

DEVELOP YOURSELF AS A PROFESSIONAL CORPORATE COACH

A high-end program
over six months

PHASE 1: Apr 13-16, 2010
PHASE 2: Jun 22-25, 2010
Workshop Location: Shanghai

WHY YOU 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.

WHAT PARTICIPANTS WILL LEARN

- 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

Key Coaching Competencies

- | | |
|--|--|
| 1. Meets Ethical Guidelines & Professional Standards | 6. Uses Powerful Questioning |
| 2. Establishes the Coaching Agreement | 7. Communicates Directly |
| 3. Establishes Trust & Intimacy with the Client | 8. Creates Awareness |
| 4. Has Coaching Presence | 9. Designs Actions |
| 5. Demonstrates Active Listening | 10. Demonstrates Planning and Goal Setting |
| | 11. Manages Progress & Accountability |

Coaching Mindsets

- The concept of ownership
- Being non-judgmental - Appreciative Inquiry (AI)
- Forward-/opportunity-oriented - Feedforward
- Sharing versus Advising

Coaching Processes

- Harrison Assessment
- A large number of role plays
- The use of movies to bring tools to life
- Three 90-minutes follow-up Tele-classes between the first and the second 4-day workshop
- Three 90-minute follow-up Tele-classes after the second 4-day workshop

* Professional Coaching Toolbox

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Tele-classes will be arranged for participants after the first four-day workshop, as well as after the second four-day workshop. These will be 90-minute sessions on the phone that won't require participants to come to Singapore if they are not based there.

BENEFITS FOR PARTICIPANTS

Apr 2010	On-line assessment to be completed (HA)
Apr 2010	First Four- day Workshop
Apr 2010	First Follow-up session Tele-Class
May 2010	Second Follow-up session Tele-Class
May 2010	Third Follow-up session Tele-Class
Jun 2010	Second Four- day Workshop
Jul 2010	Fourth Follow-up session Tele-Class
Jul 2010	Fifth Follow-up session Tele-Class
Aug 2010	Sixth Follow-up session Tele-Class
Aug 2010	Graduation Ceremony

Benefits for participants will be:

- To receive proper support in translating into action what they learned
- To reflect on what is working, and what is not working yet
- To get mentor coaching on their first coaching experience (each participant will have to start coaching at least two persons during the program)
- To learn from other participants in the group, and get inspiration from their successful steps.



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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First Four-Day Workshop
April 13 - 16, 2010

The coaching mindset

This module includes important frameworks that are

- necessary to coach effectively:
- The concept of ownership
- Being non-judgmental - Appreciative Inquiry (AI)
- Forward-/opportunity-oriented - Feedforward
- Sharing versus Advising

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 interdependence

The 11 key coaching competencies

This unit will cover the 11 key coaching competencies as defined by the International Coach Federation (ICF):

1. Meets Ethical Guidelines & Professional Standards
2. Establishes the Coaching Agreement
3. Establishes Trust & Intimacy with the Client
4. Has Coaching Presence
5. Demonstrates Active Listening
6. Uses Powerful Questioning
7. Communicates Directly
8. Creates Awareness
9. Designs Actions
10. Demonstrates Planning and Goal Setting
11. Manages Progress & Accountability

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 Part I and II we will set up a buddy coach system to provide you with sufficient opportunities to apply your coaching competencies.

One of the requirements for successful graduation is to complete a coaching practice assignment between Part I and II.

The coaching models

In order to be able to follow a systematic coaching process, you will be introduced to some useful models for coaching:

- GROW model
- GAP model
- The 5S model
- Other less frequently used models

The coaching styles

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

- Assessments: MBTI, DISC, Harrison, Enneagram, PCSI
- Client Types: CEO, Line Manager, Staff,
- Entrepreneur, Professional, Creative Type, Sales Executive

Coaching at the beliefs level

As a coach your role is to facilitate positive change. During this module you will be introduced to the Pyramid of Change and learn particularly how you can help people change beliefs more effectively through reflection.

Each participant will receive the book "The Groupness Factor", authored by Charlie Lang.



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Second Workshop
June 22 - 25, 2010

The limits of coaching: when it is not appropriate

In this unit you will learn basics of the Situational Leadership model and reflect on other possible interventions such as

- Directing
- Counseling
- Training
- Consulting
- Facilitating
- Mentoring

You will be also introduced to the 6 Forms of Coaching

Coaching in critical situations

Critical situations covered in this module include

- Start-up support for managers in a new position
- Disrupting behavioral issues
- Poor decision making
- Organizational issues (reorganization, M&A, crisis situations, etc.)

Coaching under-performers

During this session you will learn

- The 3 conditions to great performance
- To understand if coaching is an appropriate intervention
- To get to the root cause of poor performance reflecting on the situational Leadership model
- To use the appropriate coaching style to assist in performance improvement

Coaching over-achievers

Over-achievers often cause problems to the organization due to their beliefs and values. During this session you will understand how you can assist them to overcome such beliefs and how you can help them build on their strengths. You will learn about cognitive dissonance and the difference between causality and correlation.

Coaching with NLP: integrating some NLP tools

In this module we will introduce you to Neuro-Linguistic Programming (NLP) and how certain tools developed in NLP can assist you as a coach.

Tools will include:

- Visualizing
- Reframing
- Time-Line

Creating a coaching culture in your organization

In order to make coaching most effective, it is useful to develop a coaching culture in your or your client's organization. This unit will cover the 3 levels of a coaching organization, potential pitfalls and necessary pre-conditions.

Internal coaching vs. external coaching

During this session we will cover the different dynamics experienced by internal and external coaching. It will also include the question of contracting which is not only relevant for external coaches.

