

# Coaching for Development 2019

## Evoking Excellence in Others

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Starting 26 September 2019 - Lake Geneva, Switzerland

**Coaching for Development (CfD)** is a six-month intensive programme in the application of the principles of an Integral Approach to coaching. Under the auspices of our learning partner, New Ventures West, the CfD is recognised by the International Coach Federation (ICF), the largest coach trainer accreditation body in the world, delivering 90 hours of ICF *Approved Coach Specific Training Hours* (ACSTH).

Students meet as a group for three modules spread out over the six months. The balance of work between modules is self-paced, including readings, written assignments, and three detailed case studies, requiring application of this coaching method with clients. The course makes use of an e-learning platform for the inter-session periods. Students are put into small learning groups (pods) and assigned a pod mentor. The mentors hold pod meetings, observe coaching sessions and provide written and verbal feedback. Pod mentors provide feedback to students on their written and action-learning assignments.

Close contact is maintained with course participants through letters and between-module assignments, especially while participants are implementing their client coaching programmes.

Essentially, this course is an intensive coach training and apprenticeship programme designed for participants to emerge as coach practitioners in their areas of work.

### Purpose & Outcomes

- Participants learn and apply a rigorous coaching method throughout a six-month period.
- Participants leave the programme able to design, present and conduct coaching programmes.
- Participants develop a deeper awareness of their own development needs, by undertaking a personal development programme, and receive support as they undertake their development practices.

### Skills Acquired

- How to see the world (Structure of Interpretation) through someone else's eyes and consequently speak in a way that others can hear and understand.
- How to skilfully coach people along the continuum of performance from unacceptable to outstanding so that performance continues to improve as people build competencies necessary to support their growth.
- How to make grounded, behaviour-based assessments of the competencies of others and ourselves.
- How to design, present and conduct short- and longer-term coaching programmes.
- Develop a contextual understanding of the differences between teaching, counselling, managing, leading, mentoring and coaching, and when to use each type of intervention.
- How to use the integral approach model to observe and understand the behaviour of others.
- How to coach people effectively in the midst of resistance.
- How to respond authentically to clients without using techniques or canned answers.



## Target Audience

- People interested in evoking excellence in others while also being open to receiving coaching themselves so they too can bring forward excellence in their own endeavours.
- People willing to freely question their assumptions and try out new methods.
- People in leadership positions wanting to support and sustain the development of new competencies in their staff.
- People in organisations working as advisors, coaches, and specialists supporting human resource development.
- Consultants and private practitioners wanting to deepen or develop their coaching skill set as they support client growth.

## Structure

### Session 1: Foundations of Coaching (3 days)

#### Pre-Course Work:

- *Autobiography*

#### Session 1 (3 days)

- *Introduction to course and participants*

#### Immersion in:

- *The philosophical underpinnings of Integral Coaching*
- *The flow of coaching*
- *Coaching models*
- *Development plan for the 6 months*
- *Setting up live coaching case studies*

#### Between Sessions:

- *Personal Development Practices*
- *Reflection 1: Characteristics*
- *Assignment 1: Case Study 1*
- *Reflection 2: Life Review*

### Session 2: Extending Coaching Impact (3 days)

- *Understanding who YOU are and how you show up in the world and its impact on your coaching*
- *Coaching through language*
- *Deepening coaching practice*
- *Continuing live coaching case studies*

#### Between Sessions:

- *Personal Development Practices*
- *Reflection 3: Contribution*
- *Reflection 4: Internal Conversations*
- *Assignment 2: Case Studies 2 & 3*
- *Completion Letter*

### Session 3: Deepening Coaching Practice (2 days)

- *Somatics: Dealing with the body and behaviour in coaching*
- *Learn to design complex coaching interventions*
- *Coaching job-shop*
- *Continuing development as a coach*



## Course Credentials



The Centre for Coaching is based at the UCT Graduate School of Business (GSB) - a global top-100 executive school. Its courses form part of the GSB Executive Education suite of offerings and are informed by both academic rigour and coaching practice.  
[www.gsb.uct.ac.za](http://www.gsb.uct.ac.za)



New Ventures West (NVW), one of the leading coaching schools in the USA, founded in 1987, is a San Francisco based organisation dedicated to having people be both effective and fulfilled in their work as integral coaches.  
[www.newventureswest.com](http://www.newventureswest.com)



The International Coach Federation is the leading global organization dedicated to advancing the coaching profession by setting high standards, providing independent certification and building a worldwide network of trained coaching professionals.

