

CHINA COACHING RESEARCH FORUM

中国教练研究论坛



Engine to Your Destination



China Coaching Research Forum

Date: 5th January, 2012

Time: 9:00-18:00

Venue: Shanghai World Financial Center Forum

(上海环球金融中心-会议中心)

Address: 100 Century Ave., Pudong New Area, Shanghai 200120, China

(上海市浦东新区世纪大道100号)

Introduction

The First China Coaching Research Forum (CCRF) serves as a research incubator for defining the future intellectual agenda for coaching thinkers, researchers, practitioners, and users. It is co-organized by CCRF and IBS Management Consulting. This one day forum aims at bringing CEO, GM, MD and Senior Executives from all functions in the corporate, professional coaches & coaching organizations and coaching research institutions who would like to understand, explore, implement, research (including evidence based coaching, measuring ROI in coaching etc.), share, analyze on the past, current situations and future trends of coaching in China, incorporate coaching into the DNA of their organizational culture and most importantly in a collaborated efforts with the above groups champion the professionalism of coaching and also raise the standard of coaching in China.

Theme

Coaching in 3-D in China

Understanding and Exploring the Current Coaching Situation in China

Agenda

Time	Activity	Speaker/Facilitator
9:00-9:30	Registration & Morning Refreshment	
9:30-9:35	Welcome Address	Bash <i>Founder of CCRF Senior Consultant & Certified Corporate Coach, Managing Partner of IBS Management Consulting</i>
9:40-10:10	Analysis of IBS Corporate Coaching Indicator Survey in China	Jennifer Jin <i>Head of Human Resources Standard Chartered</i>
10:15-11:15	Building Corporate Coaching Culture in China	Charlie Lang <i>Managing Partner of Progress-U Co-founder of Progress-U Corporate Coaching Institute (PICC)</i>

FORUM (Video Taped)

11:20-12:00	Outside In and Inside Out Coaching Model	Jack Lim <i>Managing Director & Senior Partner, Greater China Leadership and Talent Consulting Korn/Ferry Human Capital Consulting</i>
12:00-13:00	Lunch Break	
13:10-14:10	Group Discussion Topics: (1) Selection of coaches & coaching companies in an organizations (2) Effectiveness of Coaching Interventions: How do we define it? (3) How to Measure ROI in Coaching	Anne Isabelle Sam <i>Director of People & Performance Asia Sealed Air</i>
		Myles Zhong <i>General Manager – China Operation Whirlpool China</i>
		MaryAnn Voli <i>Founding Director of Voli International Consulting VP Marketing of Hong Kong International Coaching Community (HKICC)</i>
14:15-14:45	Group Discussion Findings Presentations	Facilitators
14:50-15:35	Coaching Local vs. Multinational Companies	Tao Deng <i>Founder/Chief Advisor/Executive Coach TopsStar Consulting</i>
15:40-16:10	Afternoon Refreshment	
16:15-17:00	IBS 7+1 Communication Coaching Model	Bash <i>Founder of CCRF Senior Consultant & Certified Corporate Coach, Managing Partner of IBS Management Consulting</i>
17:05-17:45	Panel Discussion (1) Taboos in Coaching (2) Exchange of Coaching Practices (Pricing Structure, Duration of Engagement etc...) (3) How to Let Coaching Seen as Urgent by Top Management (4) Q&A	Panelist: Tao Deng Jennifer Jin Charlie Lang Moderator: Bash
17:45-17:55	Closing Remarks	Bash



Bash

Founder of China Coaching Research Forum, Senior Corporate Consultant, Certified Corporate Coach, IAC (International Association of Coaches) Certified Practitioner, Managing Partner of IBS Management Consulting, Founding Member of Harvard Coaching Conference/Institute of Coaching Professionals Association, Member of IAC, Founding Member of China International Coaching Community (CICC), is a globally-minded corporate consultant and certified corporate coach who acts as a “business & collaborating partner” with his clients as they make decisions about necessary changes and implementation in their complex market and evolving workplaces. He has an expertise in working with major players from top to down of an organization, which gives him a deeper understanding of structural organizational behavior.

