

DEVELOP YOURSELF AS A PROFESSIONAL CORPORATE COACH

A high-end program
spanning one year

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, 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 working 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 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) and you want to deepen your practice and acquire new tools.

Important note: In order to achieve a very high quality of learning, the group will be strictly limited to **15 participants**. A good command of English language is a must.

DEVELOP YOURSELF AS A PROFESSIONAL CORPORATE COACH

Program Overview Level One

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 the last page for more details).



HA is online based, easy to use, 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.

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Program Overview Level Two

LEVEL TWO: ADVANCED PROFESSIONAL CORPORATE COACH CERTIFICATE

Step I	Module 3: First Three-Day Workshop	
Step II	First Follow-Up Tele-class	2-3 weeks after Module 3
	Second Follow-Up Tele-class	2-3 weeks thereafter
Step III	First Supervised Practice Session (Groups of Three)	2-3 weeks thereafter
Step IV	First Individual Mentoring Session	
Step V	Assignments (Book Reviews)	
Step VI	Module 4: Second Three-Day Workshop	
Step VII	Third Follow-Up Tele-class	2-3 weeks after Module 4
	Fourth Follow-Up Tele-class	2-3 weeks thereafter
Step VIII	Second Supervised Practice Session (Groups of Three)	2-3 weeks thereafter
Step IX	Second Individual Mentoring Session	
Step X	Assignments (Book Reviews)	
Step XI	Module 5: Third Three-Day Workshop & Coaching Exam	
Step XII	Fifth Follow-Up Tele-class	2-3 weeks after Module 5
	Sixth Follow-up Tele-class	2-3 weeks thereafter
Step XIII	Third Supervised Practice Session (Groups of Three)	2-3 weeks thereafter
Step XIV	Assignments (Book Reviews)	
Step XV	Coaching Reserch Project	

Total number of hours for the whole program (Level One & Two): 600 hours (Includes coaching practice and assignments). The number of hours is to conform to the standards set by the World Association of Business Coaches (WABC) for the Certified Business Coach (CBC) credential. Subsequently, this makes it possible to apply for the Master Certified Coach Certification of ICF (further conditions apply).

Important notes:

You can choose to attend one or both levels. If you would like to proceed to the second level after completing the first one and you realize that the schedule for Level Two does not suit your own schedule, you may attend Level Two during the next intake in Hong Kong or Shanghai.

You can attend Level Two only if you can justify that you have accumulated 150 hours of coach training and coaching practice (coach training should account for at least 80 hours). Applications will be reviewed on a case by case basis.

WHAT YOU WILL LEARN

Level One: Professional Corporate Coach Certificate

Level One: 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

Level One: Professional Corporate Coach Certificate

The coaching models

- GROW model
- GAP model
- The 5S model
- 5 Hats model
- 8 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

WHAT YOU WILL LEARN

Level Two: Advanced Professional Corporate Coach Certificate

Coaching senior executives

- How coaching senior executives is different from coaching junior and middle managers
- Advanced coaching skills needed when coaching senior executives
- Specific case studies on senior executive coaching

Coaching in Asia: Making the most out of cultural differences

- Main Asian cultural tendencies: China / Japan / India / S.E.A.
- Asian cultural treasures useful for coaching are taken from
 - Mind-Body Connection
 - Art of Paradoxes
 - Ancient Asian Philosophies
- Coaching in Asia – similarities and differences to coaching in the West
 - Coaching Asians in Asia
 - Coaching Westerners in Asia
- Coaching case studies from Asia

Team coaching competencies

- Specific challenges in team coaching
- Additional skills and techniques required when coaching teams
- Coaching with team assessments
 - TCI Team Assessment
 - Harrison Assessments Team Paradox
 - Other team assessments

Innovative Coaching Formats

This module will expand your range of coaching formats that will lead to higher coaching effectiveness

- The Top 10 most typical coaching cases
 1. Change of specific behaviors (typically 1 – 4 behaviors)
 2. Development from Manager to Leader
 3. Preparation for a new position
 4. Support during start-up phase in new position
 5. Developing emotional intelligence (including stress management)
 6. Work-Life-Balance issues
 7. Negotiations
 8. Assisting during change of corporate culture
 9. Support during Mergers & Acquisitions (M&A)
 10. Ongoing sparring for better decision making
- Innovative coaching formats for each coaching case
- Use of assessments (especially 360 degree assessments and personality assessments) in coaching
- Understanding when other methods (e.g. training, workshops, therapy, etc.) are more appropriate

