



Centre for  
Coaching

# COACHING FOR DEVELOPMENT 2022

## EVOKING EXCELLENCE IN OTHERS

*An intensive six-month programme in the study and application of the principles of Integral Coaching designed for participants to emerge as coach practitioners.*



## EXCLUSIVE LIVE-VIRTUAL INTERNATIONAL CERTIFICATION COURSE

**Coaching for Development (CfD)** is a six-month intensive programme in the application of the principles of an Integral approach to coaching. Together with our learning partner in the USA, New Ventures West, CfD is recognised by the International Coaching Federation (ICF), the largest coach trainer accreditation body in the world. This CfD programme delivers 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 modules run in a live-virtual format on Zoom, and the course makes use of an e-learning platform run through the University of Cape Town for the inter-module periods. Students are put into small learning groups (pods) and assigned a pod mentor. The mentors are all certified Professional Coaches, and hold pod meetings, observe coaching sessions during the modules and provide written and verbal feedback to students on their written and action-learning assignments.



During all virtual face-to-face modules, the pod mentors, as well as additional Professional Coach faculty, will be present full time to ensure that each student receives as much personal attention as possible during their time with us. We are proud to be able to say that our live-virtual student / faculty ratio stands at about 4:1. This means that no matter how large or small our classes are, you are guaranteed to receive a significant amount of individual and small group interaction and support from our highly experienced coach faculty.

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.

**Proudly South African:** We are proud to be the first coach training organisation in Africa to have been founded at a university 20 years ago, and one of the longer-standing coach training institutions worldwide, not only on the African continent. We have spent years understanding the complexities of our diverse nation, continent and planet, and how to weave this into the way we teach and the way we coach. We take care to raise this as a continuing dialogue within the faculty and the

student body and to encourage openness and deep conversation. Over the years, we have been privileged to be able to work with an enormously diverse array of students and graduate coaches, many of whom now grace our programmes as highly skilled faculty. Many international applicants come to us precisely because they seek a learning environment that is rich with diversity. Now, more than ever, this is being recognised across the globe as a truly critical aspect to any studies involving personal development and interacting with other human beings.

The global pandemic continues to impact all of our lives. We have realised that it is not feasible to do this work physically face-to-face in the intimate and confidential way that coaching and coach training demands, whilst still maintaining social distancing and proper hygiene such as masks etc. Our programmes have therefore all been converted to an online, virtual face-to-face learning format. On our pilot programmes, we have discovered that with careful preparation we are able to provide a truly remarkable and profound learning experience through the skillful use of the Zoom platform that allows for multiple breakout rooms, privacy, personalized teaching and conversation. We have seen how deeply people share and connect online when the conditions are right. Our virtual design also results in us bringing on board additional professional coach faculty members to enable these breakout rooms to be so impactful.

---

## 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 skillfully 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 and associated models to observe and understand the behaviour of others.
- How to coach people effectively in the midst of resistance and change.
- 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.

## MODULAR STRUCTURE OF COACHING FOR DEVELOPMENT

MODULE 1:	MODULE 2:	MODULE 3:
FOUNDATIONS OF COACHING (3 DAYS)	EXTENDING COACHING IMPACT (3 DAYS)	DEEPENING COACHING PRACTICE (2 DAYS)
<p><b>Pre-course work:</b> Autobiography</p> <p>Introduction to course and participants</p> <p><b>Module immersion in:</b></p> <ul style="list-style-type: none"> <li>• The philosophical underpinning of Integral Coaching</li> <li>• The flow of coaching</li> <li>• Coaching models</li> <li>• Development plan for the 6 months</li> </ul> <p><b>Between Modules:</b></p> <ul style="list-style-type: none"> <li>• Personal Development Practices</li> <li>• Start live coaching cases</li> <li>• Reflection 1: Characteristics</li> <li>• Assignment 1: Case Study</li> <li>• Reflection 2: Life Review</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding who YOU are and how you show up in the world and its impact on your coaching</li> <li>• Coaching through language</li> <li>• Deepening coaching practice</li> <li>• Live coaching demo</li> <li>• Coaching with peers</li> </ul> <p><b>Between Modules:</b></p> <ul style="list-style-type: none"> <li>• Personal Development Practices</li> <li>• Continue live coaching cases</li> <li>• Reflection 3: Contribution</li> <li>• Reflection 4: Internal Conversations</li> <li>• Assignment 2: Case Studies 2 &amp; 3</li> <li>• Completion Letter</li> </ul>	<ul style="list-style-type: none"> <li>• Somatics: Dealing with the body and behaviour in coaching</li> <li>• Learn to design complex coaching interventions</li> <li>• Coaching job-shop</li> <li>• Coaching with peers</li> <li>• Continuing development as a coach</li> </ul>

