

DEVELOP YOURSELF AS A PROFESSIONAL CORPORATE COACH - LEVEL I

A high-end program
for aspiring professional
coaches

WHY ATTEND THIS PROGRAM?

- You have **high standards for yourself**, and you want to make sure that you get a **very solid professional coach training**.

This is **one of the most comprehensive and demanding coach training programs in Asia**. It was carefully developed to meet the standards of the World Association of Business Coaches (WABC) and the International Coaching Federation (ICF). With 600 hours logged in for over one year (Level I + II), access to very experienced facilitators and a limited number of participants, you will really go in-depth!

- You want a program that is really suitable to practice **coaching in Asia**.

This program was developed by experienced coaches who have a combined coaching experience of 20 years with over 6,000 hours of coaching practice in Asia. They are currently co-authoring their 3rd book, which focuses on the specifics of executive coaching in Asia.

- You want a program that deals with specific issues related to **corporate coaching (in-house or external)**.

Although the foundations of coaching covered in this program are common with life coaching, this program has a **clear focus on corporate coaching**. It uses many real cases drawn from the vast executive coaching experience of the facilitators.

- You prefer a training program with a **solid track record**.

Progress-U has been training professional coaches in Shanghai, Hong Kong and Singapore since 2007. Graduates include HR and senior executives from a **large number of prestigious clients** such as Agfa, Alcatel-Lucent, Alstom, Bayer, Johnson & Johnson, Lloyds TSB, New York Life, Nike, Pepsi-Co., St Gobain, Tesco, UBS etc.

WHO 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 or mentor) and you want to deepen your practice and acquire new tools.
- You had already coach training in Japanese and you want to become more proficient in coaching in English to expand your practice.

Important note: In order to achieve a very high quality of learning, the group will be strictly limited to **12 participants**. A good command of English language is a must.

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Program Overview

LEVEL ONE: PROFESSIONAL CORPORATE COACH CERTIFICATE

Step I	On-line assessment to be completed (HA)	Before first Four-Day workshop
Step II	Module 1: First Four-Day Workshop	
Step III	First Follow-up session Tele-Class	2-3 weeks after Module 1
	Second Follow-up session Tele-Class	2-3 weeks thereafter
	Third Follow-up session Tele-Class	2-3 weeks thereafter
	Fourth Follow-up session Tele-Class	2-3 weeks thereafter
Step IV	Two book reviews	Between Module 1 and 2
Step V	Module 2: Second Four-day Workshop & Coaching Exam	
Step VI	Fifth Follow-up session Tele-Class	2-3 weeks after Module 2
	Sixth Follow-up session Tele-Class	2-3 weeks thereafter
	Seventh Follow-up session Tele-Class	2-3 weeks thereafter
	Eighth Follow-up session Tele-Class	2-3 weeks thereafter
Step VII	Two book reviews & final assignment	Within 2 months after Module 2

Total number of hours: 170 (includes coaching practice and assignments). Upon successful graduation from this Level, you will receive the “Certified Professional Corporate Coach” Certificate from Progress-U. This will make it possible for you to apply for the ICF Associate Certified Coach (ACC) and Professional Certified Coach (PCC) credentials.

(Please note that in order to become ICF certified, you will be required to accomplish other conditions aside from attending our coach-specific training. By attending Progress-U’s “Certified Professional Corporate Coach” Program, you will have met one of the key conditions. Please refer to page 7 for more details).



HA is online based, easy to use and provides 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.

WHAT YOU WILL LEARN

Professional Corporate Coach Certificate - Module 1

Learning Summary

- 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

Knowing yourself: self-insight and understanding

- Addressing the question: "Why become a coach?"
- Identifying one's own needs as a person and as a coach
- Acknowledging your strengths and areas for development: Harrison Assessments
- Setting boundaries and maintaining integrity
- Identifying your own limiting beliefs and values

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
- Optimizing your preparation before a session

The coaching mindset

- Establishing Ownership
- Being non-judgmental
- Focusing on goals (forward-oriented)
- Sharing vs Advising

Key coaching competencies (required by both WABC and ICF)

- Working with ethical guidelines and professional standards
- Defining a clear and effective coaching agreement
- Creating trust and intimacy with the client
- Developing coaching presence
- Listening to understand
- Effective questioning
- Direct communication
- Creating awareness
- Planning and goal setting: promoting action
- Designing actions
- Managing progress and accountability - building resiliency
- Managing termination of coaching

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 Module 1 and 2 we will set up a buddy coach system to provide you with sufficient opportunities to apply your coaching competencies.

WHAT YOU WILL LEARN

Professional Corporate Coach Certificate - Module 2

The coaching models

- GROW model
- GAP model
- The 5S model
- 5 Hats model
- 8 Steps model
- Progress-U's coaching models (ASSAPPP model & 12-Steps model)

International coach certification

- WABC (World Association of Business Coaches)
- ICF (International Coach Federation)
- IAC (International Association of Coaching)

Coaching with intuition

Using the power of intuition to help your coachee gain more insights.

