

# Executive Coach Certification Program

**7-Day ICF-Accredited ECCP to Train and Certify Internal and External Executive Coaches**

**September 18-20 and November 17-19, 2011  
Jinjiang Oriental Hotel Pudong, Shanghai**

## Why Coaching Certification? >>>>>

### Becoming an Internal Coach?

Excited about becoming an internal coach helping your senior leadership team and high potentials to achieve the next level of success and leading a culture transformation in your organization embedding coaching into your leadership behaviors?

Through your in-depth coaching knowledge, you will be able to operate as a credentialed internal coach. Your training and experience can also be leveraged to expertly select a top performing coaching panel of either internal or external coaches, to effectively support the desired outcomes of your leadership development agenda.

### Looking to Shift into an Exciting, Flexible and Constantly Rewarding Business of Your Own, with Ongoing Support and Community?

If you have a genuine interest in human potential, a strong professional background and a desire to create a potentially lucrative business that can be tailored to your life, our ECCP program may well be an excellent career choice.

Position yourself at the cusp of China's executive coaching wave and reap the rewards of setting an early foundation in a growth industry with amazing potential.

## 5 Reasons for Attending ECCP >>>>>

- **1. Highest Standard and ICF Accreditation.** Our program is ICF accredited ensuring alignment to the highest global coaching standards. The program represents 71 Coach Specific Training hours which satisfies the training requirement for the ACC (Associate Certified Coach) credential with the ICF.
- **2. World-class Trainer Experience.** Lisa Wandl, PCC, and Maryanne Perry, are both highly experienced and credible coaches based in Australia. They have a collective 20 years' coaching experience serving blue-chip clients.
- **3. Strong Track Record.** Since its inauguration in late 2009, our ECCP now boasts more than 160 graduates from the past 7 programs. Participants include senior business and HR executives from leading MNCs such as Microsoft, J&J, IBM, GE, Coca Cola, Pepsi, Pfizer, E&Y, Deloitte, Bayer, Roche, Wal-Mart, Schneider, Bertelsmann, AB InBev, Baxter, IKEA, GSK, Merck, Jaguar Land Rover, Total, Standard Chartered, TNT, IHG, Lenovo, Nissan, Volkswagen, Novartis, UPM-Kymmene, AkzoNobel, Parker, Eagle Ottawa and Autoliv.
- **4. Strong Alumni Network and Ongoing Support.** We organize regular alumni events and facilitate ongoing learning and support among the ECCP graduates.

## Who Should Attend ? >>>>>

- C-suite individuals, Senior Leaders and HR VPs/HRDs.
- Retired executives and managers, OD professionals, management consultants, trainers, facilitators, entrepreneurs, counselors and psychologists.
- At least 15 years' corporate/professional experience with leading organizations.
- Passionate about supporting the personal growth and success of others.
- Life-time learners with inspiring world view, generous heart and absolute integrity.

## Workshop Overview >>>>>

Globally recognized for its effectiveness, executive coaching has become one of the most heavily invested tools in senior leadership development among the world's most outstanding organizations. More and more companies are driving the coaching culture to increase retention, performance and leadership development. The value of the external coach is now widely recognized as executives are able to utilize the agenda-free relationship to examine the targeted areas for personal and professional development in a safe forum.

Our cutting-edge program provides thorough and highly experiential training focusing on tools and practical application of real-life executive coaching scenarios so that you come away fully equipped to operate as an internal or external coach.

To make our ECCP unique, we acknowledge the conflicting paradigms of Western leadership best practice and the Chinese culture, and examine the challenges ahead for coaching in China.

Our ECCP was designed by Lisa Wandl, PCC, in conjunction with Carol Wilson, who worked at board level with Sir Richard Branson at Virgin, one of the original coaching cultures, and delivered by Lisa Wandl and Maryanne Perry, who are among the most experienced executive coaches and coach trainers in Asia Pacific.

Our 7-day ECCP is broken down into two 3-day face-to-face workshops supported by weekly 2-hour group conference calls between the 2 workshops, followed by 3 additional monthly group mentoring calls and e-mail support.

““Out of the \$80 billion being currently spent on corporate education, about \$2 billion is spent on executive coaching at senior executive levels in Fortune 500 companies.””

- **FLI Research**

““The executive and business coaching industry is growing by about 40% a year.””

