



28 April, 2007 (a 1-day workshop)

What's Different About Executive Coaching?

with Philip Brew and Hilary Cochrane

A two-part advanced workshop for coaches focussing on the particular skills and challenges of working as an executive coach in the corporate world. The morning will provide us with a clear sense of who we are and what we offer as coaches in this environment. It prepares us for the afternoon session in which we explore the special conditions of the corporate environment and the reality of operating comfortably and professionally in that environment.

Part 1: What's Different About Executive Coaching?

with Hilary Cochrane, MCC

A workshop to explore what is (and is not) different when we compare what's required of a coach working with clients in an organisational context vs. other forms of coaching.

- Environment - should the environment dictate how I coach? If so, in what way?
- Behaviour - What is expected of me here? What do I expect of myself?
- Skill/capability - many coaches and clients feel a requirement for 'like' experience - is that valid? Where does it help - where does it get in the way?
- Beliefs - in Executive Coaching are there a different set of beliefs about what is ok or not ok, about the potential for the client, the freedom of action of the coach? How are these beliefs enabling; where are they limiting?
- Identity - who am I as an Executive Coach? Who is my client?

Workshop 2: The Corporate Coaching Triangle – Setting it up to Work

with Philip Brew, MCC

The key difference between coaching individual clients and corporate clients is that in the corporate world the coach always has multiple clients. The purpose of executive coaching is to help bring about significant, sustainable, behavioural change, so that both the individual client and the organisation benefit. So what are the different responsibilities of coach and organisation in providing the conditions which support this purpose? How might a coach ensure that a corporate coaching engagement is set up to work, and how might we (inadvertently) set up ourselves and the coaching to fail?

- What are the key factors of success and failure in executive coaching?
- What is the organisation's responsibility in a coaching relationship?
- What is the coach's responsibility?
- How can the coach ensure the triangular relationship is set up to work?

The workshops are facilitated by Philip Brew and Hilary Cochrane, both Master Certified Coaches, who between them bring the experience of more than 20 years as executive coaches working in small and large, private and public sector, organisations. For the past three years both Philip and Hilary have also been supervising coaches working in these contexts.

When: Saturday 28th April, 2007

Where: The Hubworking Centre, 5 Wormwood St, London, EC2M 1RQ

Cost: £145 + VAT (total: £170.38)

To Book: Tel: 0845 122 7200, or email: sarah@coachingdevelopment.com