



INTERNATIONAL COACHING CERTIFICATION

Held in exciting HONG KONG November 2011

ARE YOU READY FOR THE CHALLENGE OF COACHING TODAY'S LEADERS?

In November 2011, a highly focused and engaged group of people will gather in Hong Kong to investigate, experience and learn a new way of working with their clients; well-known internationally as **Whole System Positive-Change Coaching™**.

Led by Sherene Zolno, Executive Director of The Leading Clinic, a hand-picked group of coaches and consultants from around the globe were invited to contribute to creating this exciting whole-system approach to coaching leaders in today's complex organizations, and others going through significant change.

Whole System Positive-Change Coaching™, the unique approach they created, includes the **Leadership for a Healthy World™** model of core coaching, and the compendium of systemic coaching practices known as **Whole System Intelligence™**.

Join us for either, or both, of the two workshops offered to initiate a process that will transform and grow your professional practice.

LEARN HOW TO HELP YOUR CLIENTS ACHIEVE – AND SUSTAIN – POSITIVE CHANGE.

- As a **Certified Coach*** you will qualify to coach today's CEOs and the next generation of high potential managers – plus teams, partnerships, corporations, public agencies, and individuals and small groups – going through change.
- You will enhance your ability to coach from a positive, systemic and global perspective, to achieve sustainable results.
- You will begin to relate to your clients in deeper, more meaningful ways.

November 2011 Programs

*You may choose to take either Workshop 1 or Workshop 2. Each has a specific focus, covers a set of original, practical and up-to-date theories, tools and skills. Each confers a unique certification that will add to your professional standing.

You may also take both workshops and qualify for Coaching Certification. See below for information on the requirements for becoming a Certified Coach in Whole System Positive-Change Coaching™, through The Leading Clinic.

Workshop 1

Whole System Change and Positive-Core Coaching

Earn a Certificate in Whole System IQ (intelligence) and Positive-Core Coaching™

Date: November 17, 18 and 19, 2011
(Thursday, Friday and Saturday)

Schedule: daily from 9 a.m. to 5 p.m.

Workshop 2

Positive-Change Facilitation, applying Appreciative Inquiry.

Become certified as a Positive-Change /Appreciative Inquiry Facilitator™

Date: November 24, 25 and 26, 2011
(Thursday, Friday and Saturday)

Schedule: daily from 9 a.m. to 5 p.m.

Location:
Suite 602, 6/F, Edward Wong Tower, 910 Cheung Sha Wan Road, Kowloon.

Inquiry: +852 2950 0398

Payment Method: Please make a cheque payable to "Wellness Enterprise Ltd." and send to Suite 602, 6/F, Edward Wong Tower, 910 Cheung Sha Wan Road, Kowloon.

PROGRAM CONTENT

Workshop 1

Whole System Change and Positive-Core Coaching

Coaching services are tailored to the needs of each client and the system within which they work and live. Services may include Executive Coaching, and coaching to improve performance, for advancement, or to change behavior. In Whole System Change and Positive-Core Coaching, you, as the coach, will identify system patterns and concerns, and the impact these have on your client.

As a Positive-Core Coach, you will add velocity to the accomplishment of specific objectives, and develop your client's leadership capability. You will become especially effective in identifying a system's and an individual's blind spots and creating an integrated plan to assist clients in overcoming them.

- Introduction to Whole System Change – where you will acquire the knowledge and skills needed to coach towards integrated, sustainable change.
- Introduction to Positive-Core Coaching with the Leadership for a Healthy World™ model. The LHW is the only research-based, positive-core leading model being taught today. The LHW has been featured at a recent National Organization Development (OD) Conference in Austin, Texas, USA; at the International OD Association Conference in Vancouver, Canada; and at the Appreciative Inquiry World Conference in Nepal.

