

# COACHING AUSTRALIA

**“World class!  
Incredible programme.”**

Claire DeCarteret  
- Learning and Sales Manager,  
Asia Pacific, Gallup

**“The best programme I’ve  
ever seen - and I’ve seen  
a lot. Loved every minute.  
World-class!”**

Katy McGregor  
- Head of Talent Development &  
Resourcing, APAC Elsevier

## EXECUTIVE COACH CERTIFICATION PROGRAMME

**Professional Development for Leaders.  
Deepening Coaching capability and  
enhancing the Leadership toolkit**

**Creating equipped credentialed  
Executive Coaches**



**COACHING AUSTRALIA’S  
ALIGNMENT AND PARTNERSHIP WITH  
LEADING GLOBAL ORGANISATIONS,  
DIFFERENTIATES US IN THE  
COACH TRAINING MARKETPLACE**

**ICF Approved programme**



**Research and measurement  
partners**



**Cutting-Edge Coaching Platform**



**University credit**



*"I am looking for any coachable moment to apply my learning. This programme has renewed my spirit."*

*Elaine Bai*

*- Talent Management Director,  
IBM China*

*"What a fantastic introduction to coaching. It is really unlike anything you will ever do. Highly recommended. Just go and do it!"*

*Justin Clarke*

*- Executive Director,  
JP Morgan Chase*

*"The training will increase morale, more fully leverage the potential of the individual, increase productivity, and positively influence staff retention."*

*Peter Acheson*

*- CEO, Ambit (now PeopleBank)*

*"It (ECCP) was one of the most valuable training programmes I have ever attended. It built a strong belief in bringing the out the best of people via coaching. It was an eye-opening experience which would impact my career and my life."*

*Julie Zhao*

*- Associate Director,  
Price Waterhouse Coopers  
- People and Change*

*"I have been using Coaching Australia's services now in two different organisations – one a professional services firm, the other, an investment bank. Their results have been amazing. They deliver highly impactful coaching programmes and Lisa Wandl is a pleasure to deal with. I would strongly recommend her and Coaching Australia to any organisation looking for outstanding coaching services."*

*Kim Haywood-Matty*

*- Divisional Director, Culture &  
Capability, Macquarie Bank*

## About Coaching Australia

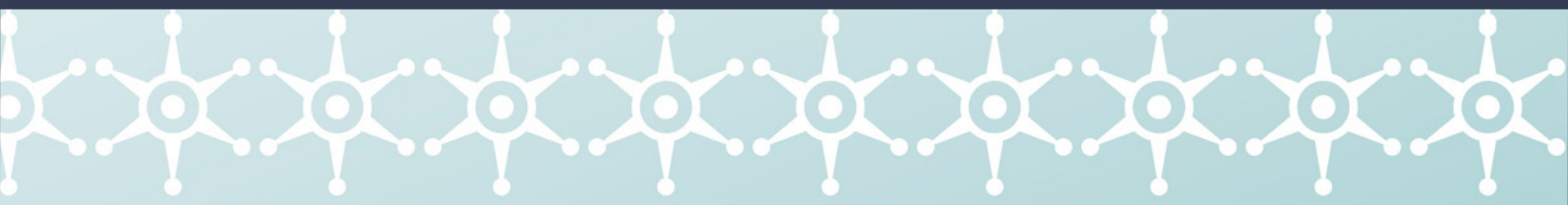
Coaching Australia (Est 2001) specialises as a partner in creating Coaching Cultures, and the provision of Coach Training and Executive Coaching services. We provide Coach Training programmes to the public, and tailor our bespoke in-house programmes to meet the specific needs of leading organisations globally having delivered coach training across 3 continents and more than 14 countries. Our core Coach Training programmes are approved by the International Coaching Federation (ICF) ensuring alignment to globally recognised industry standards.

Coaching Australia's international division, Coach Global ([www.coach-global.com](http://www.coach-global.com)), serves the majority of our international clientele. Our international training team is exceptional – harnessing the talents of some of the highest credentialed Executive Coaches to ensure our Coach Training is delivered from deep Coaching experience.

Coaching Australia has a proven track record for consistently facilitating positive sustainable change across industry and culture – at both an individual and organisational level.