Under the auspices of our learning partner, New Ventures West, completion of this CfD programme will earn you 90 Approved Coach Specific Training Hours (ACSTH).



CfD is a prerequisite for the one-year Professional Coaching Course (PCC), which is an Accredited Coach Training Programme (ACTP) through the ICF. The PCC is also run under the auspices of our learning partner, New Ventures West.

For more information on how to become or find an ICF-credentialed coach, please visit [coachfederation.org](http://coachfederation.org)



The Health Professions Council of South Africa (HPCSA) is a statutory body, established in terms of the Health Professions Act No. 56. It has accredited the CfD course for 20 general Continuing Education Units (CEUs) and 5 ethical CEUs in level 3.  
[www.hpcsa.co.za](http://www.hpcsa.co.za)



## Venue

Château de Bossey, Bogis-Bossey (near Geneva)

## Course Dates

Session 1:	Thursday 26 – Saturday 28 September 2019
Session 2:	Wednesday 11 - Friday 13 December 2019
Session 3:	Thursday 26 - Friday 27 March 2020

## Tuition fees

If you are interested, please complete the application form and submit at your earliest convenience. Please note that there is an early-bird rate on a certain number of seats, so book early to ensure you get the best rate.

<b>Normal Rate</b>	CHF4'900
<b>Early-Bird Special:</b> <i>Available for Private individuals based on a limited number of seats.</i>	<b>CHF 4'400</b>

## Deposit:

A CHF 300 non-refundable, non-transferable deposit is required to reserve a space. We are only able to guarantee and hold your place on the course once all your application documents have been received and the deposit paid. The places on this programme are allocated on a first-come, first-served basis. Once all places have been taken, we operate on a waiting list system.

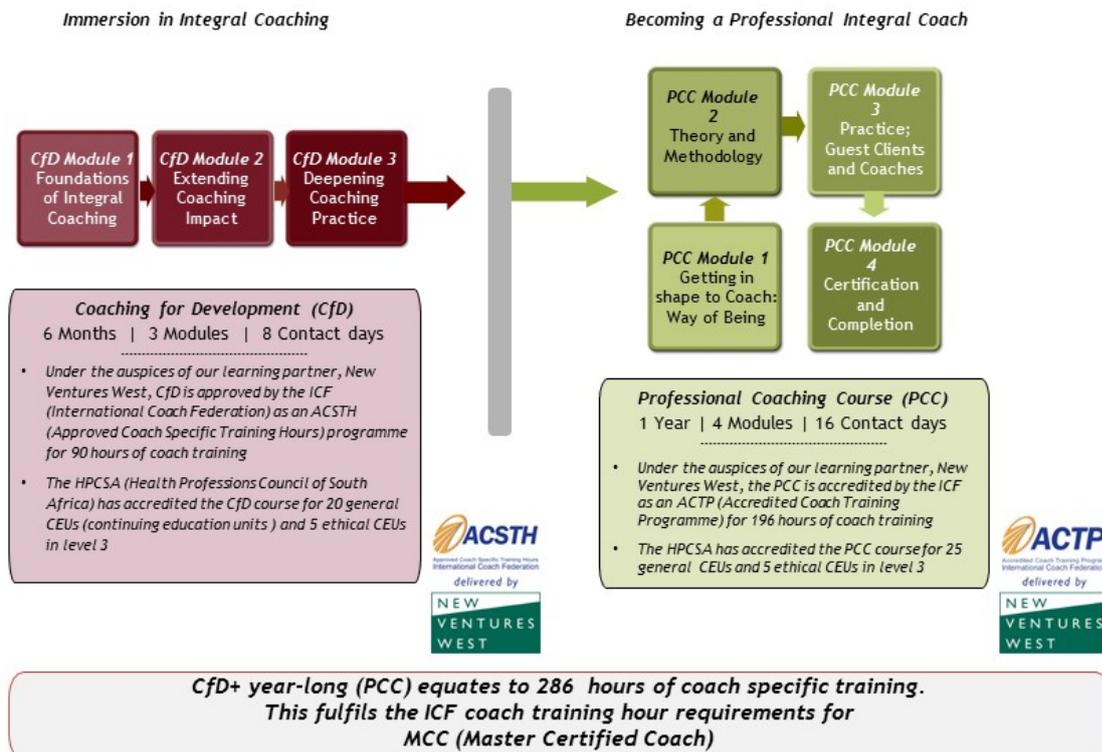
*\* If your application is not accepted, your deposit will be returned. If it is accepted and you cancel your booking, we will retain your deposit*