### Become a certified coach and benefit from personal development

When you enroll in CfD, you join a group of participants who study, learn, and coach together for over 6 months and quickly form a supportive learning community. The curriculum blends a rigorous course of study with hands-on practice and attention to participants' own individual development.

The course is structured in the following way:

- CfD is organized around three, virtual face-to-face modules of three days each for modules 1 & 2, and two days for module 3.
- These modules are intensive, immersive experiences where you learn theoretical principles, apply these to yourself and to your fellow participants, and where you receive frequent Professional Coach Faculty attention in small breakout rooms. (Our Faculty-Student ratio is around 1:4, which is very high and ensures hands-on teaching and support in the moments of learning).

Days run from 10h00 to 17h45 SAST/CEST, with a 1-hour afternoon break to eat lunch, walk, rest and recharge.

- In between modules, you complete written case study assignments, coach clients, and undertake your own individual development by doing written reflective practices.
- As you engage in these activities, you draw upon the support of small learning groups called Pods. Each Pod works together and is assigned a Pod Mentor. These learning Pods meet at least monthly and form important places of discussion, learning and support with each other and your Pod Mentor, who is also responsible for your written case study assignment feedback.

---

## LIVE-VIRTUAL LEARNING SOLUTION - A GREAT SUCCESS

The onset of Covid-19 has required that we re-invent our face-to-face offerings - and they work. We have successfully redesigned our programmes and moved to a 'Live-Virtual Learning' approach. Our students have appreciated and confirmed that we are able to give this CfD programme the same depth, experience and level of personal engagement that we do with our physical face-to-face programmes - in fact, in some areas, there is even greater personal engagement:

- Adding additional local and international certified Professional Coaches as faculty members from South Africa and Europe to further enhance the experience and the diversity of thought, as well as to allow for smaller learning pods and individual support throughout the programme.
- Adhering to our pedagogical imperatives of working with our students in an integral way - mind, heart and body even if it is online - all of this is entirely possible, e.g., we stop every hour for a short body break and/or body practice; in this way much of the usual 'zoom fatigue' is avoided.
- Adapting our teaching and learning approach on how adults learn to a virtual environment. E.g., we keep the theoretical parts short and emphasize small-group work where we apply the principles to self and other. We encourage an environment of learning that is challenging yet non-judgemental; we expect high standards, yet we celebrate mistakes as opportunities to learn. Perhaps the best way to put it is: we adopt a coaching approach in our teaching style.
- Testing various virtual platforms - our preference remains ZOOM - which provide multiple options, enabling us to keep our students deeply engaged in this process.

The feedback so far has been more than gratifying:

---

“Thank you for providing a course that has resulted in me finding not only new skills, but also a new way of being. Thank you especially for the innovation and dedication that you and the wonderful members of your faculty have shown - it is such an excellent modelling of how we are to be in this world. Was about to say it goes without saying..., but I will stop and say, before I go, that I received enormous value from the course, and that I think you and those members of faculty who gave of their time and input to guide us are providing a service that is truly noteworthy and necessary for future-proofing. Thank you to you all.” *Robin Allen, Head of Clinical Services, Lentegeur Psychiatric Hospital - CfD 2020*

“Thank you for the leadership on this course. I enjoyed my learning journey so much - I feel I am building a real competence to deliver much needed value. I have made many connections; these would not have happened had I not attended the course. Along with a coaching practice, one of the gifts that emerged is my appreciation of John Shotter.” *Prof Kosheek Sewchurran A/Prof Leadership & Strategy as Practice (L-A-P), Program Director, Executive MBA, UCT GSB - CfD 2020*