Includes training in additional coaching and change techniques, such as:

- Whole System IQ (Intelligence) and Whole Field Alignment
- The TOTE method of change (Test-Operate-Test-Exit)
- The For Change to Happen model
- Breakthrough Results
- The Timeline for Whole System Change
- Phases of Whole System, Positive-Core Coaching

You will polish your skills in:

- Contracting for whole system coaching
- Developing coaching goals that build on the positive core
- Using the Whole Field Alignment model for assessing needs and planning for systemic change
- Building client self-worth, hope and capability

Workshop 2

Positive-Change Facilitation, applying Appreciative Inquiry.

For leaders to excel in increasing their organization's creativity and productivity, they must build individual confidence and collective willingness to take risks. Their communication needs to touch others at a deep level, promoting co-ownership within their organization and between their organization and its community of stakeholders.

In this workshop you will experience Positive-Change Coaching, based on "appreciative inquiry" (AI). Positive-Change Coaching is a vehicle for constructing a shared vision, inclusion and collaboration, and commitment to whole system action—action that ultimately, enhances individual and group effectiveness.

Positive-Change Coaching has been known to "turn tension to enthusiasm, cynicism to collaboration, and apathy to inspired action." As a Positive-Change/ Appreciative Inquiry Facilitator, you will build positive futures with your clients, by creating shared images of possibility. For this session you will receive additional materials, such as:

- The Leading Clinic's unique, comprehensive leader's guide, handouts, and a high quality slide show – all the tools you will need to facilitate your own Positive-Change processes and Appreciative Inquiries.
- The Timeline for Tomorrow: a sample design of a whole system change structure – an integrated process for change, using Appreciative Inquiry and the AI Summit.

Includes training in additional coaching and change techniques, such as:

- Positive-Change Coaching using affective questioning
- Phases of the positive change process
- Learning to listen for client's positive intention
- Developing the "appreciative eye"
- Interview questionnaire development for engaging stakeholders in the change process
- Designing positive change processes for whole systems
- Strategic Intention

You will polish your skills in:

- Positive discourse
- Listening for strengths and recognizing sources of system vitality
- Sensory-acuity and positive reframing

SPECIAL HIGHLIGHTS OF EACH WORKSHOP

In Workshop 1, you will learn a set of unique tools for assessing and designing change: Whole Field Alignment. Using Whole Field Alignment you will support your clients in identifying key stakeholders, and inviting them to participate in Positive-Core change.

In addition, completing Workshop 1 gives you open access to the teaching and presenting materials developed by The Leading Clinic for facilitating leadership development, using the Leadership for a Healthy World™ model. You will leave with in-depth descriptions of the core competencies of Positive-Core leaders, a complete facilitator's guide, plus a polished Powerpoint presentation to use in your own workshops or coaching sessions.

In Workshop 2, you will learn the Positive-Change Coaching process, based on Appreciative Inquiry (AI). As a Positive-Change facilitator, you will want to understand how to lead your clients and client systems through the phases of AI, a change approach that is now recognized throughout Europe, the USA, Canada and Asia, as an effective approach to positive, strength-based coaching.

Completing Workshop 2 allows you to freely utilize the teaching and presenting materials developed by The Leading Clinic for facilitation of a Positive-Change Coaching process. You will leave with a complete facilitator's guide, a polished Powerpoint presentation, plus clear Guidelines for Facilitating an AI Summit.

Costs for Workshops 1 and 2:

A = Workshop 1 only 12,000 HK

B = Workshop 2 only 12,000 HK

C = Both Workshops 20,000 HK

(decided at inception; required for International Coaching Certification)

D = Both Workshops 22,200 HK

(decided after attending first workshop; required for International Coaching Certification)

These fees include a comprehensive workbook for each workshop, all handouts, high-tech (ppt) presentation materials and reading materials, plus a light lunch and other break refreshments. Travel and lodging, and other meals, are not included.

BECOMING A CERTIFIED COACH

Effective coaching uses processes of inquiry and discovery to build the client's level of awareness, and personal responsibility. Whole System, Positive-Change Coaching will have you assisting your clients in defining and achieving professional and personal goals in ways that would not otherwise be possible. A Certified Coach through The Leading Clinic actually shifts the way a person sees and supports their clients in integrating new insights.