Knowing yourself: Self-insight and understanding

- Clarifying your niche as a coach: Pick clients with whom you can lead to excel while addressing your own growth and enjoyment at the same time
- Advancing work in managing your own emotions and energy in a session
- Making the most out of supervision or mentor coaching

WHAT YOU WILL LEARN

Level Two: Advanced Professional Corporate Coach Certificate

Advanced work on intuition

- Further practice with the tools learnt in Level One
- Advanced methods to leverage on your intuition as a coach

Using assessments in coaching

- Selecting the right assessment tool
- Commonly used assessment tools
 - MBTI
 - DISC / Extended DISC
 - Harrison Assessments
 - Enneagram
 - PCSI
 - FIRO-B
- Understanding the strengths and limitations of assessments in coaching
- Providing a safe and supportive environment to debrief the coachee
- Delivering feedback in ways that encourage the coachee to act

The coaching styles

This module explores client types in order to better understand which coaching styles might be most effective during coaching

- CEO
- Line Manager
- Staff
- Entrepreneur
- Professional
- Creative Type
- Sales Executive

Understanding projection

Becoming aware of our own projections and how to minimize impact on our effectiveness as a coach.

Maximizing the results of the coaching process

- Aligning coaching initiatives with the business of your client
- Maintaining partnerships with all stakeholders in the coaching process
- Demonstrating proficiency in systems thinking
- Understanding organizational behavior and organizational development
- Assisting organizations in developing a coaching culture

Developing successfully your own coaching practice

- Internal coaches: gaining full credibility within your organization
- External coaches:
 - carving out your niche
 - finding ideal clients
 - generating referrals
 - expanding your network
 - collaborating with other coaches
- For both: addressing your limiting beliefs about developing your practice
- The importance of resourcefulness and continuous development
- Possibilities for further developing excellence in coaching

Coaching with Emotional Intelligence

- Reading and interpreting emotions during a session faster and at a deeper level
- Leveraging on the power of emotions to help your clients accelerate change
- Developing excellence in emotional self-management for higher coaching effectiveness

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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.



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 those who belong to 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 at the end of 2010.

He holds a Masters 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 an 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 all 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 wherein a lot of them were with Gestalt approach. In Sebastien is also learning how to write and speak Japanese and Mandarin.



CHARLIE LANG

Trainer & Executive Coach, 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 experiences. 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 experiences and numerous coaching assignments with those in the senior level 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 and consultants who are into professional corporate coaching. 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 2003 that 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 is writing his second book about corporate culture development in Asia.

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Your Coach Trainers

YOUR FACILITATORS:



SABREENA ANDRIESZ

Executive Coach and Associate of Progress-U Group Asia

Sabreena is a professionally and extensively executive coach trained and certified by Corporate Coach University. She is also ICF credentialed Executive Coach and Facilitator, has more than 1,000 hours of coaching experience and holds Masters Degree in Social Science. At the same time, she has obtained Master certifications in Neuro Linguistic Programming and Sequential Mind Technology, and is an NGH certified hypnotherapist and psychotherapist. Sabreena is the current president of the International Coach Federation Singapore (2009 – 2011).

Using her advanced coaching techniques, Sabreena has devoted the past decade to teach and empower adults, help them achieve unique life-changing practices and, reach their individual goals. Furthermore, she has thorough knowledge in behavioral analysis, leadership development and whole brain technology. She is also qualified to utilize an array of psychometric tools. Sabreena is accredited to administer and interpret the Myers-Briggs Type Indicator® Step II, FIRO-B, Harrison Assessment, Belbin, Extended Disc and 360-Degree Assessment Benchmarks® & Skillscope®.

In addition to extensive expertise in the areas of individual fulfillment and capacity building, Sabreena provides executive coaching and leadership development to senior and middle managers. Her clients have included Singapore Press Holdings (SPH), Microsoft, British American Tobacco, (HongKong and Shanghai Bank, Standard Chartered Bank, Singapore Airlines, SMRT, Port Authority of Singapore, Ministry of Defense, Nanyang Technological University and National University of Singapore.