“Accessible in any location. The online CfD offering is an excellent example of adapting to change in real time - well done!” *Mary Griffiths - CfD 2020*

“Zoom gave us the ability to coach and be observed without losing any sense of being in the room just with a coachee or coach. I think it is one of the best things to come out of the pandemic!” *Anonymous - CfD 2020*

“It really was excellent. I've been lucky enough to experience many different courses around the world and this was truly world class” *Ed Brand (Head of Transaction Management) - CfD 2021*

“A lot of information but very well structured. Great community. Right balance of theory and practice” *Anna Semenova (Corporate Communications Manager) - CfD 2021*

“This has been a truly life changing experience for me. Excellent course outlay, design and flow. The intensity time, followed by regular breaks was brilliant. The frequency of breakout groups, with different people, was great. Pace of the days was excellent. "Diving" into coaching practice was the best way to get started! Organisation and staying on time was absolutely brilliant. Faculty presentations and method of teaching was brilliant” *Tim Borland - CfD 2021*

“Mind blowing! I cannot believe how much was covered in three days and the way it was delivered and explained was amazing. It was initially very overwhelming but the way all the coaches and faculty held us through the 3 days made it so much easier for us to feel safe to open up to this new thinking and allow us to take in all that was so beautifully presented and taught. Thank you” *Bridgette Vonburn (Conference Manager) - CfD 2021*

Until such time that we can engage without social distancing and masks, we will remain a live-virtual teaching organisation.

## PROGRAMME DETAILS

### Course Dates:

You are required to be present for all days of all modules to certify. Please make sure you are available for the full days for each of these modules. The work is intensive and requires your full attention. We will use the Zoom platform, so you will need a reliable and high-speed internet connection, as well as backup systems or plans should you experience power outages.

	CFD 1 - 2022	CFD 2 - 2022	CFD 3 - 2022
Module 1	22 - 24 February 2022	06 - 08 April 2022	24 - 26 August 2022
Module 2	20 - 22 April 2022	13 - 15 June 2022	26 - 28 October 2022
Module 3	07 - 08 September 2022	13 - 14 October 2022	27 - 28 February 2023

### Tuition fees

These fees include all three modules including extensive faculty engagement, textbook, electronic materials provided on our world-class GSB online platform, monthly pod meetings and issuing of certificates from UCT and the ICF-accredited Centre for Coaching.

Please note that this fee structure is in line with the University of Cape Town policy that students from South Africa pay lower rates than students from elsewhere in the world.

The Centre for Coaching has a passion and a vision to promote coaching in Africa as a whole, and so we have extended this rate to all people living and working in Africa.

All individuals from other continents will be charged our international rates through the Centre for Coaching, Switzerland.

### 2022 rate ONLY for applicants living and earning in Africa:

Rate	R59,500 excluding VAT (R68,425 incl VAT)
<b>*Non-refundable, non-transferable deposit to secure a seat</b>	R9,000 excluding VAT

\*Deposit is required before the start of the course to secure your seat, as the courses fill up quickly. If your application is not accepted, your deposit will be returned. If it is accepted and you cancel your booking, or do not attend the course, we will retain your deposit.

Course fees are payable in full before the start of the course. Payment plans are also available - please email [apply@centreforcoaching.co.za](mailto:apply@centreforcoaching.co.za) for further details.

Please note that once you start the course, full fees remain payable, even if you drop out.

## 2022 international rate for all other applicants:

Rate	CHF4,500
*Non-refundable, non-transferable deposit to secure a seat	CHF300

*Note: The Swiss Centre for Coaching is registered as a teaching company, and VAT is not payable on further education in Switzerland.*

\*Deposit is required before the start of the course to secure your seat, as the courses fill up quickly. If your application is not accepted, your deposit will be returned. If it is accepted and you cancel your booking, or do not attend the course, we will retain your deposit.