He provides consulting, training and coaching programs to corporate that will have major impact on their employees, their organization and the market they operate, helps corporate design internal programs and mentors many internal coaches. He is also an experienced public speaker, presenting at both corporate and association seminars and conferences. He also runs occasionally free communication seminars to the public and corporate.



Charlie Lang

Managing Partner, Executive Coach, Facilitator & Trainer Co-founder of Progress-U Corporate Coaching Institute (PICC)

Graduate of Corporate Coach U

Expert Level Certification in Harrison Assessments

President 2007-2009 of HKICC (HK Int’l Coaching Community)

Member of International Coach Federation (ICF) and International Association of Coaching (IAC)

Lecturer at HKU Space on Corporate Coaching

Lecturer at EM Lyon on Management in Asia

Degrees in Mechanical Engineering and Int’l Marketing

14 years corporate experience including positions as Managing Director and VP Sales & Marketing for APAC

Charlie is passionate about continuous research on leadership and corporate excellence and has authored 100 articles since 2003. His articles appeared in Human Resources, SCMP, Effective Executive, Career Times, FZ Asia Magazine, APlus and Smart Investments & Properties. Silkroad (Dragon Air), Premiere (HSBC), Recruit and SCMP reported about Charlie and he appeared live on RTHK and Cable TV to talk on leadership and coaching. In 2005, he published “The Groupness Factor”. He currently authors his second book on Corporate Coaching Culture.



Jack Lim is the Managing Director of Korn/Ferry International's Leadership and Talent Consulting business in Greater China, based in Shanghai.

Mr. Lim advises MNCs and Chinese Companies on Leadership Assessment and Development, focusing on executive talent issues particularly in the Greater China context.

Mr. Lim has served clients in Pharmaceutical Companies, Consumer Sector, Financial Services, Telco and Manufacturing. His clients include Novartis, GSK, Kraft, JnJ, Deloitte, McDonald, Agricultural Bank of China, Dow, Tai Wan First Bank, China Mobile, Baosteel Group, SKF, Estee Lauder, Mary Kay, Kraft, and MetersBonwe

A frequent speaker at many high-profile HR events in China, Mr. Lim has published several articles in business journals such as the Chinese version of the *Harvard Business Review*.

He holds a Bachelor and Master's degree in engineering from Shanghai Jiao Tong University and an MBA from Massey University, New Zealand.



Jennifer Jin currently is the Head of HR, Standard Chartered Bank China. Prior to joining Standard Chartered Bank, she was the Executive Director of Talent Development (East Asia) in charge of Novartis cross divisional talent development, Executive Director, Greater China Region (Pharma Division). Jennifer is the winner of CCH China Staff 2009 HR Director of the Year, and headed as Chairperson for HR Association for Pharma industry till Sep 2010.

Prior joining Novartis, Jennifer worked for Motorola, BriTay International and Intel China. She is a certified Professional Human Resources (PHR) from The Society of Human Resources Management (SHRM) in the US in 1998.

Jennifer graduated from Tianjin University, with Bachelor of Materials Science Engineering, Master of Management Engineering from Tianjin University. She obtained Master of Organization Development from Loyola University Chicago in 2002.

Jennifer is a qualified coach of Hay leadership assessment 360 degree feedback tool, Hay Organization Climate survey, Mercer Leadership Derailor, MBTI type, FiroB, Tuck Conflict Management, and other coaching tools. She is trained Co-active coach, and currently certifying for Gallop Strength Finder Coaching. She has been delivering Leadership training and coaching leaders since 2002. has experience coaching leaders on personal transformation, leadership effectiveness, and building high performing team.



Tao Deng
Founder/Chief Advisor/Executive Coach

One of the pioneer HR professionals in China since it opened doors to the outside world in 1978, Tao Deng has worked as senior executive in HR field for 25 years with six major multinational companies in six different industries. He started his first professional career with HP China in 1984. Since then he has been playing a strategic HR leadership role in leading companies including HP (HRD, China), Maersk Shipping Line (HRD, China), AlliedSignal (HRD, Greater China), AstraZeneca (HP VP, China) and Whirlpool (HR VP, Asia Pacific), Google (HRD, Greater China).

During his HR career, he has nurtured and developed a fairly big number of HR leaders and business leaders in different industries. He has committed himself fully in Executive coaching and organization effectiveness consulting since Jan 2010.

