membership benefits or professional development. We have been guided by a vision to elevate the field of coach training and to take a clear stand for Diversity, Equity, Inclusion, and Belonging (DEIB). We recognize that in today's climate, such a position may not always be popular or easy to uphold. Yet we also believe that if we, as an organization of educators and coaches, do not lead in this space — who will? This conviction continues to shape our identity and our purpose.

At the same time, we acknowledge the realities we face. Member engagement has been a challenge. Our global membership means that time zones and scheduling often limit participation, and surveys we've sent have received little response. We interpret this not as disinterest, but as a signal that our current model of membership and activities may no longer fully align with your needs or realities.

Through environmental assessments, we've also learned that many coach training organizations are experiencing generational transitions. Founders are retiring, and new

leadership is shifting focus — from refining the craft of coaching toward entrepreneurship and business growth. This shift, along with increasing competition in our field, has changed the dynamics that once fostered strong collaboration among organizations.

As ACTO continues to evolve, we find ourselves asking important questions:

- Who are we best positioned to serve — coach training organizations, individual coaches, or both?
- How do we engage our diverse membership in meaningful ways across geographies and time zones?
- How do we ensure that our work remains relevant, impactful, and grounded in our shared values?

We also recognize the power of partnership. In our recent discussions, we have explored opportunities to connect with like-minded allies who share our commitment to DEIB and to the continued advancement of coach training. There is strength in collaboration, and we are open to building that strength together.

ACTO holds a unique niche — as an advocate for DEIB within coaching and coach training. As we plan for what's next, we invite you to help us shape that future. What purpose does ACTO serve for you? How might we better align our offerings, our community, and our advocacy to support you and the broader coaching profession?

We remain deeply grateful for your continued support and your shared belief in ACTO's mission. Together, we can reimagine what this organization can be — not by looking backward, but by courageously looking ahead.

With gratitude and partnership,
The ACTO Board of Directors



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.

Beyond Individual Identity: A Social Approach to Coaching Self Awareness and 360 Feedback

“That feedback isn’t accurate” ... sound familiar? What if this common coaching challenge is actually rooted in a myth of identity as a solo sport? The following resource offers coaches a process to help their clients move beyond “me vs. them” thinking. This social approach to coaching self-awareness transforms feedback-resistance into breakthrough moments with a practical 3-step process.

Individual and Social Approach

Traditional coaching often treats self-awareness or who we are as an *individual* journey. However, identity isn’t something we discover alone—it’s something we *create together*. Coaching from a *social approach* to self-awareness reframes identity as something shaped and expressed *in relationship with others*.

The Coaching Challenge

When clients resist 360 feedback, they’re often stuck in a **false binary**:

- *Either my self-view is right*
- *Or others’ feedback is right*

This either/or thinking blocks growth and limits empathy. Coaches can help clients reframe identity as *co-created*—formed and expressed in relationship with others. A *social approach* to self-awareness helps clients move from defensiveness (“That feedback isn’t accurate”) to curiosity and connection (“What can I learn from how others experience me?”).

Why It Matters

- Our self-awareness and identity isn’t formed in isolation; it’s co-created through relationships and social systems.
- Individualistic models of coaching can miss relational and cultural dynamics.
- Effectiveness and wellbeing depend on understanding one’s *impact within systems and relationships*.

Coaching Tool

The 3-Step Framework: Social Self-Awareness Coaching

1. Surface the Assumptions

Help clients uncover the stories and hidden beliefs behind their reactions to feedback.

- Ask: “*What assumptions are you making about this feedback?*”
- Goal: Shift from defending accuracy to exploring meaning.

2. Expand the Options

Move beyond either/or thinking to both/and awareness.

- Ask: “*What if both perspectives contain truth?*”
- Ask: “*What might this look like as a gift rather than criticism?*”
- Goal: Encourage clients to see multiple valid viewpoints and hold complexity.

3. Focus on Impact and Intention

Redirect from accuracy debates to relational effectiveness.

- Ask: “*Is this the impact you want to have?*”
- Ask: “*How do you want to show up in this relationship?*”
- Goal: Build curiosity and growth orientation instead of defensiveness.

Key Takeaway

True self-awareness isn't created or discovered in isolation—it's *interactive and social*. Coaches can help clients integrate authenticity with adaptability—remaining true to their values while being responsive to others' experiences. This shift transforms feedback from threat or being “*right*” to opportunity and moves coaching from *self-discovery* to *co-creation of identity* within community.

Reflection for Coaches

- When do I unconsciously coach self-awareness as an individual rather than social process?
- How can I model “both/and” thinking in my own responses to feedback?
- What cultural assumptions about identity might I bring into my coaching work?

The Social Self-Awareness Coaching Framework was created by [Joshua Freedman](#) CEO at [Six Seconds](#)

Joshua is a cofounder and CEO of the Six Seconds Emotional Intelligence Network. He is a Master Certified Coach (ICF), and the third of his 7 books is the international best-seller, *At the Heart of Leadership*. He's passionate about the spark that ignites at intersection of compassion and purpose.

(this article was partially generated by ChatGPT and edited by Steve Galloway)

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, November 6 at noon EST 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 November Community Conversations Call

Date: November 6, 2025 Time: 12 noon EST

[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.



November 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

November - Native American Heritage Month

November - National Veterans and Military Families Month

November - National Alzheimer's Disease Awareness Month

November - Movember

November 11 – US: Veterans Day

November 19 – International Men's Day

November 20 – LGBTQ+: Transgender Day of Remembrance

November 25 – UN: International Day for the Elimination of Violence Against Women

November 27 – US: Thanksgiving Day

Religious

November 1 – Christian: All Saints’ Day

November 2 – Christian: All Souls’ Day

November 21 – Eastern Orthodox Christian: The Entrance of the Theotokos into the Temple

November 24 – Sikh: Martyrdom of Guru Tegh Bahadur Sahib

November 30 – Christian: Advent

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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