



promoting ethics and excellence in coaching

Following the success of this workshop in London in May, the Association for Coaching is proud to present a workshop for organisations implementing coaching:

“How to successfully implement Coaching in business”

Date: Wednesday, 25th October 2006

Time: 2 – 6 pm (registration, refreshments and networking from 1pm)

Venue:

What makes coaching programmes excel and be successful? The challenge for organisations to achieve an effective coaching system is evident: It is clearly perceived and acknowledged as a source of competitive advantage, but at the same time coaching is a very young discipline and there is an obvious lack of practical, reliable guidance on how to implement it in the best way.

Now for the very first time, the *coaching research project 2005* has identified **10 key success factors** for implementation of coaching in organisations and developed a systematic and well-founded framework for management action. Initiator and Project Head Frank Bresser will present these tools and lead this workshop on how you may implement them. They are based on the evaluation of nearly 150 literature sources, the *worldwide coaching survey 2005*, a series of 12 interviews with international reputed coaches and coaching managers and the *Transatlantic Rice University Pilot Project*.

This special workshop gives you the unique opportunity to keep fully up-to-date in this area and acquire two cutting-edge management tools for the successful implementation of coaching in organisations.

PLUS: Learn from the experience of implementing coaching at the BBC, Liz Macann will share their learning and experience in a ‘warts and all’ case study.

Speakers:

Frank Bresser, MBA, MAC, Initiator and Head of the *coaching research project 2005* on best implementation of coaching in business and Associate of Sir John Whitmore’s Performance Consultants International. His book on the topic will be published later this year.

Liz Macann, Head of Executive, Leadership and Management Coaching at BBC, presents their case study

Benefits for participants:

- Acquire up-to-date know-how in the field of implementation of coaching
- Become familiar with two effective, cutting-edge management tools for the successful implementation of coaching, which you can take away and use in your organisation.
- Get a multi-perspective understanding through extensive workshop discussions, to help you prepare your change plan
- Widen your coaching networks

Comments from the May workshop:

Excellent! Great to have balance of practical tools, theory and case study and an interactive approach - lots of thoughts to take away.

Very helpful to have mix of presentation, bringing it to life with a case study, plus opportunities to talk with people via moving to different tables - well done!

Booking

This workshop is designed for managers implementing coaching in their organisation and spaces are strictly limited to allow personal attention, so please respond early to guarantee your place.

Please pass this information on to anyone with an interest in this area.

Pre-booking is essential: **£75 + VAT Non AC Members** **£50 + VAT AC members**

We would be delighted to see you there and hope you can join us. Email seminar@associationforcoaching.com to reserve your place and receive a booking form.

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