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PROFESSIONAL COACHING COURSE 2023

The Professional Coaching Course (PCC) is a transformative year-long certification course where everyone uncovers their ability to continuously awaken and deepen so that life flourishes and is saturated with meaning, belonging, and contribution.



EXCLUSIVE LIVE-VIRTUAL INTERNATIONAL CERTIFICATION COURSE

The Professional Coaching Course (PCC) is designed in collaboration with one of the leading coach training schools in the United States - New Ventures West (NVW). The course is an International Coaching Federation (ICF) accredited course and is being run in partnership with three key stakeholders: the Centre for Coaching (South Africa and Geneva), the University of Cape Town's Graduate School of Business (GSB) and NVW in San Francisco.

The year-long PCC is the second part of an 18-month programme built up on the initial, 6-month Coaching for Development course (CfD). The CfD is a stand-alone qualification; however, CfD and PCC 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.



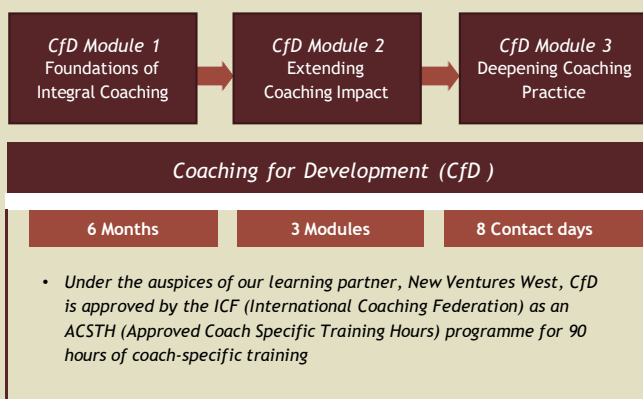
We have designed an extremely powerful and successful live-virtual approach to teaching PCC, that allows for the same depth, experience and level of personal engagement that we do with our physical face-to-face programmes by:

- Adding additional local and international fully qualified professional integral coaches from South Africa and Europe as faculty to further enhance the experience, the diversity of thought and to allow for smaller learning pods and individual support throughout the year together.
- Adhering to our pedagogical imperatives of working with our students in an integral way - mind, heart and body even if it is online. e.g., we stop every hour for a short body break; in this way much of the usual 'zoom fatigue' is avoided.
- Adapting our teaching and learning approach to accommodate the latest research on how adults learn best in 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.
- Using ZOOM - which provides multiple options for enabling us to keep our students engaged.

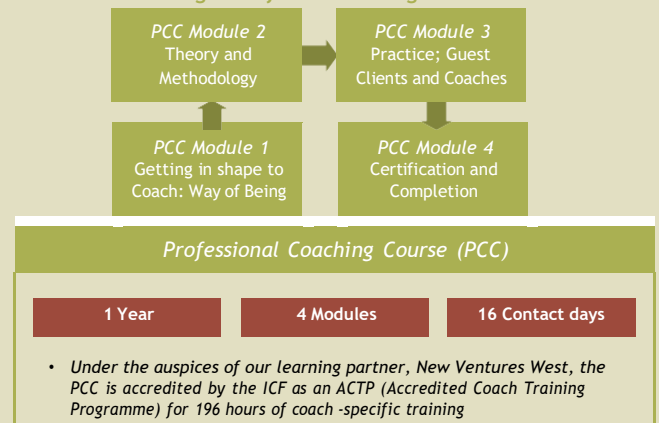
Integral Coaching Qualifications

Delivered as part of the UCT GSB Executive Education suite of offerings in partnership with CfC and New Ventures West (USA)

Immersion in Integral Coaching



Becoming a Professional Integral Coach



Become a certified coach and benefit from 1-on-1 coaching for your individual development

When you enroll in the PCC, you join a group of professionals who study, learn, and coach together for an entire year 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:

The PCC is organized around four virtual face-to-face modules that run from Tuesdays to Fridays.

Days run from 09h30 to 18h30 SAST/CEST, with a 1½ hour afternoon break to eat lunch, do a short assignment, walk, and relax.

In between modules, you read 10 books from the "Coaches' Bookshelf", complete written assignments, coach clients, and undertake your own individual development programme, as you will also receive 1-on-1 coaching during and between modules.

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 Guide. You will receive periodic coaching from the Course Leaders and your assigned Mentor Coach.

Online Learning Management System called GSB Online, where you will be able to access all course information such as:

- Course Material - You will be notified by an announcement from the system once course notes are ready for viewing.
- Announcements - we will be communicating important information relating to the program going forward in the announcements section. This will also be sent to your email inbox.
- Social forum - this is a place where you can post discussion topics as you go through the programme - either you can ask a question or maybe request help from your colleagues or open a discussion around something that this community group might find to be important and relevant. It is yours to create and to use as you see fit!
- Evaluation forms - you will use these during the programme. We value your feedback on all things so please participate in as many evaluation processes as possible so that we can create an amazing experience for you.
- Participants - a list of all the faculty and delegates on the programme.