We are proud that our business has developed almost purely on the basis of referral and repeat business. Our client list includes leaders from the following leading organisations:

Microsoft, Coca Cola, IBM, GE, Pepsi, AIA, Deutsche Bank, Johnson & Johnson, HCF, Pfizer, PwC, AXA, Ernst & Young, LinkedIn, Deloitte, Bayer, Roche, Forestry Corp of NSW, Wal-Mart, KPMG, Schneider, Bacardi, Telstra, Optus, Wrigley, Bertelsmann, Huawei, Baxter, Stihl, IKEA, GSK, Merck Chemicals, The Venetian Macau, Jaguar Land Rover, Manly Rugby League, Syngenta, Autoliv, Mercer, Total, Standard Chartered Bank, Honeywell, Ford, IHG, Lenovo, Nissan, L'Oreal, Volkswagen, Nokia, Shell, Novartis, Target, AkzoNobel, Nokia, Parker, Eagle Ottawa, Colgate, TNT and Disney.



*"The estimated global total revenue from coaching in 2015 was \$2.356 billion USD, representing a 19% increase over the 2011 estimate."*  
2016 ICF  
*Global Coaching Study*

*"A large majority of coach practitioners and managers/leaders using coaching skills agreed that individuals or organizations using coaching expect their coaches to be certified or credentialed."*  
2016 ICF  
*Global Coaching Study*

## Programme Format

### **Days 1-3:**

Face-to-Face Training

### **Between Face-to-Face Training Days:**

4 x Podcasts

4 x Learning Forum group calls

### **Days 4-6:**

Face-to-Face Training

### **Mentoring Calls:**

3 x Group mentoring calls  
(Post-programme)

## Locations and Dates

**For upcoming programme dates and venues please refer to:**

<http://coachingaust.com/event-list/>

## Programme overview

Globally recognised for its effectiveness, coaching has become one of the most heavily invested tools in senior leadership development amongst the world's leading organisations. Coaching focuses on building capacity, increasing effectiveness and creating sustainable transformation in a turbulent and demanding business environment. The ability to harness the discretionary effort of the workforce and retain top performers has become pivotal to organisational performance and survival in a dynamic and competitive marketplace.

Our cutting edge programme is suitable for leaders who are looking to deepen their coaching capability, those interested in creating a coaching culture in their organisation, along with those looking to create a career as an Executive Coach – now or in the future. We provide highly experiential, intensive training focussing on the tools and the practical application of real-life coaching scenarios to ensure that participants come away fully equipped to operate effectively as a coach or as a coaching leader.

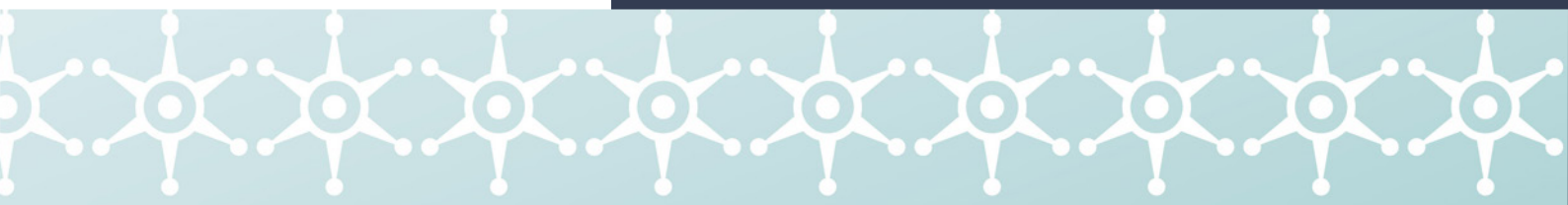
Our programme design supports sustainability of learning and also encourages participants to reflect on their current style and to create sustainable behavioural change to improve leadership and coaching capability. Consistent high acclaim across cultures and industry have generated an enviable participant list boasting leaders from more than 100 organisations inclusive of numerous blue-chip multinationals.

The ECCP typically attracts senior level executives, HR professionals and individuals whose focus is the application of coaching in a corporate context. The richness of the experience of our participants contributes significantly to the learning of the group and provides for valuable networking amongst like-minded individuals.

The programme is delivered as two 3-day face-to-face workshops supported by virtual learning (4 podcasts) and 4 group Learning Forum calls between the 2 workshops. The programme spans approximately 4 months. Additionally there are 3 monthly group mentoring calls to support participants beyond the core training. This means a highly efficient delivery that still allows critical experimentation over an extended period to enable true learning and embodiment of programme content. Skills and knowledge can be implemented immediately in the workplace, with the ability to structure coachable moments, meetings and formal coaching programmes as required.

This programme satisfies the minimum coach specific training hours for the first level of personal credentialing with the ICF.

Our ECCP has been delivered since 2009 to leaders and executive coaches throughout Asia Pacific in conjunction with Mindspan Development (China's leading Coaching organisation) and Swinburne University Melbourne. We have accumulated an alumni of hundreds of high level professionals across the Asia Pacific who provide an ongoing professional community.