- **The Economist**

## Benefits of the Program >>>>>

- 1. Intensive yet Comprehensive Program.** Our program is highly efficient in delivery yet allows critical experimentation, learning and embodiment over a period of approximately 2 months.
- 2. Highly Practical and Relevant.** Designed and delivered by leading coaching professionals who apply these skills daily in global organizations. Designed to have you confidently coaching internal or external clients with all the concepts and tools you need by the end of the training.
- 3. Tailored for the Chinese Reality.** Our program acknowledges the inherent challenges of a business environment where Western leadership best practice and Chinese tradition aim to co-exist. We provide a forum for understanding the differing styles, beliefs and behaviors with a goal of increasing the coach's capacity to work most effectively across the East/West paradigms.
- 4. Highest Standard Ensured.** Prospective participants are reviewed for coaching aptitude prior to acceptance to our program. Our standards ensure the highest level of graduates and recognition of outstanding coaching quality.
- 5. ICF Accreditation.** Gain the well-respected ICF accreditation as a testament to your credibility in the workplace or marketplace.
- 6. Ongoing Support.** Following completion of the program, you will be further supported by our coaching experts over the following 3 months. This includes three 1.5-hour group mentoring calls along with e-mail support.

## Why Us? >>>>>

- 1. Specificity.** While we deliver cutting-edge coaching methodology, our key differentiator lies in our focus on being specific to the Chinese market. We are convinced that a Western concept like coaching needs adaptation to the Chinese environment to be equally effective.
- 2. Our Purpose Is Your Success.** We are absolutely committed to the success of our participants, providing ongoing mentoring, personalized focus and the building of a strong coaching community for your ongoing learning and growth.
- 3. Sharing Experience, Not Theory.** You are learning what works! Our cutting-edge coaching methodology is delivered by two leading coaches who employ all the coaching models and tools in the workshop successfully in global organizations.
- 4. Credibility.** Our vision is to develop a reputation as the most credible executive coach network and coaching certification organization in China and the fact that we already have more than 160 graduates from leading MNCs tells a lot about our success so far.
- 5. Alumni Support.** We are a leading executive coach network in China and will use our network to help market our alumni as professional coaches if they choose coaching as a full-time career.

“ Our management team agreed unanimously that Coaching Australia's Coach Training modality would increase morale, more fully leverage the potential of the individual, increase productivity, and positively influence staff retention.

*I would highly recommend Coaching Australia as a provider of training to bring coaching into the High Performance Leadership toolkit of any organization, and am willing to provide a verbal point of reference.*

- Peter Acheson, CEO, Ambit

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“ I met my first coach 11 years ago. Up till today, I have been playing the part of the coachee, not knowing what exactly is the role of the coach. As a leader sometimes you're very lonely, and if you run very fast, then it will be even worse. This ECCP delivered by Lisa and Maryanne has helped strengthen my relationship with my team again. From now on I will try to listen to them more and this is my best learning out of this program. ”

- CEO of Avarto Service, Bertelsmann China

## **Program Outline >>>>>**

### ***Defining Coaching***

- Fully understand and be able to differentiate coaching from other modalities and the boundaries of coaching such as mentoring, consulting and training.
- Differences between executive coaching, business coaching, life coaching and NLP coaching.

### ***Why Coaching Is So Powerful - the Neuroscience behind Success***

- The science behind the effectiveness of coaching to create positive sustainable change

### ***Principles of Coaching***

- The 8 principles of coaching

### ***Qualities of a Great Coach***

- The 7 qualities of a great coach
- ICF coaching competencies

### ***Ethics of Coaching***

- Clear parameters for your behaviors as a coach

### ***Coaching Skills***

- SSSHHH coaching communication skills model
- Speaking like a coach
- Listening like a coach
- Permissioning
- Reflecting, bottom-lining, and intuiting
- Powerful questioning
- Giving feedback
- Acknowledgment

### ***Opportunity and Challenges of Executive Coaching in China***

How can coaching increase trust, engagement, talent development and cultural transformation for fast-growing China-based organizations?