For more information visit: [www.centreforcoaching.ch](http://www.centreforcoaching.ch)  
or to register, please email [info@centreforcoaching.ch](mailto:info@centreforcoaching.ch)



## The Integral Coaching Journey

The Centre for Coaching offers two courses in an 18-month programme. Each is targeted at different levels but they are designed to work together as a unit over an 18-month period with ‘soak in’ time between each programme to allow information to be absorbed and practiced. The CfD is the first part of this journey, although it is also offered as a stand-alone programme, providing you with a good foundation in competency based Coaching. We also offer a masterclass series to enrich your coaching once you have completed your training.



## Centre for Coaching (Switzerland)

Established in 2002, the Centre for Coaching – present in South Africa, Australia and Switzerland – is a leading international executive coach training organisation.

*Coaching for Development* is part of a series of coaching courses offered by the Centre for Coaching at The Graduate School of Business, University of Cape Town.

In seventeen years, it has become one of the leading sources of top quality one-on-one executive coaches, as well as a primary coach training institution and a respected source of coaching theory. Now, through a dynamic partnership with New Ventures West, we are bringing this world-class training to Western Europe through the Centre for Coaching (Switzerland).

Coaching is still a fairly new trend in many countries. For this emerging industry to mature and gain the respect of the corporate world, there needs to be structure.

The Centre for Coaching, together with New Ventures West and the University of Cape Town, aims to support the development of this structure by being the de facto standard and benchmark for coaching excellence. We do this in three different ways:



- We partner with New Ventures West, one of the top coaching schools in the USA that has over 30 years of experience in teaching this style of coaching (integral coaching approach)
- Our public coaching programmes, in partnership with our learning partner, New Ventures West, are approved as Approved Coach Specific Training Hours (ACSTH) with the International Coach Federation (ICF), as well as counting as Continuing Education Units (CEUs) for the Health Professionals Council of South Africa (HPCSA)
- The theoretical underpinnings of our work and our teaching methodologies are aligned with the academic rigour required at the UCT Graduate School of Business (GSB).

In addition to our specialist focus on coaching, the Centre for Coaching is committed to ensuring that this philosophy and its application to leadership becomes a recognised business tool and is dedicated to spearheading the awareness, acceptance and growth of executive coaching and powerful leadership in organisations.

The Centre for Coaching goes about this in a number of different ways:

- We offer top-calibre one-on-one executive coaches to those individuals and organisations seeking coaching.
- We consult to organisations wishing to experience a transformational culture shift.
- We operate as an international top-class professional leadership development and one-on-one coaching organisation, operating mainly in multinationals across Europe, Africa, the Middle East and Central Asia.
- We conduct research into the work we do, both in corporate roll-outs and in our coaching work.

More about the Centre for Coaching, its **offerings, philosophy and approach** can be found on our website: [www.centreforcoaching.ch](http://www.centreforcoaching.ch).



## Centre for Coaching Directors

**Craig O’Flaherty** is a highly experienced Integral Coach who has worked to coach senior executives in leading organisations across the globe and to train prospective business and life coaches. He is Director of a centre of excellence – The Centre for Coaching – at the Graduate School of Business, University of Cape Town, Director of CfC Consulting, an Executive and Leadership Development consulting practice that operates in Africa, Middle East and Switzerland.



