

# DEVELOP YOURSELF AS A PROFESSIONAL CORPORATE COACH

A high-end program  
over six months

PHASE 1: Mar 09-12, 2010

PHASE 2: Apr 13-16, 2010

Workshop Location: Singapore

## WHY YOU SHOULD ATTEND

- You are an executive working in HR or any other department and want to become a part-time or full-time internal corporate coach
- You are a consultant and you want to become a successful external executive coach
- You are coaching already (as an internal or external coach) and you want to deepen your practice and acquire new tools

**Important note:** In order to achieve a very high quality of learning, the group will be strictly limited to 15 participants.

## WHAT PARTICIPANTS WILL LEARN

- The key competencies of coaching
- The advanced skills specifically needed for corporate coaching
- Your personal strengths as a future coach, and the areas you should develop further (using the Harrison Assessment)
- How to find your own coaching style
- How to coach in critical situations
- When coaching is useful, and when other approaches are more effective

### Key Coaching Competencies

- |  |  |
|--|--|
| 1. Meets Ethical Guidelines & Professional Standards | 6. Uses Powerful Questioning               |
| 2. Establishes the Coaching Agreement                | 7. Communicates Directly                   |
| 3. Establishes Trust & Intimacy with the Client      | 8. Creates Awareness                       |
| 4. Has Coaching Presence                             | 9. Designs Actions                         |
| 5. Demonstrates Active Listening                     | 10. Demonstrates Planning and Goal Setting |
|  | 11. Manages Progress & Accountability      |

### Coaching Mindsets

- The concept of ownership
- Being non-judgmental - Appreciative Inquiry (AI)
- Forward-/opportunity-oriented - Feedforward
- Sharing versus Advising

### Coaching Processes

- Harrison Assessment
- A large number of role plays
- The use of movies to bring tools to life
- Three 90-minutes follow-up Tele-classes between the first and the second 4-day workshop
- Three 90-minute follow-up Tele-classes after the second 4-day workshop

\* Professional Coaching Toolbox

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Tele-classes will be arranged for participants after the first four-day workshop, as well as after the second four-day workshop. These will be 90-minute sessions on the phone that won't require participants to come to Singapore if they are not based there.

## BENEFITS FOR PARTICIPANTS

Feb 2010	On-line assessment to be completed (HA)
Mar 2010	First Four- day Workshop
Mar 2010	First Follow-up session Tele-Class
Mar 2010	Second Follow-up session Tele-Class
Apr 2010	Third Follow-up session Tele-Class
Apr 2010	Second Four- day Workshop
May 2010	Fourth Follow-up session Tele-Class
May 2010	Fifth Follow-up session Tele-Class
Jun 2010	Sixth Follow-up session Tele-Class
Jun 2010	Graduation Ceremony

Benefits for participants will be:

- To receive proper support in translating into action what they learned
- To reflect on what is working, and what is not working yet
- To get mentor coaching on their first coaching experience (each participant will have to start coaching at least two persons during the program)
- To learn from other participants in the group, 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.

# DEVELOP YOURSELF AS A PROFESSIONAL CORPORATE COACH

First Four-Day Workshop  
March 09 - 12, 2010

## The coaching mindset

This module includes important frameworks that are

- necessary to coach effectively:
- The concept of ownership
- Being non-judgmental - Appreciative Inquiry (AI)
- Forward-/opportunity-oriented - Feedforward
- Sharing versus Advising

## Developing yourself as a coach: the inner work

During this module, you will work on your personal development which will include

- Raising your standards
- Establishing effective boundaries
- Developing a high level of integrity
- Understanding your needs and wants
- Learning to move from dependence to inter-dependence

## The 11 key coaching competencies

This unit will cover the 11 key coaching competencies as defined by the International Coach Federation (ICF):

1. Meets Ethical Guidelines & Professional Standards
2. Establishes the Coaching Agreement
3. Establishes Trust & Intimacy with the Client
4. Has Coaching Presence
5. Demonstrates Active Listening
6. Uses Powerful Questioning
7. Communicates Directly
8. Creates Awareness
9. Designs Actions
10. Demonstrates Planning and Goal Setting
11. Manages Progress & Accountability

## Practicing the key coaching competencies

You will get ample opportunity to practice the key coaching competencies with your peers during these 4 days. Also, between Part I and II we will set up a buddy coach system to provide you with sufficient opportunities to apply your coaching competencies.

