



promoting ethics and excellence in coaching

The Association for Coaching is proud to present:

“Coaching for Excellence”

Date: 10th May 2006

Time: 6.15 – 9.00 pm

**Venue: National Motor Cycle Museum, Coventry Road, Bickenhill, Solihull,
W. Midlands B92 0EJ**

Coaching is gaining in popularity with organisations as a method of developing people, but is it just another HR fad? How can you transfer developing an individual to organisational capability? Do you use coaching in your company, but don't know if you are setting yourselves up for excellence? Are you interested in using coaching, but not sure how to go about it? How can you be sure that the coach you select will do a good job?

This seminar will answer these and other questions you have on coaching in organisations. The AC is delighted to present top speakers in this field, sharing best practice and their own experiences:

- **Lynn Macwhinnie**, Honorary VP AC and international coach, talks about the role of coach accreditation and supervision in helping to guarantee the quality of the coach.
- **Stephen Lehane**, Director of HR & OD at the Boots Group, tells us about his experience of building a coaching culture at Boots
- **Linda Booth**, HR Director at United Utilities, explains how they use coaching to support their Developing a High Performance Business strategy
- Open Forum, the speakers join a panel for a debate with you on how coaching works in organisations and will seek to answer your questions on coaching for excellence.
- Plus enjoy networking with like-minded people and sharing your experiences

Spaces for this Seminar are limited so please reply early to guarantee your place. Please pass this information on to anyone with an interest in this area.

Pre-booking is essential: £30 Non AC Members £20 AC members

We would be delighted to see you there and hope you can join us. Send your reservation request to: seminar@associationforcoaching.com to receive a booking form.

The AC thanks the sponsors for helping to make this seminar possible.

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To find out more about the Association for Coaching, please visit www.associationforcoaching.com .

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