Course fees are payable in full before the start of the course. Payment plans are also available - please email [info@centreforcoaching.ch](mailto:info@centreforcoaching.ch) for further details. Please note that once you start the course, full fees remain payable, even if you drop out.

---

## THE APPLICATION PROCESS

### For all applicants living and earning in Africa:

To apply, email [apply@centreforcoaching.co.za](mailto:apply@centreforcoaching.co.za) to receive a link to your online application form.

For more information visit [www.centreforcoaching.co.za](http://www.centreforcoaching.co.za) or contact Bianca Fletcher on +27 82 391 9093 or [bianca.fletcher@centreforcoaching.co.za](mailto:bianca.fletcher@centreforcoaching.co.za)

### For all other applicants:

To apply, email [info@centreforcoaching.ch](mailto:info@centreforcoaching.ch) to receive your application form.

For more information visit [www.centreforcoaching.ch](http://www.centreforcoaching.ch) or contact Marysia Magalhaes on +41 78 742 9703 or [marysia@centreforcoaching.ch](mailto:marysia@centreforcoaching.ch)



---

## WHO WILL SUPPORT YOU?

Learning to coach is not something we can do alone. Throughout the programme, you receive support from the staff at the Centre for Coaching, the CfD faculty and your classmates in several ways:

You participate with your learning pod. This pod meets together virtually on a regular basis in between modules. The focus of pod meetings evolves during the year from students' personal development to the models and practices of Integral Coaching to students' experiences coaching clients. Each pod is assigned a Pod Mentor, who is an Integral Professional Coach, with a minimum of an ICF ACC credential, who is there to support you and the pod.

You receive written feedback from your Pod Mentor on your case study submissions of different coaching programmes that you conduct with your clients, and this will give you insight as to how closely your own coaching methodology is aligned with the integral coaching principles that you have been taught.

Individual participants often pair up with each other informally around particular issues of mutual interest. We encourage you to 'buddy-up' with a self-chosen partner.

---

## PLANNING YOUR TIME

The CfD involves a substantial investment of time and attention. In addition to the two, three-day modules and the one, two-day module, participants report that they spend an average of two to four hours per week on activities (reading, writing, coaching) related to the programme. It is for this reason that we encourage you to look closely at your schedule for the next year and ask two questions.

- *Can I make a commitment to this programme?*
- *How do I need to structure my time – and do I need to give up any of my current activities – to make this possible?*

Participants who take the time to skillfully explore these questions find a way to integrate the course into their lives (and to integrate their lives into the course). When they experience breakdowns – when life intrudes on their best-laid plans – they ask their classmates and the faculty for support in resolving these breakdowns.

---

## CENTRE FOR COACHING

The Centre for Coaching, established in South Africa in 2002, is situated at the UCT (University of Cape Town) Graduate School of Business (GSB) - Africa's leading business school. Our courses form part of the GSB Executive Education suite of offerings and are informed by both academic rigour and coaching practice. The South African office of the Centre for Coaching is located at the GSB campus and integrates seamlessly into the tertiary institution's activities. In twenty years, it has become a primary coach training institution and a respected home of coaching theory.

Through the Centre for Coaching (Switzerland), we have been offering both our credentialed coach training courses and leadership interventions in Europe since 2014. Our purpose is to develop top-quality one-on-one executive coaches as well as leaders who want to build coaching skills. For the emerging industry of coaching to mature and gain the respect of business and individuals in South Africa and globally, there needs to be structure. The Centre for Coaching 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:

- Our public coach training programmes are accredited through the International Coaching 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).
- We partner with New Ventures West (NVW), one of the top coaching schools in the USA that has over 30 years of experience in teaching this style of coaching (integral coaching). This programme is part of a global network of NVW-accredited coach training schools that teach integral coaching with CfD and PCC programmes in Argentina, Canada, France, Singapore, South Africa, Switzerland, the UK and of course the USA.

A key focus over the years has been on the development of the Integral Coaching Philosophy and its application to leadership. Today, we can say with confidence that our integral leadership interventions, together with coaching, have become a recognised and successful business process for international corporations and organisations.

