



GENERATION [Y CORPORATE COACHING CULTURE?]

Why you can't avoid it
and how to do it

Date: November 23, 2011

Time: 8.30am to 1.00pm

Location: Excelsior Hotel, Causeway Bay, HK

WHO SHOULD ATTEND?

- Senior Executives who want to drive a coaching culture in their organization
- Senior HR Managers and L&D Managers who consider becoming an Internal Corporate Coach to drive a coaching culture
- HR Consultants who want to assist their clients in building a coaching culture
- Anyone else who wants to know why the Generation Y will make a coaching culture a necessity

WHAT YOU WILL LEARN?

- The Top Trends in Corporate Coaching – why it might be a good time to 'jump on the accelerating train'
- What it takes to engage and retain top Generation Y talent
- The reasons for progressive organizations to develop a coaching culture, what it is and what it isn't
- Roadmap to developing a Corporate Coaching Culture



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PROGRAM OUTLINE

Time	Contents	Methodology
08.30 - 09.00	Registration & Networking	
09.00 – 10.30	Why Coaching Culture? How Gen Y drives the change.	Presentation & Group Discussion
10.30 – 11.00	Networking Tea Break	
11.00 – 12.00	Understanding Corporate Culture; Key elements of a Coaching Culture	Group Coaching, Case Study, Break-Out Groups
12.00 – 12.45	How to develop a Corporate Coaching Culture - Process, Do's and Dont's	Presentation, Case Sharing Group Discussion
12.45 – 13.00	Q&A	

Benefits for participants include

- Being clearer about Gen Y's expectations to ensure high engagement and talent retention
- Learn how to develop a Corporate Coaching Culture in your organization
- Network with and learn from other like-minded executives

"I very much appreciate Charlie's deep knowledge on the topic and the way he conducted the workshop was very effective."

Customer Service Director
General Electric S-China



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Your Corporate Culture Expert

YOUR FACILITATOR



CHARLIE LANG

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

Charlie Lang is a certified professional coach (Corporate Coach-U) and a pioneer of coaching in Asia-Pacific. He has extensive experience coaching senior executives at multinational companies with a strong presence in Asia-Pacific, to assist them in becoming more successful leaders (over 2,500 coaching hours).

Some clients he has served since 2003 include: Alcatel-Lucent, Allianz, AON, BASF, BAYER, BNP Paribas, Chanel, Coach, DMG, Far East Organization, Google, Hang Seng Bank, General Electric, HP, Johnson & Johnson, Lego, L'Oreal, Lloyds TSB, Otis, RBS, Saint Gobain, TESCO, Volvo, UBS, and many more.

Charlie 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 (15-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. He published over 100 articles on leadership, coaching and change management and currently writes 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 HK\$190 (75% of regular investment (HK\$760) 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 Ltd.
Bank: HSBC, Hong Kong
Account No: 183 545 268 001
SWIFT: hsbchkhkhkh

By Cheque

Payable to Progress-U Ltd.
Please send in your cheque together with registration form to
Progress-U Ltd.
21B DotCom House, 128 Wellington Street, Central, H.K.

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