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## **Introduction**

The Department of Defense (DoD) Coaching is hosting the second annual “Dod Coaching Campaign Week,” May 12-16, 2025. The theme of this year’s campaign is “Coffee with a DoD Leadership Coach: A Mindful Brew.” Coaches across the DoD are encouraged to register to host a Coffee with a DoD Leadership Coach event within their organization and open the event to both military members and civilian personnel. In addition, 14 May 2025 will consist of a live in-person “Coffee with a Coach” at the Pentagon. More information on how to access the International Coaching Week events can be found at DCPAS’ DoD Coaching Website at, [Coaching Portal-Civilian Broadening | DCPAS](#). The attached Dod Coaching Campaign Week promotional poster should be disseminated Department-wide.

**The primary objectives of “Coffee with a DoD Leadership Coach: A Mindful Brew” events are to:**

1. Educate the Enterprise about the value of working with a DoD coach
2. Educate the Enterprise on how military and civilian personnel can access a DoD coach
3. Provide opportunities for individuals and organizations to explore their potential through coaching

**Participating in a Coffee with a Leadership Coach: A Mindful Brew offers numerous benefits, including:**

1. **Raising Awareness:** Educating DoD military and civilian personnel about the value of coaching and its benefits
2. **Professional Growth:** Contributing to the growth and development of the coaching profession
3. **Networking Opportunities:** Expanding networks and fostering collaborations with other coaches and organizations

## **Recommendations**

1. **Register Early:** Ask that all DoD Coaches register to host a DoD Coffee with a Leadership Coach: A Mindful Brew event the week of 12-16 May 2025 as soon as possible to maximize participation and promotion
2. **Promote ICW 2025:** Ask that HR managers and practitioners and all DoD Coaches disseminate information about ICW 2025 as widely as possible to help raise awareness about the coaching profession