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

- We offer top-caliber one-on-one executive coaches to those individuals and organisations seeking coaching
- We consult to organisations wishing to invest in leadership development
- We consult to organisations wishing to experience a transformational culture shift
- We conduct research into the work we do both in corporate rollouts and in our teaching. More about the Centre for Coaching, its offerings, philosophy and approach can be found on our websites: [www.centreforcoaching.co.za](http://www.centreforcoaching.co.za) or [www.centreforcoaching.ch](http://www.centreforcoaching.ch)

---

## TEACHING FACULTY

**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 Europe) 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.

Prior to starting on her coaching journey, 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, as well as handling marketing, production, and start-up operations. Janine held several musical positions in the National Orchestra before she started her corporate career. She continues to play the violin in orchestras and quartets whenever possible; these days mainly joining her younger son with his school orchestra and her eldest in his musical theatre studies. 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,



the 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 Coaching Federation, USA) and has certified as a Master Coach (MCC) through the same organisation, having over 4,000 coaching hours logged. She is a founding member of the Coaches & Mentors Society of SA (COMENSA). She has studied Group Facilitation, depth consulting, and has Enneagram certification. Janine is accredited by New Ventures West as one of a handful of coaches who are qualified to deliver their Professional Coach training 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 an MBA from the UCT Graduate School of Business.



**Phetsile Dlamini** is a PCC, certified integral coach through New Ventures West (NVW) and University of Cape Town (UCT) Graduate School of Business (GSB) Centre for Coaching (CfC). She is an Associate to the CfC, facilitating and coaching individuals and groups. She is part of the faculty that co-facilitates their leadership development programmes, workshops and 6-month public and private Coaching for Development course. She also mentors on the year-long PCC course.

### Previous background

Phetsile has over 19 years working within the development finance industry promoting financial inclusion in developing markets. She has operational experience with credit and insurance products targeted at lower-income markets, small and micro enterprises and the agricultural sector. She has worked for DAI, an international global development consulting company, on various assignments in Africa. Phetsile has managed business portfolios at Hollard, working within the business development division and across both the life and short-term business units. She has consulted in the agribusiness and enterprise development space and has supported the implementation of a performance management system in a law firm. Phetsile has served as a member of the Parent Association at St Peters Preparatory and supported the transformation initiatives at the school. In 2018 she was appointed on the board of Ditikeni a broad-based Black Economic Empowerment investment holding company which over the past three years has influenced the debate about expanding the business module to maximize impact. Phetsile has also advised the board on how to translate



the transformation mandate to align it with the company vision.

### Coaching work

Phetsile has been formally involved in coaching since 2015 when she enrolled on the Associate Coaching Course. Before that, she had always mentored and coached colleagues and teammates during her working career until she left in pursuit of her coaching qualification. Since then, she has been involved in executive coaching and facilitation through the Centre for Coaching and other organisations. She has worked on team effectiveness and cohesiveness interventions, developing a diverse and inclusive culture in both teams and on an organisational level. She recently started designing a coaching and self-awareness programme and writing articles in this field. Phetsile has been involved in various graduate development programmes at BMW, Ejoobi, St Peters Preparatory and Molefe Dlepu, ensuring the inclusion of personal development, transitioning into the world of work and career planning.

### Educational background

- UCT Graduate School of Business, Centre for Coaching; Associate and Professional Coaching Courses, 2015 & 2017.
- Art & Science of Co-Facilitation, ORSC, 2017.
- MBA, University of Durham Business School, Durham, UK, 1999.
- BA, Social Science (Industrial Psychology & Psychology), University of Natal, 1997.
- Diploma, Project Management, Damelin Management School, Swaziland, 1998



---

**Nothemba Mxenge** is a PCC certified Integral Coach® through USA-based New Ventures West and the UCT Graduate School of Business' Centre for Coaching. She is also a qualified Results Coaching System Coach, a Multiple Brain Integration Coach and a certified Enneagram Practitioner.

She has been coaching since 2013 through her practice Epiphany Coaching & Consulting Pty (Ltd), which empowers individuals, teams and organisations to live life purposefully, consciously and meaningfully.

Nothemba is a Senior Associate Consultant with Legitimate Leadership Consulting.

