

# CORPORATE COACHING MASTERCLASS

## An Advanced Program for Experienced Professional Coaches

Date: 24-27 March 2010  
Location: Shanghai

### WHY YOU SHOULD ATTEND

- You are already an executive coach and want to bring your coaching competencies to the next level
- You work as an internal corporate coach and want to upgrade yourself to coach more senior levels
- You have attended professional coach training before and want to achieve a higher level of coaching mastery
- You want to prepare yourself for international coaching certification

**Important note:**

In order to achieve a high level of learning, the number of participants is limited to 12. Also, all participants must prove that they attended at least 60 hours of professional coach training before

### WHAT YOU WILL LEARN

- Recap and deepening of practice of the 11 Core Competencies as per the International Coach Federation (ICF)
- The 9 Coaching Masteries as per the International Association of Coaching (IAC)
- Extensive coaching practice on challenging cases with feedback from other participants and the trainers. Due to the limited number of participants, it is guaranteed that you will get to practice extensively during the program
- Other advanced coaching skills, especially when coaching senior managers
- Group coaching techniques for both team coaching and peer coaching
- Innovative coaching formats for highest effectiveness

#### ICF CORE COMPETENCIES

##### A. SETTING THE FOUNDATION

1. Meeting ethical guidelines and professional standards
2. Establishing the coaching agreement

##### B. CO-CREATING THE RELATIONSHIP

3. Establishing trust and intimacy
4. Coaching presence

##### C. COMMUNICATING EFFECTIVELY

5. Active listening
6. Powerful questioning
7. Direct communication

##### D. FACILITATING LEARNING AND RESULTS

8. Creating awareness
9. Designing actions
10. Planning and goal setting
11. Managing progress & accountability

#### IAC COACHING MASTERIES

1. Establishing and maintaining a relationship of trust
2. Perceiving, affirming and expanding the client's potential
3. Engaged listening
4. Processing in the present
5. Expressing
6. Clarifying
8. Inviting possibility
9. Helping the client create and use supportive systems and structures

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### YOUR BENEFITS

Three tele-classes will be arranged for participants after this four-day seminar to support you in your practice. These will be 90-minute sessions through teleconference.

Benefits for participants include

Feb 2010	On-line assessment to be completed (HA)
Mar 2010	Four-day Workshop
Apr 2010	First Tele-class
Apr 2010	Second Tele-class
May 2010	Third Tele-class
May 2010	Completion of Assignment
May 2010	Graduation Ceremony

- To be competent in coaching more senior levels and as a result charge higher fees (for external coaches)
- To feel more confident to coach at a high professional level
- To get prepared for international coach certification
- To feel supported in applying the learning from this program
- To learn also from the participants and get inspiration from their successful steps



HA is online based, easy to use, extensive insights with a 20-40 minutes questionnaire.

Participants will do this assessment on-line before the program starts. The report of this assessment will be used extensively during the program to help participants:

- To identify what are your preferred behaviors
- To reveal shadow behaviors to better understand contradicting behavioral patterns and how to overcome them
- To understand your strengths and areas for development to become a successful Corporate Coach

Although this assessment was not specifically developed to train future coaches, it offers excellent insights on the essential traits that need to be developed to become a Corporate Coach.

# CORPORATE COACHING MASTERCLASS

Four-Day Workshop  
March 24- 27, 2010

## THE 11 ICF COACHING CORE COMPETENCIES

This module focuses on the 11 core competencies as per ICF:

- Recap on the contents of these core competencies
- Deepening of the understanding and application of these competencies
- Challenging case studies with coaching practice using these competencies

## THE 9 IAC COACHING MASTERIES

This module represents the core of this program:

- Working through the 9 IAC coaching masteries
- 'Real-Playing' coaching cases to gain a deeper understanding and first practice on these masteries

## COACHING SENIOR EXECUTIVES

During this module, you will learn how to coach effectively senior executives

- How coaching senior executives is different from coaching junior and middle managers
- Advanced coaching skills needed when coaching senior executives
- Specific case studies on senior executive coaching
- Mentoring versus coaching – when to apply what

## GROUP / TEAM COACHING COMPETENCIES

This module focuses on how to apply your coaching competencies on coaching groups or teams:

- The difference between 1:1, group and team coaching
- Areas for group and team coaching
- Additional skills & techniques required when coaching groups or teams
- Challenges in group & team coaching
- The limitations of group & team coaching

## INNOVATIVE COACHING FORMATS

This module will expand your range of coaching formats that will lead to higher coaching effectiveness

- The Top 10 most typical coaching cases
  1. Change of specific behaviors (typically 1 – 4 behaviors)
  2. Development from Manager to Leader
  3. Preparation for a new position
  4. Support during start-up phase in new position
  5. Developing emotional intelligence (including stress management)
  6. Work-Life-Balance issues
  7. Negotiations
  8. Assisting during change of corporate culture
  9. Support during Mergers & Acquisitions (M&A)
  10. Ongoing sparring for better decision making
- Innovative coaching formats for each coaching case
- Use of assessments (especially 360 degree assessments and personality assessments) in coaching
- Understanding when other methods (e.g. training, workshops, therapy, etc.) are more appropriate

## INTERNATIONAL COACH CERTIFICATION

You will learn what it takes to achieve international coach certification from various coaching bodies:

- Should I go for international certification? Pros and Cons
- Requirements of ICF (International Coach Federation)
- Requirements of IAC (International Association of Coaching)
- Requirements of WABC (World Association of Business Coaching)

## DESIGNING A PERSONAL PLAN TO TAKE MY COACHING PRACTICE TO THE NEXT LEVEL

Each participant will receive the book "The Groupness Factor", authored by Charlie Lang.