MODULAR STRUCTURE FOR PROFESSIONAL COACHING COURSE

<p>MODULE 1:</p> <p>Building the body of a coach and a community of support</p> <p>(4 DAYS)</p>	<p>MODULE 2:</p> <p>Learning the methodology</p> <p>(4 DAYS)</p>	<p>MODULE 3:</p> <p>Building coaching competency</p> <p>(4 DAYS)</p>	<p>MODULE 4:</p> <p>Certification and completion</p> <p>(4 DAYS)</p>
<ul style="list-style-type: none"> • Cultivate your capacity to be present, mindful and a skilled observer • Coaching from Course Leaders • Personal development plan 	<ul style="list-style-type: none"> • Three core models of Integral Coaching • Stages of coaching relationship • Elements of a coaching proposal • Design and conduct an Integral Coaching programme • Somatic coaching 	<ul style="list-style-type: none"> • Deepening the methodology • Practice with “guest client” and classmates • Real-time feedback from professional guest faculty 	<ul style="list-style-type: none"> • Live coaching and feedback • Discussion of case studies and what is next for you as a coach • Day of closure and gratitude
<ul style="list-style-type: none"> • Engage in your personal development plan • Reading and written assignments • Individual and group meetings with your Mentor Coach and Pod Guides 		<ul style="list-style-type: none"> • Continue work with clients • Write up case studies • Receive feedback on recorded coaching sessions • Continue with your personal development programme, reading and assignments. 	

THE CERTIFICATION PROCESS

The certification process is rigorous. Rather than take written tests, you participate in an intensive engagement and dialogue with a committee of senior Integral Coach faculty and outside expert professional integral coaches.

The certification process consists of three parts:

1. Live coaching. We pair you with a "guest client," someone who has volunteered to be coached and whom we match with you. We introduce you to each other via email, and you set up your coaching session with them at your own convenience. After having a private initial conversation (not recorded) and designing a coaching programme for them, you then coach them online, making sure that you take a genuinely spontaneous video recording of the session. On your certification day, this will be played back in front of the certification committee and a group of your fellow students. The purpose of doing this is to give the committee a first-hand experience of your competence and way of being as a coach.
2. Development dialogue centered around your written case studies, work done over the year and insights about your live coaching. We discuss the three clients you have written cases about. The committee enquires about the work you did with them and how you interpret these experiences

now. The purpose of this inquiry is to help the committee assess the extent to which your coaching reflects the methodology and standards of Integral Coaching.

3. Final questions. Based on its observations thus far, the committee asks you a handful of final questions about your development as a coach and human being. The purpose of these questions is to allow the committee to observe you reflect on your experiences that day and what you have learned from them.

Deciding to pursue certification

On average, in a class of 24 students, between 20 and 22 students decide to pursue certification. The most common reasons that students choose to delay their certification are: (a) they do not think they are ready, (b) we do not think they are ready, or (c) events in their life make it difficult to invest the time needed to prepare for certification.

In Module 4, at the end of your certification day, the committee makes an assessment of your current competence as a coach. This assessment is based not only on your work and sense of presence that day but also on your development throughout the year.

Certification is without a doubt a challenging process. We hold a high standard of competence because the work of Integral Coaching demands nothing less. This is reflected in the certification process.

THREE IMPORTANT FEATURES

Three features of the course mentioned above are worth highlighting:

- **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 in to 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 deep openness and 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.
- **Individual development.** The personal coaching programme that you receive from

the Course Leader in Module 1 sets a tone and structure for the year. Being coached about something that matters to you provides a visceral experience of Integral Coaching from the coachee's perspective. In addition, the practices you receive and undertake help you become the kind of person who can create such relationships with others; so, this is not only personally powerful, but also very practical in enhancing your ability to coach.

- **"Coaches Bookshelf" and written assignments.** You receive a "Coaches Bookshelf" of ten books that span widely across different disciplines and knowledge bases. One month you may read a book about the physiology of breathing; the next, a work of twentieth-century philosophy; and the next, a guide to being present and mindful amid life's turbulence. The intent is to spark your curiosity by delving into subjects that are essential to coaching and outside your "normal" range of learning. In addition, you complete written assignments such as the application of the core models to a coaching case, essays about how everyday life informs your coaching, reflections on your readings, and the development of a vision of your future. These assignments further help you embody the "two tracks" of Integral Coaching.

WHO WILL SUPPORT YOU?