Dealing with critical coaching situations

- Lack of chemistry
- Coachee feels offended or offends you
- Lack of integrity
- No progress
- Breach of confidentiality
- Triangle issues (company, coachee, coach)
- Coaching as a last resort
- Coaching in the context of a crisis

Internal coaching

- Similarities and differences compared to external coaching
- Typical challenges of an internal coach

Coaching for performance

- The overachiever
- The underperformer
- The "dinosaur"

Creating a corporate coaching culture

- Why corporate coaching culture?
- Case study of successful implementation
- Pitfalls and challenges to be overcome

ROI of coaching

- Principles of measuring the ROI
- Making coaching measurable

Coaching with NLP

- Visualization
- Meta-model
- SOAR model

The limits of coaching

When coaching is not the most appropriate approach and when to use instead

- directing
- counseling
- training
- consulting

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Your Coach Trainers

YOUR FACILITATORS

All facilitators are **executive coaches, working one-on-one with clients** who are in these positions: Asia-Pacific General Managers, Board Members, Country General Managers, Department Heads, CEO's, etc.

Clients served include Airbus, Alcatel-Lucent, Allianz, BASF, BAYER, BNP Paribas, Chanel, Hang Seng Bank, HP, Johnson & Johnson, L'Oreal, Lloyds TSB, Michelin, OTIS, TESCO, UBS, Veolia Water, Volkswagen and many more.



CHARLIE LANG

Executive Coach, Author and Managing Partner of Progress-U Group Asia

Charlie Lang is known for his innovative approaches towards leadership and coaching. He combines the latest findings in research with his own international management and leadership experience. Charlie has been in the corporate field for 15 years, holding top positions such as Managing Director and VP Sales and Marketing.

Charlie is an expert in corporate culture development and executive coaching. He has about 3,000 hours of extensive executive coaching experience and numerous coaching assignments with executives in senior management positions such as CEOs, Managing Directors, Board Members, etc. He works with senior executives who need assistance in developing a corporate coaching culture within their organization. He has been conducting trainings on "Coaching as a leadership style" to hundreds of executives who want to extend their leadership toolbox with the coaching approach for higher engagement. A highly experienced executive coach and facilitator, Charlie was the President of the Hong Kong International Coaching Community (2007 – 2009).

Charlie is an avid writer of articles related to leadership, coaching and change management. He has written over 150 articles since 2003, many of which had been published in various magazines and newspapers. He is also the author of "The Groupness Factor", a book on First-Class Leadership published in August 2005. Presently, he writes his second book on corporate culture in Asia.



SEBASTIEN HENRY

Executive Coach, Author and Partner of Progress-U Group Asia

Sebastien Henry works with senior leaders who constantly seek skills for their development and serve as an inspiration to their people and organizations.

He has more than 1,500 hours of coaching experience and has coached executives in top regional management positions in Asia/Pacific such as: general manager, vice president, country general manager, CFO, and department head. In South China, he has co-designed and co-delivered a leadership retreat for senior leaders called "INSPIRE! A Leadership Retreat for Senior Leaders".

Sebastien has published over 50 articles on Emotional Intelligence for Leaders. His first book "Emotional Intelligence for Leaders in Asia – Use emotions to lead and inspire your people" will be published in Spring 2011.

He holds a Masters Degree in Business Administration from ESSEC, a top French business school; a BA in Psychology and a BA in Philosophy from Paris Sorbonne University. He is Neuro Linguistic Programming (NLP) Practitioner, NLP Master Practitioner, and NLP Trainer (NLP University–USA). He has obtained two professional coaching certifications from ICC in the UK and Coach U in the USA, and is currently taking a third one in Japan (CTI).

He is also a certified facilitator for Team Coaching International (TCI - USA). In addition, for over 10 years, he has attended more than 1200 hours of personal development workshops in Asia, Europe, and USA many of which used the Gestalt approach.

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What past participants say
about this program

TESTIMONIALS

“ Very practical, very experiential, lots of practice, and presence of subject matter expertise!”

----- HR Director, SAS Institute

“ 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

“ It's the greatest training program that I have attended in the past few years. Not only did it provide very thorough coaching skills but it inspired me also a lot in other people development initiatives as well. ”

----- Employee Learning and Leadership Development Manager, Asia-Pacific, SAS Institute Limited

“ I just wanted to thank you for the course - it has been by far the most useful and insightful training I have ever attended. Not only do I feel I have learnt a huge amount of new skills, I have also gained a significant insight into myself and feel motivated and engaged to implement what you have shared with us. ”

----- Learning & Development Manager, Lloyds TSB

“ A great learning experience for me. Thank you for making the session interesting.”