One of the requirements for successful graduation is to complete a coaching practice assignment between Part I and II.

## The coaching models

In order to be able to follow a systematic coaching process, you will be introduced to some useful models for coaching:

- GROW model
- GAP model
- The 5S model
- Other less frequently used models

## The coaching styles

This module explores useful assessments and client types in order to better understand which coaching styles might be most effective during coaching:

- Assessments: MBTI, DISC, Harrison, Enneagram, PCSI
- Client Types: CEO, Line Manager, Staff,
- Entrepreneur, Professional, Creative Type, Sales Executive

## Coaching at the beliefs level

As a coach your role is to facilitate positive change. During this module you will be introduced to the Pyramid of Change and learn particularly how you can help people change beliefs more effectively through reflection.

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



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Second Workshop  
April 13 -16, 2010

## The limits of coaching: when it is not appropriate

In this unit you will learn basics of the Situational Leadership model and reflect on other possible interventions such as

- Directing
- Counseling
- Training
- Consulting
- Facilitating
- Mentoring

You will be also introduced to the 6 Forms of Coaching

## Coaching in critical situations

Critical situations covered in this module include

- Start-up support for managers in a new position
- Disrupting behavioral issues
- Poor decision making
- Organizational issues (reorganization, M&A, crisis situations, etc.)

## Coaching under-performers

During this session you will learn

- The 3 conditions to great performance
- To understand if coaching is an appropriate intervention
- To get to the root cause of poor performance reflecting on the situational Leadership model
- To use the appropriate coaching style to assist in performance improvement

## Coaching over-achievers

Over-achievers often cause problems to the organization due to their beliefs and values. During this session you will understand how you can assist them to overcome such beliefs and how you can help them build on their strengths. You will learn about cognitive dissonance and the difference between causality and correlation.

## Coaching with NLP: integrating some NLP tools

In this module we will introduce you to Neuro-Linguistic Programming (NLP) and how certain tools developed in NLP can assist you as a coach.

Tools will include:

- Visualizing
- Reframing
- Time-Line

## Creating a coaching culture in your organization

In order to make coaching most effective, it is useful to develop a coaching culture in your or your client's organization. This unit will cover the 3 levels of a coaching organization, potential pitfalls and necessary pre-conditions.

## Internal coaching vs. external coaching

During this session we will cover the different dynamics experienced by internal and external coaching. It will also include the question of contracting which is not only relevant for external coaches.

## Measuring the ROI of coaching

In the past years, senior management has become increasingly suspicious of any expenses for soft skills development as they often felt that the money was pored into a 'black hole'.

This module will introduce you to a process of measuring the Return on Investment (ROI) of any coaching intervention.

Designing a personal plan to further evolve your coaching practice (Part Two)

For more details and to register, visit  
[www.progressu.com/events/events-for-leaders.php](http://www.progressu.com/events/events-for-leaders.php)  
T: +65 8448 8992 E: [siti.hinchliffe@progressu.com](mailto:siti.hinchliffe@progressu.com)

# DEVELOP YOURSELF AS A PROFESSIONAL CORPORATE COACH

## Your Coach Trainers

### YOUR FACILITATORS

Charlie Lang and Sabreena Andriesz are certified professional coaches (Corporate Coach-U). They coach senior and middle managers at multinational companies with a strong presence in Asia-Pacific, to help them become more successful leaders. Some clients they have served include: HP, Airbus, Bayer Material Science, Sprint, Chanel, Veolia Water, Johnson & Johnson, Bayer Health Care, Otis, Saint Gobain, Allianz, Lego, L’Oreal, Tesco, HSBC, Alcatel-Lucent, Logitech, Gemalto, Macquarie PGA, Barclays, and many more.

They have a cumulated business experience in Asia of over 20 years. Some of the modules, but not all, will be co-delivered by both trainers.