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

1. You have two private coaching sessions with the Course Leaders and two coaching sessions with Course Leaders in front of some members of the class.
2. Throughout the year you work with a Mentor Coach who supports you in your personal and professional development through periodic coaching sessions.
3. You receive written feedback from your Mentor Coach who listens to recordings of different coaching sessions that you conduct with your coachees and who gives you insight as to how closely your own live coaching methodology is aligned

with the integral coaching principles that you have been taught.

4. You participate with your learning pod. This pod meets together virtually on a regular basis in between sessions. 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 Guide, who is a PCC-certified coach and who is there to support you and the pod.
5. 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 PCC involves a substantial investment of time and attention. In addition to the four, four-day sessions, participants report that they spend an average of five to ten hours per week on activities (reading, writing, coaching, phone calls, personal practices) 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.

1. Can I make a commitment to this programme?

2. 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.

HOW THE PROGRAMME HAS CHANGED IN RECENT YEARS

Based on feedback from participants and our own learning, we consistently adapt and have changed the PCC in the following ways:

- **Enhanced small group learning:** Working in small group pods has taken the place of the previous support system, which was study group calls involving the entire class.
- **Emphasis on the body:** We have introduced a deep focus in Module Two on the body. This module includes developing the body of a coach, recognizing how clients hold emotions and patterns in their bodies, and designing customized body practices for clients.
- **More extensive feedback:** We have significantly expanded the amount of feedback participants receive on their coaching by providing faculty comments about voice/video-recordings of participants coaching their clients.
- **Update to the flow of coaching itself:** We are constantly searching for ways in which to enhance and improve the integral coaching approach and methodology. In 2009, a shift away from assessment and towards invitation in the flow of coaching, has allowed for new openings and possibilities in the style of coaching adopted by each coach as they develop their own, unique coaching 'voice'. In 2011 we shifted towards including a narrative approach in our coaching programme design and continue to deepen and evolve the flow each year. In 2020 we commenced a process designed to highlight and explore how to expand our theoretical frameworks and teaching approach to be as inclusive and honouring of all life, cultures and backgrounds as possible. This remains an on-going endeavour and part of the conscious work of de-colonizing our syllabus.

LIVE-VIRTUAL LEARNING SOLUTION - A GREAT SUCCESS

The feedback so far has been more than gratifying:

“I have never been to a better organised virtual learning event. At times I believed that small group discussions were even better on-line for reasons of randomisation of participants and time management.

I use my coaching experience every day in my corporate life: open non-judgement approach helps me see more in people I work with; asking questions usually brings in new understanding and solutions that would not have happened without the active listening skills that we practiced so much at the course.

While at PCC I was going through a very difficult personal change in life. The course offered me a safe space to reflect on what was going on with me and to look for ways of how I can support myself with the tools we were practicing. Going through the personal changes in life and doing the course at the same time was very emotionally draining, however, upon reflection, it was the best combination that could happen to me at that time.”

Olga Klimanovich, Head of Communication and Employee Engagement |

Vesuvius PLC, United Kingdom - PCC 2019/20.

“Participating in the Professional Coaching Course (PCC) in February 2020 has been a great experience. My first interaction with the Faculty and colleagues was a warm and inspiring one. While I was looking forward to the second module in May 2020, the country was placed on a national lockdown due to the Covid19 pandemic and we had to participate through Zoom.

Most of us were wondering how effective this was going to be. However, looking back at my participation, I must say that this was a very effective and convenient platform. I enjoyed learning with colleagues who, while in different cities of South Africa, felt as if we were in the same room.

This saved all of us the cost of travelling and accommodation while we benefited from the advanced technological engagement. I learned all that was to be and felt the same coaching experience I felt in the first module. We were still able to feel the presence of each other as coaches and appreciated each other's support. I believe this is the new normal that can continue to produce great results in the PCC. It was the best experience of my adult learning and thanks to the Centre for Coaching.”

Dr Rosaline Sebolao, Teaching and Learning Manager |

Faculty of the Humanities at the University of the Free State, South Africa - PCC 2020/21

“PCC is a brilliant programme whether face-to-face or virtual. I think our natural preference is always an in-person session since coaching lends itself to a very personal interaction. However, our PCC lead facilitators did an excellent job in keeping the ‘connection’ by allowing for lots of interaction, body breaks, group sessions and a programme that was designed to accommodate the new ways of working ensuring maximum participation and learning.

Being a part of the PCC programme opened up a ‘new way of being’ for me, which also positively

impacted the personal and professional relationships I have with others. The experience of reconnecting with my true self, recognising my blind spots and making sense of my life's experiences and journey has allowed me to be more aware and more fulfilled; it was eye-opening in more ways than one.

As the Learning and Transformation manager at my company, I am involved in coaching individuals and teams on a regular basis, either formally using the integral coaching method or informally for development and career progression. The PCC programme allowed me to hone my coaching skills, particularly to listen to understand, to empathise and to contribute to the lives of my colleagues at work in a much deeper and more meaningful way.”