### ***Coaching Structures and Processes***

- Goal-setting session
- CHOICES goal-setting model
- Structure for the momentum coaching session
- Overall program structures
- Setting and reviewing actions powerfully
- Creating insight and awareness
- The WIN model
- Setting the program cost
- Using coaching worksheets
- Conditions for coaching to be effective

## Program Outline (cont'd) >>>>>

### **Coaching in Organizations**

- Understanding the organization
- The challenges of managing 3 stakeholders
- Contracts for organizational coaching
- Pros and cons of using internal coaches versus external coaches
- Best practice for driving and embedding a coaching culture within the organization

### **Making Coaching Outcomes Measurable**

- Tangible ways to demonstrate coaching impact

### **Coaching in Leadership Areas**

- Applying coaching to common developmental areas of leadership

### **Coaching Tools**

- A spectrum of tools that support your coaching and the development of the coachee including:
  - Coach and client's workbooks
  - Executive coaching foundational questionnaire
  - Values assessment
  - 360 feedback report

### **Establishing Your Coaching Practice**

- Examining what is required to set up your business for success
- Client build-up and marketing tips

### **Self-Assessment**

### **Individual Coaching Feedback to Participants**

“*Excellent program! Good material touched on many subjects. I especially enjoyed the concepts, definitions, acronyms and phrases as well as the role play, which really made me think and force my lessons into practice. Good examples with good articulation; presentation is done in concise and pleasant way; inducing a lot of interactions from the class is also exceptional; good way, good way of leading from one topic to another.*

*It has been soooo rewarding for me in many ways. To say the least, I think I have become a better person as I see myself starting to think differently. I believe I need to change myself before I can help change others.*

”

**- Asia Pacific EVP and GM, TANDBERG Television of Ericsson Group**

### Lead Coach Trainer: Lisa Wandl

Lisa Wandl is a Professional Certified Coach (PCC) with the ICF with extensive experience designing and delivering transformational coaching and leadership programs. She draws on her nearly a decade of experience as one of Australia's leading Executive and Performance coaches, to deliver coach training from a base of true expertise and experience. Her understanding of corporate culture and dynamics, blended with her years of highly successful utilization of cutting-edge coaching skills has seen her develop a reputation of excellence in the top-tier global organizations in which she operates. Her exclusive client list includes global organizations such as PricewaterhouseCoopers, Deutsche Bank, Macquarie Bank, Optus, The Reserve Bank of Australia - Australia's central bank, and Australia's 2008 National Rugby League champions Manly Warringah.

The diversity and loyalty of her client list is testament to Lisa's ability to relate at every level and consistently deliver exceptional results. She draws on a background of 18 years corporate experience, which included business and change management, coaching and training, commercial and consumer lending, client relationship, and sales. Lisa was one of Westpac Banking Corporation's first female Retail Bank

Managers, and was nominated for the pathway to Executive Management in this leading financial institution.

She is an Australian sporting representative and the member of a World Cup winning team.

Lisa is the Managing Director of Coaching Australia, which she founded in 2001. She is also a senior partner with MindSpan Development.



### Assistant Coach Trainer: Maryanne Perry

Drawing on her 30 years' coaching, training and teaching experience, Maryanne is one of the most experienced and respected executive coaches and coach trainers in Australia boasting more than 3,000 hours of one-on-one and team coaching. Her experience and know-how places her in a key position to support the growth and development of leaders throughout Australia and Asia Pacific. She is now on her way to be awarded as a Master Certified Coach (MCC) by the ICF.

A trainer, coach, mentor, and assessor of coaches globally, these roles enable Maryanne to live her passion - empowering others to improve their performance. Blessed with 6 children of her own Maryanne loves to support all those around her to achieve their true potential.

Her happy clients include Ericsson Japan, Bupa, IAG, Centerlink, MindSpan, the Royal Australian Air Force and the Australian Taxation Office.

In 2008, Maryanne was awarded the "Australian Coach of the Year and Trainer of the Year" for a global coach training organization.



## About MindSpan Development >>>>>

Founded in Shanghai in April 2006, MindSpan Development is a client-centric and mission-driven executive coaching organization. With more than 190 experienced coaches including 30 former CEOs in top Fortune 500 companies, MindSpan is today Greater China's biggest executive coach network. In addition to ECCP, MindSpan also provides cutting-edge one-on-one coaching, Leader as Coach (LAC), Coaching for Engagement (C4E), HR as Coach (HRAC) and leadership facilitation.

MindSpan clients include leading MNCs and Chinese companies such as Microsoft, J&J, Bayer, L'Oreal, ThyssenKrupp, Jaguar Land Rover, Schneider, E&Y, Deloitte, Roche, Wal-Mart, Bertelsmann, TNT, IHG, GSK, Baxter, Kraft Foods, Boehringer Ingelheim, Ingersoll Rand, Parker, Smith & Nephew, Lenovo, AkzoNobel, Coca Cola, DuPont, Autoliv, UPM-Kymmene, Pepsi, Armstrong, Weir Group, CICC, Midea, China Telecom as well as SAIF EMBA.

