

## A NEW MAP FOR A NEW AGE

### Why a Corporate Coaching Culture is an optimal map and how to develop it

Date: 15th June 2010, 09.00am-01.00pm  
Location: Novotel Clarke Quay, Singapore

Your organization wants to increase overall enjoyment and retention of your best people. You start to realize that a key for these objectives is to develop a more optimal corporate culture. During this half-day seminar you will learn why a coaching culture might be what you need and how to develop it.

### WHO SHOULD ATTEND?

- Senior Executives who want to develop a better and stronger corporate culture
- Senior HR managers and L&D managers who are in charge of developing a corporate coaching culture

### WHAT YOU WILL LEARN?

- Why corporate culture is like a map
- Why most organizations need a new map
- Why a corporate coaching culture is an optimal map for the new age
- How to develop a corporate coaching culture
- Best practice case studies on developing a corporate coaching culture

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### PROGRAM OUTLINE

Time	Contents	Methodology
08.30 - 09.00	Registration & Networking	
09.00 – 09.20	What is corporate culture and why does it matters?	Presentation & Group Discussion
09.20 – 10.20	About the New Age Why cultures of the Industrial Age become liabilities	Presentation & Exercises
10.20 – 11.00	Coffee Networking Break	
11.00 – 11.45	The optimal corporate culture = a coaching culture	Group Coaching
11.45 – 12.30	Implementing a corporate coaching culture Best practice case studies	Presentation & Group Discussion
12.30 – 13.00	Q&A and Farewell	

#### Benefits for participants include

- Why organizations need to change their corporate culture
- Get inspired by some real cases of organizations benefiting from a corporate coaching culture
- What it takes to develop on ideal corporate culture

“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 in a long time.”

Business Improvement Manager  
Hong Kong Aero Engine Services Ltd

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## Your Speaker

### YOUR SPEAKER



### 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 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, New York Life, Otis, Saint Gobain, Sprint, 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.

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

----- Training Manager, TESCO International Sourcing

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### COMMENTS OF PAST PARTICIPANTS

"This course is very different from the other courses 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

"Many thanks for giving me an inspiring session. It helps me not only in growing my people, but in self-development as well."

----- Senior Training Officer, CSTDI

### PRACTICAL INFORMATION

Your investment S\$70 (75% of regular investment (S\$280) 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 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)