Coaching Certification is offered through The Leading Clinic – internationally known for coaching training and their whole system, positive change approach.

Whole System Positive-Change Coaches, trained by The Leading Clinic's professional Faculty, bring a special worldview to their work as change agents. For example, one goal you will seek to achieve during whole system transformation is to increase the joy and spirit of people at work, and to unleash their creative flow.

This is what can happen when a diverse mix of people becomes a single-minded, one-hearted group. We've seen the magical accomplishments of such a group, one that with just their shared view of the future, embraces a commitment to one another and to the work of achieving that future—As a Certified Coach, you will join us in developing healthy, whole systems that experience out-of-the-box, positive change.

By completing both Workshops 1 and 2, you can become a Certified Coach with Certification in Whole System Positive-Change Coaching™.

The requirements for this invaluable certification also include completing a 20-hour Coaching Practicum. The Coaching Practicum occurs after the two workshops are completed, by special arrangement with the facilitators.

There is an additional cost of \$200 US. This includes free listing in the International Certified Coaches Contacts List, hosted on The Leading Clinic's website. To discuss your qualification and participation, contact Shereen Zolno at szolno@comcast.net.

In the Coaching Practicum you will apply Whole Field Alignment in a "live" coaching contract, and begin working through the Phases of Whole System Positive-Core Coaching with a client.

You will also schedule "shadow coaching" calls with one of the presenters. A "shadow coaching" call gives you the opportunity to present and talk over what is occurring with your coaching client, and get the presenters' professional feedback on how you are applying what you have learned in these Workshops.

ABOUT THE LEADING CLINIC

"The Leading Clinic is a breath of fresh air for companies wanting to be ahead of the changes that are happening."
—Ron Jacobson, Compass Health, a Regional Health System

The Leading Clinic is a not-for-profit organization that has been based in Seattle, Washington, USA for over 15 years. They offer a full range of training and development programs, plus coaching and consulting services to clients worldwide.

The Leading Clinic's website is hosted at:
<http://proactionassociates.com/index.htm>

Free publications on the topics of coaching and consulting may be found at:

http://proactionassociates.com/site_LeadingClinic/section_publications/index.htm

Other publications by Sherene Zolno and Rick Skillman may be found at:

http://proactionassociates.com/site_ProAction/section_publications/articles.htm

The Leading Clinic's mission is to create a new future for organizations and their leaders, by coaching them in the application of TLC's leadership, positive-core and systemic change approaches. The individuals, teams, agencies and companies we work with are able to break through to a new level of service excellence and capability, and succeed in making a profound difference in the quality of life in their communities.

As an organization focused on service to professional coaches, TLC strives to help them achieve the following:

- Increase their impact even while client resources may be decreasing;
- Rise to a new level of service excellence and quality, achieving a breakthrough in their ability to coach others in their communities;
- Develop client clarity of vision, ability to inspire followers, and understanding of how to bring health to systems;
- Learn and practice new and more effective approaches to coaching.

With our coaching, they do this with their clients by:

- Reviewing and redefining the client's mission and purpose;
- Helping build effective new partnerships, coalitions, or collaborative networks;
- Evaluating how changing resources are impacting current and future objectives;
- Working with clients to create a more flexible organization (and leadership) able to take advantage of emerging opportunities.

ABOUT THE PRESENTERS



Sherene Zolno, internationally known business consultant, executive coach, and educator, works extensively with leadership teams and has developed for them the Leadership for a Healthy World™ model – now used to guide leaders in their internal coaching, mentoring and leadership practice. Her structure for change, the Timeline for Tomorrow, is being utilized as the basis for transformational change efforts in major organizations across the US, Canada, Russia and in Southeast Asia. She was an early proponent and teacher of Appreciative Inquiry, and has used the AI framework in her consulting practice for nearly 20 years, developing the unique integration of positive and whole system change.

