

ALL YOU NEED TO KNOW ABOUT EXECUTIVE COACHING

How to Maximize Your Investment in Professional Coaching

Date: May 20, 2011

Time: 1.00 - 5.00 pm

Location: The Excelsior, Hong Kong

WHO SHOULD ATTEND?

- **Senior Executives** who want to drive a coaching culture in their organization
- **Senior HR managers and L&D managers** who consider engaging internal or external coaches
- **HR and Executive Search Consultants** who want to expand their range of services with corporate coaching
- **Anyone else** interested in making the most of engaging a professional coach

WHAT YOU WILL LEARN?

- How coaching is different from mentoring, counseling or training,
- How to get buy-in from senior management,
- How to get buy-in from the coachee,
- Who should be coached and who shouldn't,
- How to select the 'right' coach and ensure a high coaching quality,
- Pro's and con's of engaging individual coaches versus a coaching company,
- Why fee levels are so different from coach to coach,
- How much coaching models matter,
- How to design an effective & efficient coaching program,
- How to make best use of assessment tools in coaching,
- What to consider during contracting,
- How to monitor the progress,
- How to measure the effectiveness of coaching.

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PROGRAM OUTLINE

Time	Contents	Methodology
13.30 - 13.30	Registration & Networking	
13.30 - 14.00	Distinction between Coaching, Mentoring, Consulting & Training - The diversity of corporate coaching	<i>Presentation & Group Discussion</i>
14.00 - 14.20	Getting buy-in from stakeholders and the coachee	<i>Presentation & Group Discussion & Role Play</i>
14.20 - 14.45	Selecting the 'right' coach: considerations and best practice	<i>Presentation & Group Coaching</i>
15.45 - 15.15	Coffee Networking Break	
15.15 - 16.00	About coaching models and how to design an effective coaching program	<i>Presentation, Group Coaching & Exercise</i>
16.00 - 16.40	Contracting, managing progress and evaluation of coaching success	<i>Presentation & Group Coaching</i>
16.40 - 17.00	Q & A	

Benefits for participants include

- Gain **clarity about coaching** and **when to use it**
- Understand the **diversity in coaching** and learn **how to make best use** of it
- Learn how to **maximize your investment** in coaching

"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."

Learning & Development Manager
Lloyds TSB

ALL YOU NEED TO KNOW ABOUT EXECUTIVE COACHING

Your Coach Trainer

YOUR FACILITATOR



CHARLIE LANG

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

Charlie Lang is a certified professional coach and a pioneer of coaching in Asia-Pacific. He has extensive experience both as a senior executive himself and in coaching other senior executives at multinational companies with a strong presence in Asia-Pacific (total over 3,000 coaching hours).

Some clients he has served include: Alcatel-Lucent, Allianz, AON, BASF, BAYER, BNP Paribas, Chanel, DMG, Google, Hang Seng Bank, General Electric, HP, Johnson & Johnson, Lego, L'Oreal, Lloyds TSB, New York Life, Otis, Porsche, RBS, Saint Gobain, TESCO, Volvo, UBS, and many more.

Charlie is the author of "The Groupness Factor", a book on first-class leadership that was published in August 2005. He authored over 100 articles on leadership, coaching and change management and writes now his second book on Corporate Coaching Culture.

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

----- HR Director, Almatris China

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COMMENTS OF PAST PARTICIPANTS

“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 Ltd.

PRACTICAL INFORMATION

Your investment HKD \$450 (70% of regular investment (HKD \$1500) sponsored by Progress-U. Since this is a sponsored event, we reserve the right of declining any registration at our discretion.

Reservation

Please reserve _____ place(s)

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: The Hongkong and Shanghai Banking Corporation

Account No: 183-545 268001

SWIFT: HSBCHKHHHKH

By Cheque

Payable to Progress-U Ltd.

Please send in your cheque together with registration form to

Progress-U Limited
21B, DotCom House, 128 Wellington Street, Central, Hong Kong

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