In the 12 years prior to his coaching work, Craig worked as a Partner with two of the world’s leading consulting companies, Accenture and Gemini Consulting, in the dynamic world of Strategy Consulting. In that time, he worked and lived locally and globally – operating at CEO, board and senior executive level, designing and implementing strategy and organisational transformation programmes across a wide range of industries. Craig has had experience in dealing with executives on the critical competitive issues facing their organisations, working to

fashion and help implement strategic change agendas that have helped to reposition organisations within their markets and industries.

His work in coaching has seen him travel internationally to New Ventures West in San Francisco, California, where he completed the year-long Professional Coaching Course, certified by the International Coach Federation (USA), as well a second year-long Business Leaders Training course which has accredited him to run all of New Ventures West’s courses worldwide. Craig’s clients span a wide range from South Africans to clients from Australia, Europe, UK, East and West Africa and the full Southern African region.

He spends his time as a one-on-one coach to executives from leading organisations across the globe, with leadership teams as a group coach, as well as consulting on the design and implementation of coaching cultures, interventions and processes into their businesses. His clients include SCMB, Shell, Anglo American, Sanlam and British American Tobacco. He delights in working across cultural, gender and other category backgrounds in assisting people towards captaincy of their fate and the exploration of roads less travelled.

Craig has a Bachelor of Arts from the University of the Witwatersrand and a Masters in Business Administration from Wits Business School.



**Janine Ahlers** is a Master Certified Coach and Director of the Centre for Coaching, a centre for excellence situated at the UCT Graduate School of Business (GSB). Janine is Director of three organisations: Centre for Coaching South Africa, CfC Consulting (Africa, Middle East and Switzerland) and Centre for Coaching (Switzerland). She also holds the position of Senior Lecturer at the GSB, lecturing in Coaching and Leadership Development to MBA and Executive Education students. She has delivered and published research papers at academic peer-reviewed conferences, and has published book chapters and articles on the topic of coaching in leadership development.



Janine spent more than 10 years working in the corporate, manufacturing and business environment where she was required to network and operate at senior executive levels. She held positions as Director, Exco member, Head of HR, and also handled marketing, production and start-up operations. Janine held a number of musical positions in the National Orchestra before she started her corporate career. She continues to play the violin in orchestras and quartets whenever possible.

Janine has been coaching since 2002, primarily to senior executives who are often working on strategic, leadership and relationship challenges. Her clients span a wide range, from South Africans to clients from Australia, Central Asia, Europe, UK, Japan, Turkey, Dubai, East and West Africa and the full Southern African region. Her work in multinationals has allowed her to develop a keen appreciation for the challenges facing leaders who operate in multi-cultural global organisations.

Janine lectures and facilitates on all courses run by the Centre for Coaching as well as running in-house coaching workshops, Coaching Circles and leadership development interventions for blue-chip clients all over the world. She consults to organisations and teams locally and internationally on the design and implementation of coaching cultures, interventions and processes, as well as leading the implementation of such interventions.

She is a Professional Coach certified through the ICF (International Coach Federation, USA) and has certified as a Master Coach (MCC) through the same organisation, having over 3,000 coaching hours logged. She is a founding member of both the Coaches & Mentors Society of SA (COMENSA) and the Coach Educators and Training Association of South Africa (CETASA).

She has done Group Facilitation and depth consulting (Feather Assocs), as well as Enneagram certification (Adfen International) and has been accredited by New Ventures West as one of a handful of coaches who are qualified to deliver both the PCC and ACC programmes worldwide.

Janine also has a Bachelor of Arts from the University of the Witwatersrand (Johannesburg), a Postgraduate Diploma in Management (Human Resources) from the University of the Witwatersrand Business School, a Licentiate from the Royal Schools of Music (Violin Teaching) and a Masters in Business Administration from the UCT Graduate School of Business.



## Contact Details

For more information visit our website: [www.centreforcoaching.ch](http://www.centreforcoaching.ch)

Or to register for the course or if you have any queries, please contact:

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