As chair of the Leadership Institute of Seattle's graduate program in "Leadership and Organization Development", she introduced the most current thinking and skills to students, contributing to a 'positive revolution in change' within the Organization Development (OD) Profession. A frequent speaker and contributor in the field, she recently spoke (and was published) on "Getting Smart About System Change," at the OD Network's National Conference, and on "Appreciative Leading: seeing our way to a healthy world" for both the International OD Association conference in Canada, and the AI World Conference in Nepal.

Ms. Zolno has served in positions of leadership in corporations, nonprofits and government, authored numerous articles and monographs for professional publications, and is often asked to speak at business meetings, psychological conferences and leadership programs. She has served on the faculties of Santa Ana College, the University of San Francisco, Seattle University, the American College of Medical Practice Executives, and Bastyr University/LIOS (Leadership Institute of Seattle).



From his background as the leader and Chief Executive Officer of several major healthcare organizations, **Rick Skillman** brings a unique perspective to his consulting and training practice. His focus is on how leaders can align sound business judgment with a stance for respect, hope and capability directed to employees at every organizational level.

His coaching revitalizes leaders' commitment and positive intentions, helps build strong teams, and encourages breakthroughs in financial and performance outcomes.

Mr. Skillman has successfully led major physician groups, hospitals and regional systems for over 30 years. He has been invited to speak at numerous organizations about his approach, including the American Society for Training and Development, and the California Lawyers Association. He is a graduate of Princeton University, holds a Masters Degree in Business (Finance) from California State University in Fullerton, and is a Life Fellow in the American College of Healthcare Executives.

He has recently completed *Memoirs of a CEO: the struggle to lead with heart and soul*, a book about his personal journey as a healthcare leader. (Now available as an e-book through www.proactionassociates.com.)

Learn more about the presenters' work and about The Leading Clinic's programs by visiting The Leading Clinic website, hosted at:
www.proactionassociates.com.

WHAT PARTICIPANTS HAVE SAID ABOUT THE LEADING CLINIC'S WORKSHOPS AND COACHING CERTIFICATION

"Thank you for this past week of learning. I found the session to be more rewarding than I had anticipated (personally and professionally), and the other participants were exceptional. You both are such gifted guides and I feel very fortunate to have met you." - **EM**

"I could not let the day go by without reaching out to you. I can't even begin to tell you how much I appreciate your generous sharing of knowledge and your kindness and patience throughout our training process." - **TC**

"Even on the first full day of reflection after Session 1, the impact has been huge. And this morning I was so touched and pleased to hear from my partner and coach from the class for our scheduled coaching call - incredible!" - **MM**

"This has truly been a great journey for me. Thank you for all of your hard work, heart and hospitality." - **PE**

"Thank you for a wonderful Session last week. Though the journey to and from Vashon Island was long, coming from Singapore, it was joyous and fruitful to be there. I feel my self-worth and hope (for myself and people around me) have been enhanced, and my capability increased... all for a more healthy world." - **AH**

"Thank you for such a special and unique learning experience these past 5 days. It was excellent!" - **GW**

"You provided a fabulous experience full of lessons and new ideas - served up with a scrumptious topping of love and wisdom. Thank you!" - **KR**

"I wanted to tell you that I used your Whole Field Alignment™ model at work, not only to assess and formulate a major change plan, but also to describe change to 50 leaders. And they understood how this was going to be a different kind of change process from what they had been through before!" - **KZ**

I came into the first week expecting to pick up a new methodology, but I left with a new way to see the world. I can't wait to see what happens with session #2!" - **JC**

"I am so honored to have you in my life as teachers. It always feels so welcoming and inviting here." - **TY**

"We were working together all day today and were talking about you and Rick and the models we explored on Sunday. What a wonderful learning experience - and great to be able to share it with my colleagues here.

I am so very certain that I will continue to use these methods in my coaching work. Thanks to you both for all your time and support." - **RR**