# Programme 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
- Clarify differences between executive coaching, business coaching and life 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 7 principles of coaching

## Essential coaching qualities

- The 7 essential coaching qualities
- ICF coaching competencies

## Ethics of coaching

- Clear parameters for your behaviours as a coach

## Coaching skills

- SSSH coaching communication skills model
- Speaking with impact
- Hearing deeply
- Permissioning
- Reflecting, bottom-lining, and intuiting
- Powerful questioning
- Giving feedback
- Acknowledgment

## Opportunities for executive coaching

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

## 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 PACT model - captures the 'what' and 'how' of coaching
- Setting the program cost
- Using coaching worksheets

## Coaching in organisations

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

## 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 interactions
- Coach and client workbooks
- Executive coaching Foundational Questionnaire
- Values assessment
- Leveraging 360 feedback report

## Self-assessment

## Individual coaching feedback to participants based on ICF Competencies



## Coach Training Team

### Lisa Wandl

Lisa Wandl, CEO and Founder of Coaching Australia and Coach Global, holds the ICF credential of Professional Certified Coach (PCC) and acted on the Advisory Board for Coaching for Swinburne University. She draws on more than 15 years in the coaching industry, to design her organisation's suite of coach training offerings and has become a highly sought after coach trainer on the international stage. Tailoring and delivering coach training from a base of true expertise and coaching experience, her audience receive relevant, proven and highly practical learning. She is sought after as a strategic partner in creating coaching cultures in top-tier global organisations, where she has worked across multiple cultures and layers within organisations, spanning years of relationship, to embed coaching as a default leadership capability. Lisa has delivered coach training in 3 continents and more than 14 countries, and is inspired and humbled by the consistency with which coaching and her programmes are embraced and acclaimed despite culture, industry and level in organisations. She has personally delivered coaching services to approximately 90% of her organisation's blue-chip client list (Please see "About Coaching Australia"- Page 2).

Her coaching companies, Coaching Australia and Coach Global, have evolved organically through referral and repeat business, to become leading coach training institutions. Reinforcing their credibility and enviable marketplace reputation is their significant strategic partnerships with leading institutions including Gallup, Swinburne University, Coach Connector and Mindspan Development (China).



*"In flow.*

*No one better in the industry."*

*Kim Hayward-Matty*

*- (former) Head of Culture and Capability, Macquarie Bank*

*"I was sitting in Lisa's coaching class (ECCP) for 6 days to be a certified coach and couldn't stop thinking that I had made the right choice. I'm sure Lisa is a great coach as she demonstrated during class, but more than that I believe she is a great educator to make people start to love coaching as a career. Her passion, her knowledge and her facilitation skills made the whole program the best of coaching education."*

*Yiren Dai*

*- General Manager DJO*

## Coach Trainer Profiles

Coaching Australia has attracted some of the most highly credentialed and experienced independent coach trainers in the market place.



Linley Rose (MCC)  
New Zealand



Maryanne Perry (PCC)  
NSW Australia



Vashti Whitfield  
NSW Australia



Cathleen Wu (PCC)  
China



Dominique Beck (PCC)  
NSW Australia



Jennie Hill (PCC)  
VIC Australia



Sue Montgomery (ACC)  
NSW Australia



Fraser Murray  
Hong Kong



James Wright  
United Kingdom



Grant Mosey  
Hong Kong



Bettina Al-Sadik (PCC)  
Germany



Birgit Suberg  
China



## Deepening your Leadership capability through Coaching

Would you like to add high quality coaching skills to your leadership capabilities and increase your ability to engage, motivate and empower your people? Would it appeal to you to influence a culture of transformation in your organisation by embedding coaching into your leadership behaviours and mindset?

The ECCP programme provides participants with structures and insights that support the development and embedding of a coaching leadership style. With in-depth coaching knowledge, you will be able to apply your skills to a realm of workplace possibilities – from day-to-day coachable moments through to operating as a credentialed internal coach.

The programme is designed specifically to be a highly contextual experience for the participants, enabling participants to connect and apply their coaching skills directly to their personal current leadership responsibilities and challenges.

## Create a rewarding Executive Coaching Career – now or in the future

Does the thought of having a career that is both incredibly rewarding, lucrative and highly flexible hold appeal for you?

Designed by an active and highly successful coaching professional, the ECCP provides all the skills, knowledge and tools to operate as an Executive Coach whether you are:

- Looking to start a business as an Executive Coach immediately.
- Seeking to deepen your existing coaching skills to serve the Executive Coach market with greater knowledge, structure and credibility.
- Currently working within an organisation where you can apply and practice your coaching skills with a view to making a career and lifestyle change in the future.