Tao got his undergraduate degree from Beijing Foreign Language University and his EMBA from CEIBS, one of the top business schools in China and Asia pacific.

Anne Isabelle Sam
Director of People & Performance Asia



A French national, Anne Isabelle graduated in Chinese and Thai language & civilizations from Paris INALCO institute as well as studied in Beijing for three years in the early '90s.

She started her career in the sales department of an international hotel in Beijing, that led to a regional human resources role in the hospitality group Accor. HR was learnt on the job at the corporate offices in Hong Kong, then Bangkok and back to Shanghai from 2002 onwards.

After 13 years in the service industry, Anne Isabelle wanted to explore manufacturing so in 2007 she joined Sealed Air, the new global leader in food safety & security, facility hygiene and products protection.

She obtained the Tsinghua-INSEAD dual EMBA in 2009 and is a certified trainer of “What type of leader are you” and “Bringing out the best in yourself at work” programs.

A mother of two children aged 12 and 7, Anne Isabelle likes bikram yoga, zen garden and arts.



MaryAnn Voli holds MBA from Thunderbird School of Global Management she has worked for 13 years in senior management positions in different multinationals around the world in Latin America, USA and Europe.

She has wide range of training and experience including personal leadership development; Neurolinguistic Programming, Situational Leadership, generating insights, creativity and 6 thinking hats among others. She is trained in state of the art coaching (executive and team) with Marina Osnaghi (Italy) and Results™ Coaching Systems (<http://www.neuroleadership.com>) and Points of You to generate new perspectives and insights. She's a member of the International Coaching Federation (ICF).

She is currently VP Marketing of the Hong Kong International Coaching Community in order to foster the knowledge and understanding of coaching in Hong Kong.

She has coached executives from Tupperware, Bayer, Inditex Group, GlobeExpress, Banking International Group, SinSys among others. She has also successfully undertaken a creativity and motivation project in an American multinational in Japan which entailed executive coaching, team coaching and creativity/motivation workshops.



**Myles Zhong
General Manager – China Operation
Whirlpool China**

- (1) A leader builds sustainable profitable growing business, leadership brands, and winning organization.
- (2) 20 years' experiences in 4 global companies, all of which play global No.1 in their own categories.
- (3) Working experience in 3 countries, and exposed to global business in the role of global team and Asia pacific team.
- (4) Leading multi-culture, multi-functional team to achieve superior business results and coaching team to enable the skills for higher-level challenges.
- (5) Experience to lead direct reports from different countries, over 20 direct reports reached director level in international companies.

Corporate Served:

Whirlpool (China): GM– China Operation

Reckitt Benckiser: China Marketing Director

Unilever – Wall's: China VP – Marketing, Great China

Freelance Consulting

Procter & Gamble: (China, Japan, Korea) Brand Manager

Education:

University of Science & Technology of China Bachelor – Biophysics

China Europe International Business School EMBA

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IBS Management Consulting



Progress-U



TopsStar Consulting

DELEGATES

Forum Fee	¥1900/person
Discount	¥1710/person (Discount only available for the corporate who partakes in IBS Corporate Coaching Indicator Survey and only applicable for one delegate per corporate)
Bank Name	Industrial Commercial Bank Of China Pudong Avenue Branch 工商银行浦东大道支行
Account Name	上海芮希企业管理咨询有限公司
Account No.	1001181309006808778

Terms & Conditions

Delegate's attendance is by invitation only - 100 places are available.

Since this forum is only by invitation, we reserve the right to decline any registration at our discretion.

Please download the attached registration form and completed form should be emailed to lily@ibsmgnt.com.

Places are confirmed only with receipt of payment (by email or fax).

Delegate Confirmation should be made no later than 30th Dec, 2011 and should confirmation not be received by stated date, China Coaching Research Forum will be entitled to cancel the tentative reservation without any notice, and will not take any responsibilities.

Once registered & payment is made no refund will be made but replacement is allowed (replacement must be of the same calibre).

For any enquiry, please contact Ms. Lily Yang from IBS Management Consulting at 86-21-33923329 or 86-13917958335 or email her at lily@ibsmgnt.com