----- Training Manager, TESCO International Sourcing

“ This is a practical and good experiential training on coaching skills that I can't find elsewhere. It's also a great opportunity for sharing with others and learning from different environment. ”

----- HR Manager, OSRAM Asia-Pacific

“ The course exceeded my expectations, I would highly recommend it.”

----- President 2009-2011 of HKICC

“ The training is insightful and practical, and will benefit not only my professional work but also my personal life. ”

----- HR Director, Almatix China

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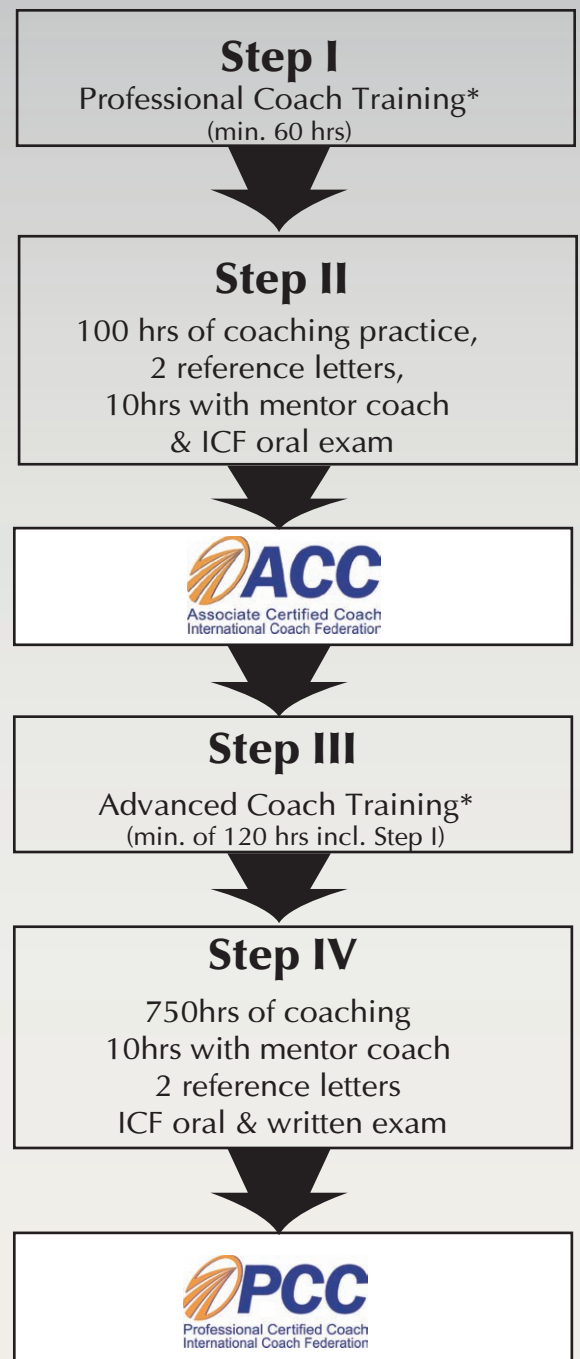
A high-end program spanning one year

STEPS TO IAC & ICF CERTIFICATION

International Association of Coaching



International Coach Federation



*** Professional Coach Training**

E.g. Progress-U's "Certified Professional Corporate Coach" program (170 hours)

*** Advanced Coach Training**

E.g. Progress-U's "Advanced Certified Professional Corporate Coach" program (430 hours)

Note: Completing Progress-U's "Certified Corporate Coach" program allows to apply for either ACC or PCC credential of ICF. Completing also Progress-U's "Advanced Certified Corporate Coach" program allows to apply for ICF's MCC credential (Master Certified Coach) – further conditions apply.



Progress-U is an Authorized Licensee of IAC.

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PRACTICAL INFORMATION

Date & Time:

Level I: Module 1: April 07-10, 2011

Module 2: June 30 - July 3, 2011

* Participants will have the opportunity to join Level II after completion of Level I.

Facilitators will be alternatively:

Charlie Lang for Module 1 of Level I

Sebastien Henry for Module 2 of Level I

Venue: Venue in Tokyo to be confirmed

Regular Fee includes Harrison Assessment (value USD 70):

Level I: JPY 490,000 per person

Early Bird discount: JPY 450,000 for enrollment and registration before February 14, 2011

For enquiries, please contact Mr. Kentaro Hayashi at 03-6808-0054 or by email kentaro.hayashi@progressu.com or contact Mr. Sebastien Henry at +852 6076 2406 or by email sebastien.henry@progressu.com.

REGISTRATION:

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 Online Payment

For online registration and payment, please visit
http://progressu_corporate-coach_2011-04jp.eventsbot.com/

* Please email your registration and telegraphic transfer acknowledgement to vanessa.lui@progressu.com