

# WHAT IT TAKES TO BECOME A TRUE COACHING PROFESSIONAL

## The Road to Professional Coaching Certification

Date: July 14, 2011

Time: 1.00 - 5.00 pm

Location: TBC, Shanghai

## 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
- HR and Executive Search Consultants who want to expand their range of services with corporate coaching
- Anyone else who considers becoming a professional corporate coach

## 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 become a Professional Corporate Coach
- Experience 2 Essential Professional Coach Training Modules related to the Coaching Mindset – these modules will be helpful to you also in your role as a manager or consultant
- The Different Routes towards International Coach Certification (IAC, ICF, WABC)

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### PROGRAM OUTLINE

Time	Contents	Methodology
1.00 - 1.30	Registration & Networking	
1.30 - 2.00	The Top Trends in Corporate Coaching	Presentation & Group Discussion
2.00 - 2.30	What it Takes to Become a Professional Corporate Coach	Presentation & Group Discussion
2.30 - 3.15	The Coaching Mindset I: The Principle of Ownership	Group Coaching & Real Playing
3.15 - 3.45	Coffee Networking Break	
3.45 - 4.30	The Coaching Mindset II: Being Non-Judgmental + Overview of other essential elements	Group Coaching & Real Playing
4.30 - 4.45	Routes towards International Coach Certification (IAC / ICF / WABC)	Presentation
4.45 - 5.00	Q&A	

#### Benefits for participants include

- Being clearer about the profession of coaching
- Achieve better results as leader or consultant through adopting the coaching mindset
- Network with other like-minded executives

“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

# WHAT IT TAKES TO BECOME A TRUE COACHING PROFESSIONAL

## Your Coach Trainer

### 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 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.

"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 CNY \$200 (75% of regular investment (USD\$ 200) 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 545268 001  
SWIFT: HSBCHKHCHK

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