Dori Ben-Chanoch

Trainer & Executive Coach, Progress-U Limited

Mr. Dori Ben-Chanoch has been in the training & development field for the last 15 years. He has specialized in the area of Executive Presence, Interpersonal Communication Skills, and Emotional Intelligence. Dori's background in training and coaching includes being an international front of the room leader and supervisor for the acclaimed Coach Training Institute (CTI). Headquartered in the San Francisco Bay area, CTI was one of the first educational institutes to develop and offer coaching training and is a long-standing, recognized global leader in the creation and advancement of coaching standard and integrity.

Dori served as a president of a successful financial services company, and has extensive experience as a top sales producer and sales manager.

Dori developed a specialty in Executive Coaching, Behavioral Coaching, Emotional Intelligence (EQ), Sales Skills, 360 and Team Assessment and follow-up facilitation, as well as Leadership Communication Skills, using a model of open and honest communication.

Dori has a combined total of over 10,000 hours of high level one on one C-suite level executive coaching, supervising and mentoring other aspiring coaches, and coach training. He has earned the International Coaching Federation (ICF) Professional Certified Coach (PCC) certification, as well as the Coach Training Institute designation of Certified Professional Co-active Coach (CPCC). In addition, Dori is a guest lecturer at the Tel-Aviv University advanced coaching program.

“ A good session to help me to start to practice coach professionally. ”

----- HR Director, Alstom Tianjin

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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 Ltd.

“ 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 can't find else where. 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, Almatris China

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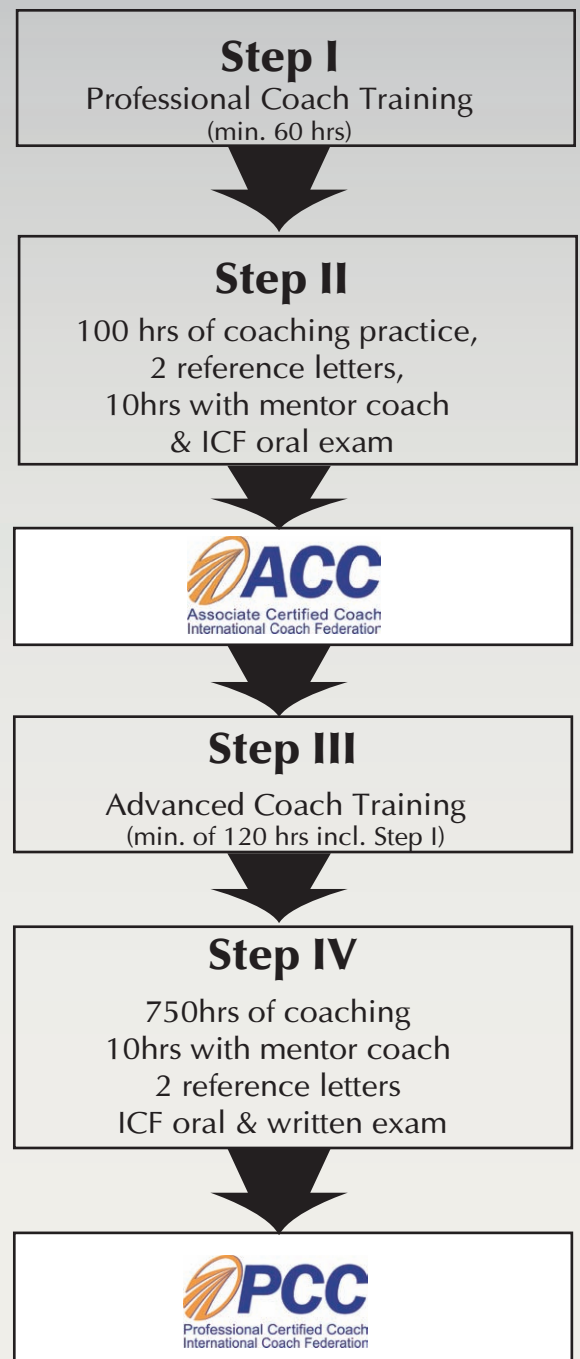
A high-end program spanning one year

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 Professional Certified 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.



