

HOW TO SUCCESSFULLY USE COACHING IN BUSINESS

A Unique Event With
a Global And An Asia
Expert on Coaching

Date: 07th Sept 2010, 09.00am-05.30pm

Location: Hong Kong

WHY ATTEND THIS PROGRAM?

What does it take to make coaching programs successful? The challenge for companies to achieve an effective coaching system is evident: It is clearly perceived and acknowledged as a source of competitive advantage, but at the same time coaching is a young discipline – which is in particular true for Hong Kong and China - and there has long been an obvious lack of practical, reliable guidance on how to implement/optimize it in the best way.

Frank Bresser Consulting (based in Germany) were the first to develop the 10 key success factors for the successful implementation and improvement of coaching in organizations. In their latest book *“The global business guide for the successful use of coaching in organizations”* (published this summer 2010), Frank Bresser Consulting are setting new standards in the field by providing a whole, comprehensive set of 7 cutting-edge frameworks for the effective use of coaching in business.

In addition, the Global Coaching Survey 2008/2009, conducted by Frank Bresser Consulting, examined the current state and development of coaching in the world overall, in each continent, region and country, covering 162 countries. The results are highly influencing today’s international debates on coaching, and were included in the list of top achievements of the coaching industry within the year 2009 by the renowned magazine *“Coaching at Work”*.

PLUS: Learn from the practical experience of Hong Kong based Progress-U in implementing coaching programs in Hong Kong and across Asia. Managing Partner Charlie Lang will share their learning and experience, e.g. by presenting practical case studies.

BY ATTENDING THIS ONE-DAY WORKSHOP, YOU WILL

- acquire up-to-date know-how on how to best implement and improve coaching in your company
- become familiar with leading-edge management tools for the successful use of coaching
- get a clear idea of the situation of coaching across the globe and in Asia/Hong Kong specifically
- get a multi-perspective understanding on coaching through extensive workshop discussions
- widen your coaching networks

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PROGRAM OUTLINE

Time	Contents
08.30 - 09.00	Registration & Networking
09.00 - 09.30	Introduction
09.30 - 10.15	Situation of coaching across the globe and in Asia specifically
10.15 - 11.00	The 10 Key Success Factors for the successful use of coaching in organizations (Part I)
11.00 - 11.15	Coffee Break
11.15 - 12.00	The 10 Key Success Factors for the successful use of coaching in organizations (Part II)
12.00 - 13.00	Practical case studies from HK/China/Asia
13.00 - 14.00	Lunch Break
14.00 - 14.30	The coaching value chain framework
14.30 - 15.00	The coaching capacity building framework (= the high performance coaching culture framework)
15.00 - 15.30	Other management tools
15.30 - 15.45	Coffee Break
15.40 - 16.15	Practical case studies
16.15 - 17.15	Integrating practice and theory: Case Study Simulation
17.15 - 17.30	Future perspective
17.30	Closing and Farewell

Benefits for participants include

- Learn from top experts about latest research in coaching
- Understand how to maximize the returns from your coaching investment
- Share with peers and experts your experience and gain new insights

Comment on past program

"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

HOW TO SUCCESSFULLY USE COACHING IN BUSINESS

Your Speakers

YOUR SPEAKERS



FRANK BRESSER

Coaching Expert, Managing Director of Frank Bresser Consulting

Frank is a leading global business expert for the successful implementation and improvement of coaching. Supported by his worldwide team of assistant consultants, he advises companies on the effective use of coaching.

His recent Frank Bresser Consulting Global Coaching Survey 2008/2009 on the current state of coaching across the world covered 162 countries and immediately won worldwide acclaim. "The global business guide for the successful use of coaching in organisations", his next publication, is due out in summer 2010.

Frank is a keynote speaker on national and international conferences, the (co-)author of several articles and books on coaching (e.g. contributor to "Excellence in Coaching: The Industry Guide") and a nominee of the AC Award "Influencing the Coaching Profession" 2008-2009.

His expertise is used and put in practice successfully in organisations across the globe and has helped develop international standards in the implementation and improvement of coaching. The media are reporting regularly and in detail about his work. He holds an MBA with Distinction in International Management from the University of East London (his master thesis topic: coaching in business)



CHARLIE LANG

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

Charlie is known for his innovative approaches towards leadership and coaching. He combines the latest findings in research with his own international management and leadership experience. 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 executive coaching experience and numerous coaching assignments with senior executives such as CEOs, Managing Directors, Board Members, etc. He specialises in assisting managers who want to develop 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 (HKICC) from 2007 to 2009.

Charlie is an avid writer of articles related to leadership, coaching and change management. He has written over 150 articles since 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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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

Date & Time September 07, 2010, 09.00pm – 05.30pm

Venue Salon Room, Harbour Grand Hong Kong Hotel, 23 Oil Street, North Point, Hong Kong

Investment HKD 4,500 / early-bird: HKD 3,900 (for registrations up to August 13, 2010)

Registration Closing Date: September 03, 2010

Reservation

Please reserve _____ place(s)

CONTACT DETAILS

Please print in BLOCK LETTERS

Name (Mr./Mrs./Ms./Dr.) _____
(Surname) (First Name)

Date _____

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: HSBCHKHCHKH

By Cheque

Payable to Progress-U Ltd.

Please send in your cheque together with registration form to:
21B DotCom House, 128 Wellington Street, Central, Hong Kong

* Please email your registration and telegraphic transfer acknowledgement to sheeta@acmeplace.com or contact

Ms. Sheeta Leung at +852 2150 2805.