### Previous background

Nothemba began her career as a brewing technical trainee at South African Breweries (SAB), where she quickly advanced as a production team leader, business area manager, process engineer to a senior leader responsible for World Class Manufacturing (WCM) strategy implementation, entrenchment and sustainment.

She therefore has vast expertise in continuous improvement or lean principles, tools, techniques and methodologies, utilising them to attain operational excellence. She later joined AEL Mining Services as Group Manufacturing Excellence Manager responsible for the crafting of and deployment of the organisation's operational excellence agenda.

Her corporate career in technical, managerial and leadership roles built a solid foundation in business leadership, personal development, change & performance management, project leadership, learning & development and continuous improvement.



### Coaching work

Nothemba has over 1,500 hours of coaching various corporate clients, from directors and senior executives to first line managers. Her corporate coaching has focused on leadership development, culture transformation, managing team dynamics and conflict, managing diversity, etc.

She is also passionate about coaching individuals who want to effectively orient themselves into new roles and relationships (both personal and professional), to improve their overall performance and wellbeing. She facilitates team dynamic / building workshops using the Enneagram and coaching circles.

She has worked with clients from diverse industries, such as manufacturing, mining services, automotive, financial services, finance, telecommunications, NGO / NPO, and government.

### Educational background

- Bachelor of Science degree in Chemical Engineering (UCT)
- Master's in Business Leadership, MBL (School of Business Leadership, SBL)
- Certificate in Management Development (UCT)
- Certificate in Brewing from the Institute of Brewing & Distilling (UK)
- Results Coaching System Certificate, Neuroleadership Group
- Multiple Brain Integration Techniques Coaching certificate (mBIT International)
- Associate Coaching Course (ACC) and Professional Coaching Course (PCC), Centre for Coaching, UCT GSB and New Ventures West (USA)
- Enneagram Practitioner



---

**Craig O’Flaherty** is a highly experienced Integral Coach who has worked with senior executives in leading organisations across the globe and has trained 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, the Middle East and Europe and Director of Centre for Coaching (Switzerland).



Craig has been a coach and teacher of coaching since 2000. 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, the 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 Standard Bank, 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, a Master’s in Business Administration from the University of the Witwatersrand Business School and a Master’s in Creative Writing (Poetry) from Rhodes University.



---

## COURSE CREDENTIALS AND ACCREDITATION



The Centre for Coaching is based at the UCT Graduate School of Business (GSB) - one of Africa's leading business schools. 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)



The International Coaching 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 New Ventures West, our learning partner, this CfD course is recognised by the International Coaching Federation as providing 90 Approved Coach Specific Training Hours (ACSTH).

On completion of both CfD and PCC, you will have 286 Approved Coach Specific Training Hours. This fulfils the ICF coach educational requirement to apply for Master Certified Coach (MCC) Credentials with the ICF.

For more information on how to become or find an ICF-credentialed coach, please visit

[www.coachingfederation.org](http://www.coachingfederation.org)



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 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)



Launched in April 2006, Coaches and Mentors of South Africa (COMENSA) is an inclusive, umbrella professional association for individual and corporate providers, buyers and trainers of coaching and mentoring services.

The Centre for Coaching is a registered Training Institution and Coaching/Mentoring Company member of COMENSA. The Centre for Coaching course leaders, Craig O’Flaherty and Janine Ahlers, are also both members.

[www.comensa.org.za](http://www.comensa.org.za)

---

The Centre for Coaching (PTY) LTD (South Africa), Centre for Coaching SUI LLC (Switzerland)

Graduate School of Business University of Cape Town, Breakwater Campus, Portsworld Road, Waterfront 8002

Pre-Fontaine 9, CH-1269 Bassins, Switzerland

Website [www.centreforcoaching.co.za](http://www.centreforcoaching.co.za) / [www.centreforcoaching.ch](http://www.centreforcoaching.ch)

Academic Director: Janine Ahlers (SA & Swiss)

Directors: Craig O’ Flaherty (SA & Swiss); Janine Ahlers (SA & Swiss); Daniel Beukes (SA); Daniel Ahlers (Swiss)