With a mission to contribute the rise of more world-class business leaders and companies in China, MindSpan advocates coaching culture in winning organizations and will organize the 2nd China Executive Coaching Conference (CECC) in Shanghai on September 5-6, 2013.

The success of Coaching Australia, established in 2001, evidences our professionalism and talent for facilitating positive sustainable change at an individual and organizational level.

Coaching Australia has developed a reputation of excellence in the design and delivery of all coaching related services, and has extensive experience training leaders of multinational organizations globally. Our Coach Training programs are designed specifically to support leaders of multi-national and multi-cultural organizations to successfully integrate the principles of Western best coaching and leadership practices, with the unique belief systems of other cultures. Our Executive Coach Certification Program is accredited with the International Coach Federation (ICF), ensuring alignment to the highest industry standards.

Our exceptional team of trainers and coaches are amongst the highest credentialed in the world, ensuring our programs are delivered from a base of true experience and passion, in addition to leading edge coaching theory

Coaching Australia's ability to deliver consistently excellent outcomes across industry and culture, and its commitment to outstanding customer service, has seen our brand grow to deliver to an extensive top-tier client base. We are proud that our growth can primarily be attributed to repeat business and referral.

**Reserve Your Seat Today! >>>>>**

## Workshop Information

- Dates: **September 18-20** (first session) and **November 17-19**, 2011 (second session), and four 2-hour conference calls between the 2 workshops
- Conference Call Schedule:
  - #1 call: 8:30-10:30 AM, October 12
  - #2 call: 8:30-10:30 AM, October 19
  - #3 call: 8:30-10:30 AM, October 26
  - #4 call: 8:30-10:30 AM, November 2
- Training Time: 9:00 AM – 5:30 PM
- Venue: Jinjiang Oriental Pudong, Shanghai (889 South Yanggao Road, 上海市浦东新区杨高南路889号东锦江酒店, 近花木路)

## Participant Price & Discounts

Item	Price in RMB ¥ and US\$	Remarks
Individual price	RMB ¥ 38,800.00 or US\$5,998.00	Price for 7-day program, certification and ongoing support
Group price	RMB ¥ 34,920.00 or US\$5,398.00	10% discount provided for 3 or more participants from the same company

## Participant Information

#	Full Name	Company	Title	Cell phone #	E-mail
1					
2					
3					

## How to Make Payments

or x	Bank transfer/电汇	See the bank account information below
or x	Check/支票	See the company name below

- 公司名称：上海畅想图书有限公司
- 开户名：建设银行上海分行花木支行
- 银行帐号：3100 1523 2120 5000 2400

## Register Now!

- Fill out and print the Registration Form and fax to (86-21) 5059 8968
- Call Ian Feng at (86-21) 5059 8969 x 8116
- E-mail: [ian.feng@mindspar.cn](mailto:ian.feng@mindspar.cn)

- 1. Participant fee is inclusive of participant workbooks, refreshments and luncheons.
- 2. The program participant shall not videotape any session of the workshop.
- 3. If you are unable to attend, a substitute delegate is welcome at no extra cost. Or your registration can be credited to a future ECCP workshop organized by MindSpan Development.
- 4. Participant fee will be paid in full amounts and invoice will be issued upon receipt of full payment of participant fee. For corporate participants, we can also issue invoice before payments are made.
- 5. Cancellations should be confirmed in writing four (4) weeks before the workshop commencement date. In this case, half the participant fee will be charged for cancellation. MindSpan Development will not accept cancellations within four (4) weeks of the workshop commencement date. Workshop workbook, however, will be couriered to the delegate.
- 6. Failure to attend this workshop without prior notice will result in loss of participant fee.
- 7. MindSpan Development will refund full participant fee if the workshop is cancelled due to its own operational reason, but will not be held accountable for any other expenses incurred by the participant or his/her employer as a result of the cancellation. Alternatively, the delegate can choose to attend another ECCP workshop to be organized in future.
- 8. MindSpan Development reserves the right to change the dates, location, trainer or combine the workshop with another ECCP workshop as a result of circumstances beyond its control or as it deems necessary, without penalty and in such situations no full refunds, part refunds or alternative offers shall be made.
- 9. The registration information you provided to MindSpan Development will not be published or shared with external parties for whatever purpose.
- 10. A minimum of 85% attendance in the face-to-face workshops and conference calls is required for certification.
- 11. If a participant has to miss any of the face-to-face sessions or conference calls, she can subscribe to the make-up calls with the ECCP coach trainers by paying an extra charge. A detailed fee scheme will be communicated in Day 1's workshop.