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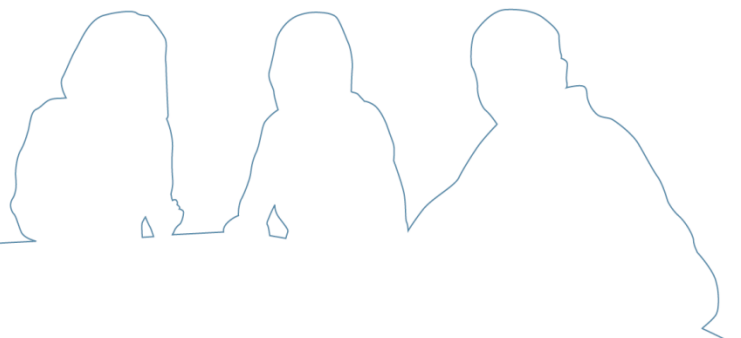
Building a Framework for Coaching Practice

About your workshop leader:

David Lane is a “professional developer” in the widest sense - developing programmes ranging from the construction and evaluation of programmes for management of behaviour difficulties in school systems, to the human factors in organisational restructuring of multinational companies. He is one of the leading developers (and supervisors) of coaches as well as undertaking research in models for coaching. He developed Context Focused Coaching based on modifications from Case Formulation models in psychology, of which he was one of the pioneers. He is passionate about the development of coaching professionalism; contributing to standards development with both the EMCC, the BPS (Special Group in Coaching Psychology) and the World Wide Association of Business Coaches. He was one of the initiators of the Global Coaching Convention and maintains a commitment to the development of coaching globally.

David has over 30 years of senior management consulting experience with public and private sector clients in oil, industrial, financial and other sectors. For over two decades, he's provided executive coaching and training to an impressive array of clients including Accenture and Glaxo. David appears regularly on the BBC, Sky, ITV and numerous radio programmes. His most recent books are *The Case for Coaching* for the Chartered Institute of Personnel and Development and *The Modern Scientist Practitioner* for Routledge.

He recently was the recipient of the Senior Award of the Counselling Psychology Division (British Psychological Society) for “outstanding scientific contribution” which follows an earlier national Freedom of Information award for his work on sharing client information.



Overview

This two-day workshop will outline key questions and approaches to help you build a robust framework for your coaching offering and practice. Welcoming you, as a coach, or as a buyer of coaching, and regardless of whether you already use an explicit framework, or have a more tacit approach, Professor David Lane will guide you through a rigorous analysis of your existing practice. The workshop has been constructed in short sections so that you can apply the learning from each stage of the workshop to your own situation and undertake tasks ready for the next session. Since the workshop is theoretically neutral and does not teach a specific coaching approach, you will be able to work on your own personal coach offering and practice throughout the 2 days, or use the key questions to assess the offerings of your bought-in coach services.

Is it for you?

If you are buying coaching services, or training internal coaches, you will be asked, and helped to find answers to, the following questions:

- Is the coaching model, framework or approach right for all the staff in your organisation – Or do you need a different coach model for different people?
- How might you differentiate between coach offerings? And then select one (s) that is right for your business?
- How do you know when it is time to move on? As your business develops and changes have you outgrown any of your coaching approaches or coaches?

If you are a coach you will be asked, and helped, to find answers to the following questions:

- How might you frame your offering to best meet the clients' needs?
- How do you know you and the client's coaching culture are going to be a good fit?
- What markets might be open to you that you'd not considered before?
- How do you keep yourself up-to-date and your coaching model, framework or approach aligned to your current client's needs?

Fee

£650 + vat, payable with Booking Form

When?

Thursday 25th and Friday 26th February 2010

Venue

London- venue to be confirmed shortly

Contact

For further details please contact Carole Ferro on carole.ferro@pdf.net