## Who should attend

- Senior leaders, directors, executives and HR professionals.
- Retired executives and managers, organisational design professionals, management consultants, trainers, facilitators, entrepreneurs, counsellors and psychologists.
- Individuals who are passionate about supporting the professional and personal growth and success of others.

## Reasons for attending

### 1. Highest standard and

#### International Coach Federation (ICF) Accreditation

Our programme fully reflects the coaching principles and competencies of the ICF ensuring alignment to the highest global standards. Graduates are eligible for Coach membership with the ICF and the programme provides more than the requisite number of coach specific training hours to apply for the ICF's Associate credential via the ACSTH pathway.

### 2. World-class training team

Coaching Australia has attracted some of the most reputable coach trainers in the marketplace. They are all highly experienced executive coaches ensuring our programmes are delivered from a base of true coaching experience - not just theory. Many of our trainers hold the highest level ICF credentials.

### 3. Strong track record

Coaching Australia's ECCP has been delivered since 2009 to consistent acclaim - with approximately 95% of participants rating the programme as "Excellent" or "Very Good". Feedback has been consistent across a highly diverse range of industries, cultures and organisations. A further testament to the quality of the programme is the multiple and continued registrations of senior executives from leading multi-national organisations including Microsoft, Coca-Cola, IBM, Deloitte and Ford.

### 4. University alliance

The ECCP provides a pathway to a Graduate Certificate in Organisational Coaching with Swinburne University through a credit of one unit to course participants (Provide Coaching in the Workplace).

### 5. Research-based resources to support your practices

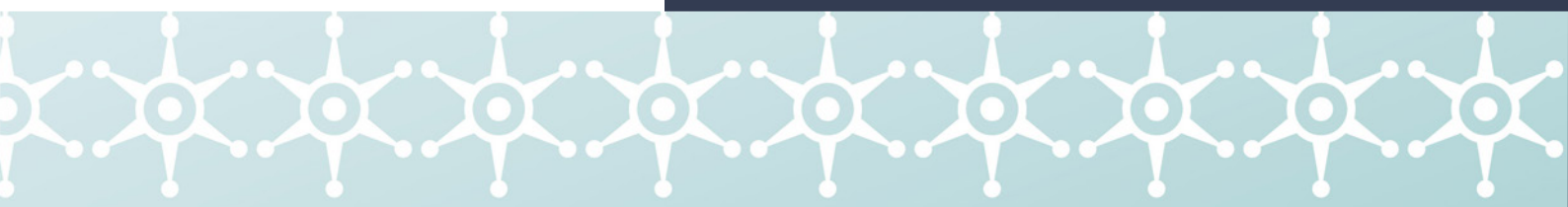
Programme graduates will be introduced to resources, tools and constructs to complement their coaching suite and provide options to track change over time. Global research and advisory firm, Gallup has spent more than 75 years studying how people think and behave and have now partnered to arm graduates with options to measure their coaching impact.

### 6. Ongoing support

Following completion of the programme, you will be supported by our coaching experts over the following 3 months. This includes 3 group mentoring calls along with e-mail support.

### 7. Coaching Australia's Alumni

Programme graduates benefit from being connected to Coaching Australia's high quality alumni spanning the Asia Pacific Region. Additionally our Alumni enjoy regular industry events held in conjunction with the Gallup Alumni.



## Investment

Please refer to:

<http://www.coachingaust.com>

## Enquiries

[enquiries@coachingaust.com](mailto:enquiries@coachingaust.com)

+61 413 889996

6642 6787

## Registration

<http://www.coachingaust.com>



## Terms & Conditions

Participant fee is inclusive of:

- Participant manual
- Lifetime access to coaching tools including coach and coachee workbooks
- Refreshments and luncheons.

A minimum of 85% attendance in the face-to-face workshops and conference calls is required for certification.

We respect your personal details and privacy. The registration information you provide to Coaching Australia will not be published or shared with external parties.

Coaching Australia 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.

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.

## Cancellation Policy

Cancellations should be confirmed in writing four (4) weeks before the workshop commencement date. 50% of the participant fee will be charged for cancellation.

Fee may be used as a credit and applied to future ECCPs or alternatively, a substitute delegate is welcome at no extra cost.

Failure to attend this workshop without prior notice will result in loss of participant fee.

Coaching Australia will refund full participant fee if the workshop is cancelled due to its own operational reasons, 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 organised in future.

*"Excellent! This is very useful in my daily business life. I'm committed in using coaching skills in every possible coachable moment and I would highly recommend senior business leaders to take this coaching training.*

*This is the most dedicated and concentrated I have ever been in a programme!"*

*Davis Tsai*

*- Managing Director, Microsoft, Taiwan*