*Nimmita Maharaj, Learning and Transformation Manager |
Schneider Electric, South Africa - PCC 2020/21*

“Doing the Professional Coaching Course (PCC) in the virtual space was like peeling the layers of an artichoke - at times frustrating but with the most gratifying outcome.

The course conveners, leaders and mentor coaches really went the extra mile to help one feel held and supported throughout.

Having gone through the process of PCC Certification, I now confidently embody being the coach and have a well-resourced toolkit to ensure that my coaching practice is fulfilling and that I am able to adapt to rhythm of each new dance presented.”

Nicolette J. Moses | Integral Coach, South Africa - PCC 2020 /21

“Excellent, filled me up with inspiration. What a wonderful experience to spend 4 days with such interesting, kind, open, interesting individuals and to have windows to new worlds opened. Awe-inspiring insight into the magically creative art of coaching and being given the gift of being coached.” **Roisin Gregory** (Director of Virtual PA Studio) - PCC 2021/22 South Africa

“Very engaging, Content was very well presented and there was a good balance between lecture and breakouts.”

Karen Levy Strauss PCC 2021/22 South Africa

“What worked for you? “Breakout rooms for the most part and the guided somatic practices we all tried” **Milena Gevers** - PCC 2020/21 South Africa

“The PCC journey has been the most wonderful experience I had in the last two years. I learned a lot, and opened up my appetite for the continuous learning. I met a lot of wonderful people, some of whom have become friends. I am grateful for this experience and feel blessed. Let the journey continue!” **Nataliya Prongue** - PCC 2021/22 Switzerland

“The way we all had to walk our own journey, but never feeling alone was a life-changing experience.” **Delanie Jooste** - PCC 2021/22 South Africa

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 and evenings for each of these modules, as there are assignments to do within each module. 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.

Module 1	Tuesday 14 - Friday 17 March 2023
Module 2	Tuesday 30 May - Friday 2 June 2023
Module 3	Tuesday 19 - Friday 22 September 2023
Module 4	Tuesday 13 - Friday 16 February 2024

Tuition fees

These fees include all four modules including extensive faculty engagement, books, coaching sessions, electronic materials provided on our world-class GSB online platform, monthly pod meetings and issuing of certificates from UCT, NVW 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.

2023 rate ONLY for applicants living and earning in Africa:

Rate	R131 875,00 excl. VAT (R151 656,25 incl. VAT)
*Non-refundable, non-transferable deposit to secure a seat	R11,500 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 for further details.

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

2023 international rate for all other applicants:

Rate	CHF11,500
*Non-refundable, non-transferable deposit to secure a seat	CHF1,000

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

THE APPLICATION PROCESS

Prerequisites

- Successful completion of our *Associate Coaching Course (ACC)* or *Coaching for Development (CfD)* course. This gives you an opportunity to get to know us and us an opportunity to know you. It also provides an important grounding in the foundations of Integral Coaching.
- If you decide to apply for the PCC, we will review your ACC/CfD assignments and final mentor report before endorsing your application.
- Signed Informed Participant Agreement

For all applicants living and earning in Africa:

To apply, email apply@centreforcoaching.co.za to receive a link to your online application form.

For more information visit www.centreforcoaching.co.za or contact Anthea Adams +27 21 650 1107 or anthea.adams@centreforcoaching.co.za

For all other applicants:

To apply, email info@centreforcoaching.ch to receive a link to your online application form.

For more information visit www.centreforcoaching.ch or contact Yael Duncan on +41 79 254 0924 or yael.duncan@centreforcoaching.ch

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)
- 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 its work 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 or 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; and loves attending musical events with her two sons. 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.



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 the Founder of a centre of excellence – The Centre for Coaching – at the Graduate School of Business, University of Cape Town.

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 Coaching

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.



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 and 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 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 freelance 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 2,500 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)
- Integrative Enneagram Solutions Practitioner (Level 1 & 2)



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 in partnership with New Ventures West (USA) & accredited with the ICF.

The UCT GSB Executive Education short courses are non-credit-bearing courses delivered at the equivalent of an NQF 8 postgraduate level of study. The course is accredited through UCT, which is a registered public higher education institution with the Council on Higher Education (CHE). Each course is accredited through an internal UCT quality assurance process, as delegated by the Centre for Higher Education (CHE), ensuring the excellent quality of our offering.

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 our learning partner, New Ventures West, the PCC is accredited by the ICF as a Level 2 programme (formerly ACTP) for 196 hours of coach-specific training, including 10 hours of Mentor Coaching and performance evaluation to the PCC level. Level 2 education (formerly ACTP) is designated as a path to the ICF individual PCC Credential.

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

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. NVW is a learning partner with the Centre for Coaching.

www.newventureswest.com



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 director, Janine Ahlers, is also a member.

www.comensa.org.za

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Founder: Craig O' Flaherty (SA)