Measuring the ROI of coaching

In the past years, senior management has become increasingly suspicious of any expenses for soft skills development as they often felt that the money was pored into a 'black hole'.

This module will introduce you to a process of measuring the Return on Investment (ROI) of any coaching intervention.

Designing a personal plan to further evolve your coaching practice (Part Two)

For more details and to register, please visit
www.progressu.com/events/events-for-leaders.php
Tel: +852 3622 2250 E: raf.verheyen@progressu.com

DEVELOP YOURSELF AS A PROFESSIONAL CORPORATE COACH

Your Coach Trainers

YOUR FACILITATORS:

Both facilitators are **executive coaches, working one-on-one with clients** in positions like: Asia Pacific general managers, board members, general managers, country general managers, department heads, business owners etc. Some clients they have served include: HP, Airbus, Bayer Material Science, Sprint, Chanel, Veolia Water, Johnson & Johnson, Bayer Health Care, Otis, Saint Gobain, Allianz, Lego, L'Oreal, Tesco, HSBC, Alcatel-Lucent, Logitech, Gemoalto, Macquarie PGA, Barclays and many more.



SEBASTIEN HENRY

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

Sebastien, MBA (ESSEC), BA in Psychology, BA in Philosophy, is a certified NLP Trainer (NLP, USA) and a certified Executive Coach (Coach U + ICC). He works with middle managers as well as senior executives to assist them in developing themselves as inspiring leaders. That means leaders for whom people want to commit and give their best.

Having worked in an Asia-Pacific regional position at a multinational company and also with Japanese and Chinese teams in Tokyo and Shanghai, he has practiced the art of listening and leading across cultures. He firmly believes in action, and the tools he is using and sharing are derived from several areas of his life: his corporate experience, of course, as well as his intensive practice of mountaineering and rock climbing and his daily practice of meditation for more than seven years. He speaks Mandarin, Japanese, English, Spanish and French and has accumulated more than 1200 hours of Personal Development over 10 years.



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, Leadership Development, 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 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 authentic communication.

He is a native English speaker.

“ 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. ”

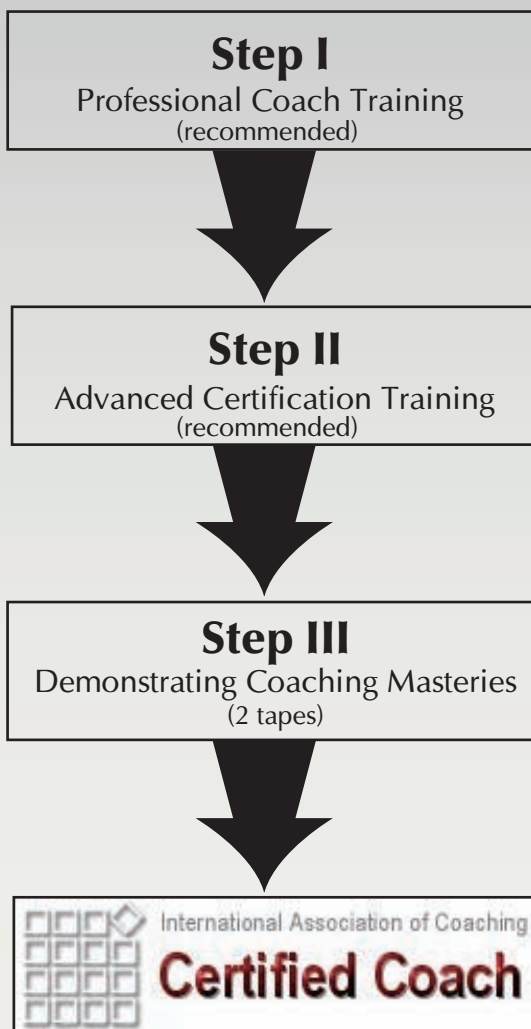
----- Business Improvement Manager
Hong Kong Aero Engine Services Limited

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STEPS TO IAC & ICF CERTIFICATION

International Association of Coaching



International Coach Federation



- * **Professional Coach Training**
E.g. Progress-U's "Becoming a Professional Corporate Coach" Program (90h)
- * **Advanced Corporate Coach Certificate**
E.g. Progress-U's "Advanced Coaching Masteries" Program (40h)

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PRACTICAL INFORMATION:

Date & Time: April 13-16 & June 22-25, 2010. 9.00am - 5.00pm

Venue: Venue in Shanghai to be confirmed

Regular Fee includes Harrison Assessment (value 70 USD):

Non members - 4,500 USD per person

HKICC members - 4,050 USD per person

Early-Bird (registration latest by 12 March 2010)

Non members - 3,900 USD per person

HKICC members - 3,700 USD per person

Registration Closing Date: 10 April, 2010

For enquiries, please contact Mr. Raf Verheyen at +86 139 178 41 415 or email raf.verheyen@progressu.com

REGISTRATION:

Please reserve _____ place(s) at regular fee for non members

Please reserve _____ place(s) at regular fee for ICF members

Please reserve _____ place(s) at early bird fee for non members

Please reserve _____ place(s) at early bird fee for ICF members

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: HSBC, Hong Kong
Account No: 183-545-268001
SWIFT: HSBCHKHHHKH

By Cheque

Payable to Progress-U China Limited
Please send in your cheque together with registration form to

Shanghai Linfang Certified Public Accountants
15F, Hechuang Building
No.450 Caoyang Road Shanghai, P.R. China

* Please email your registration and telegraphic transfer acknowledgement to raf.verheyen@progressu.com