# CORPORATE COACHING MASTERCLASS

## Your Coach Trainers

### YOUR TRAINERS

Charlie Lang and Sebastien Henry are certified professional coaches (Corporate Coach-U, ICC). They coach senior managers at multinational companies with a strong presence in Asia-Pacific, to assist them in becoming more successful leaders.

Some clients they have served include: Airbus, Alcatel-Lucent, Allianz, AON, BASF, BAYER, Chanel, DMG, Hang Seng Bank, HP, Johnson & Johnson, Lego, L'Oreal, Lloyds TSB, Otis, Saint Gobain, Sprint, TESCO, Veolia Water, and many more.

They have a cumulated business experience in Asia of over 20 years. Some of the modules will be co-delivered by both trainers.



## CHARLIE LANG

### Trainer & Executive Coach, Managing Partner of Progress-U Limited

**Charlie Lang** is known for his innovative approaches towards leadership, coaching and corporate culture. He combines the latest findings in research with his own experience in international management and leadership (13-year corporate career, including roles as Managing Director and VP Sales and Marketing). He is the author of "The Groupness Factor", a book on First-Class Leadership which was published in August 2005. His articles got printed in Human Resources, CareerTimes, FZ Asia Magazine, AsiaPreneur, South China Morning Post, Banking Today and many more. He currently writes his second book on Corporate Coaching Culture.

He is a highly experienced executive coach with over 2,000 hours of professional coaching, and was the President (2007-2009) of the Hong Kong International Coaching Community.



## SEBASTIEN HENRY

### Trainer & Executive Coach, Partner of Progress-U Limited

**Sebastien Henry**, MBA, BA in Psychology, BA in Philosophy, a certified NLP Trainer (NLPU, USA), was previously in an Asia-Pacific regional position at a multinational company. He is the expert for Emotional Intelligence at Progress-U Ltd. His articles have been published in Human Resources, South China Morning Post and Career Times.

As a trainer, he also co-created the "INSPIRE!" program, an in-depth leadership retreat for experienced leaders. Positions of some of the clients he has been coaching one-to-one include: Asia/Pacific General Manager, Country General Manager, Asia/Pacific CFO, Department Head and many more.

“ This course is very different from the other coaching courses that I have attended. The skills learned from the program are very solid and practical. The program is inspiring and very useful

----- Principal consultant  
Bethel International

“ Thanks for the excellent training I received last week. During the years, I have undertaken a number of training courses and I would like to say that last week was one of the most enjoyable and personal rewarding I have completed for a long time. ”

----- Business Improvement Manager  
Hong Kong Aero Engine Services Limited

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## PRACTICAL INFORMATION:

**Date & Time:** March 24-27, 2010. 9.00am - 5.00pm

**Venue:** Grand Mercure Hongqiao Hotel, Dragon Room (Hotel 2F), No. 369 Xian Xia Road, 200336 Shanghai

**Regular Fee includes Harrison Assessment (value 70 USD)**

Non members - 2,200 USD per person

HKICC members - 1,980 USD per person

**Early-Bird (registration latest by 22 February 2010)**

Non members - 1,900 USD per person

HKICC members - 1,710 USD per person

**Registration Closing Date:** 21 March, 2010

For enquiries, please contact Mr. Raf Verheyen at +86 139 178 41 415 or email [raf.verheyen@progressu.com](mailto:raf.verheyen@progressu.com)

## REGISTRATION:

Please reserve \_\_\_\_\_ place(s) at regular fee for non members

Please reserve \_\_\_\_\_ place(s) at regular fee for ICF members

Please reserve \_\_\_\_\_ place(s) at early bird fee for non members

Please reserve \_\_\_\_\_ place(s) at early bird fee for ICF members

### CONTACT DETAILS

Please print in BLOCK LETTERS

Name (Mr./Mrs./Ms/Dr) \_\_\_\_\_ Date \_\_\_\_\_  
(Surname) (First Name)

Company Name \_\_\_\_\_ Title \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

### PAYMENT

#### By Telegraphic Transfer

Account Name: Progress-U Limited  
Bank: HSBC, Hong Kong  
Account No: 183-545-268001  
SWIFT: HSBCHKHHHKH

#### By Cheque

Payable to Progress-U China Limited  
Please send in your cheque together with registration form to  
Shanghai Linfang Certified Public Accountants  
15F, Hechuang Building  
No.450 Caoyang Road Shanghai, P.R. China

\* Please email your registration and telegraphic transfer acknowledgement to [raf.verheyen@progressu.com](mailto:raf.verheyen@progressu.com)