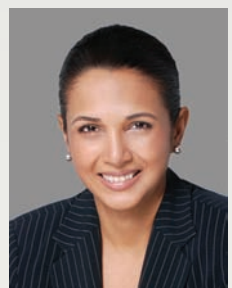


### CHARLIE LANG

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

Charlie Lang is known for his innovative approaches towards leadership. He combines the latest findings in research combined with his own experience in international management and leadership (13-year corporate career, 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 delivers a 120-hour course on coaching at the University of Hong Kong. He is a highly experienced executive coach, and the President of the Hong Kong International Coaching Community.



### SABREENA ANDRIESZ

Trainer & Executive Coach, Progress-U Limited

Sabreena is a certified corporate coach (Coach U) and current President of the ICF Singapore. She is passionate about partnering with her clients to reach a place of maximum growth. Her coaching clients include middle and senior managers from local and global corporations. Sabreena extends her reach by writing motivational articles on corporate wellness. Her column was featured in Shape Magazine from 2004-2007. She has lived in Asia, Europe and the Middle East before settling in Singapore.

“ 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. ”

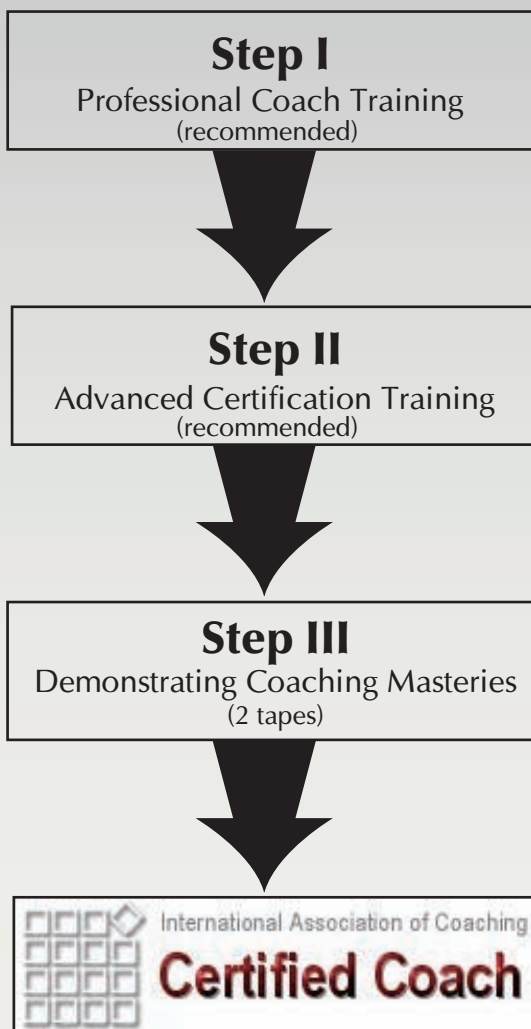
----- Business Improvement Manager  
Hong Kong Aero Engine Services Limited

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## STEPS TO IAC & ICF CERTIFICATION

### International Association of Coaching



### International Coach Federation



- \* **Professional Coach Training**  
E.g. Progress-U's "Becoming a Professional Corporate Coach" Program (90h)
- \* **Advanced Corporate Coach Certificate**  
E.g. Progress-U's "Advanced Coaching Masteries" Program (40h)

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### PRACTICAL INFORMATION:

**Date & Time:** 09th-12th Mar & 13th-16th Apr, 2010. 9.00am - 5.00pm  
**Venue:** Novotel Clarke Quay Hotel, 177A River Valley Road, Singapore 179031

**Regular Fee includes Harrison Assessment (value S\$100):**

Non members - S\$5,950 per person  
 ICF members - S\$5,060 per person

**Early-Bird ( registration latest by 23rd February 2010)**

Non- membes - S\$5,350 per person  
 ICF members - S\$ 4,550 per person

**Registration Closing Date:** 02nd March, 2010

For enquiries, please contact Ms. Siti Hinchliffe at +65 8448 8992 or email [siti.hinchliffe@progressu.com](mailto:siti.hinchliffe@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 Pte. Ltd.  
 Bank: UOB Limited, Singapore  
 Account No: 357-301-863-8  
 SWIFT: UOVBSGSG  
 Bank Code: 7375; Branch 018

##### By Cheque

Payable to Progress-U Pte. Ltd.  
 Please send in your cheque together with registration form to  
 Progress-U Pte. Ltd.  
 583 Orchard Road, #09-01 Forum, Singapore 238884

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