



The Association for Coaching

"promoting excellence & ethics in Coaching"

"Association for Coaching Scottish Conference Sells Out"

Advancing Coaching In Scotland

November 10th, Edinburgh - SAS Radisson

Association for Coaching Scotland, 3 November 2006: Following the success of its 2004 event and of the 2006 international conference, the Association for Coaching Scotland is pleased to announce that its forthcoming event Advancing Coaching in Scotland has now sold out, with delegates from the Who's Who of Scottish companies and coaches from throughout the UK eager to hear from a stellar roster of speakers about progress of the profession in Scotland.

The conference focuses on advancing coaching skills, applications and professionalism. It is sponsored by active coaching organisations: Penna plc (no. 28 in Sunday Times best places to work for), ScottishPower plc (one of Scotland's top ftse100 companies), and OPM (the Office for Public Management, whose Jonathon Passmore edited the AC's latest book).

Nicola Russian - Head of the Association for Coaching in Scotland - states: "This event arrives at just the right moment for Scotland in terms of devolution, our competitiveness in Europe and beyond, and the variety of agendas to create a more confident, aspiring nation. There is growing evidence that Scottish companies and individuals are now aware of what sound coaching can achieve in terms of results and value for money. Coaches and corporates alike increasingly want to learn more about how to maximise their skills or coaching applications and help contribute to the coaching industry's growth and professionalism in Scotland".

Speakers and themes include:

- Katherine Tulpa - Chair of Association for Coaching, on key themes from the AC's new book - "Excellence in Coaching, The Industry Guide" (Kogan-Page)
- Myles Downey - Director of Studies at the School of Coaching, will deliver the keynote address on the essence of effective coaching and the challenges to practitioners, as well as a coaching demonstration
- Deirdre MacDonald - Head of Learning and Development at ScottishPower will be letting us in on a coaching case study.
- Oliver Johnston, an international Leadership Coach with Penna will pose questions around inspirational coaching and how coaches can inspire themselves to help inspire others.
- Averil Leimon, UK Top 10 coach and author of "Essential Business Coaching" (Routledge) will share results of a specially commissioned survey of Scottish leaders on the evolution of coaching in Scotland as well as volunteer ideas on how coaches can contribute to Scottish society in a constructive and transformational way.

The conference will also include multiple workshops from Emotional Intelligence to NLP; from Talent Management to Team Coaching; and to what the latest research on the brain tells us about why cutting edge coaching approaches are particularly effective for behavioural change.

Delegates will also receive a copy of AC's reference book: "Excellence in Coaching, The Industry Guide" (Kogan Page)

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Notes:

Established in the UK in 2002, **The Association for Coaching** is an independent non profit organisation with the goal to promote best practice, raise awareness and standards across the Coaching industry. It has more than 1200 members comprising organisations, service/training providers and professional Coaches - from top CEO/Executive coaches through to Specialist and Personal/Life coaches. The Association for Coaching has a professional code of conduct, a vetting procedure when members join; a course recognition and accreditation scheme; industry research; frequent CPD events and professional forums, Conferences and other value added services. With members across throughout the globe, the Association for Coaching is run by a team of high-energy coaching professionals committed to raising the standards and awareness of coaching, within the UK and beyond.

AC Scotland is Scotland's leading organisation for professional coaches. It focuses on raising the profile of the AC amongst Scottish coaches and organisations applying coaching in the workplace. It also holds events across the country for the continuing professional development of coaches as well as information/networking events for organisations with an interest in coaching.

Organisations and Corporates attending include:

The Scottish Executive, Investors in People Scotland, Prudential, Standard Life, Lloyds TSB Scotland, Scottish & Newcastle UK Ltd, ScottishPower, Ernst & Young, Friends Provident, Royal Bank of Scotland, EasyJet, The National Trust for Scotland, West Dunbartonshire Council, City of Edinburgh Council, NHS Greater Glasgow and Clyde, East Ayrshire Council, and the Universities of Aberdeen, Birmingham and Stirling.

The AC's first book "Excellence in Coaching, an Industry Guide" (Kogan Page), launched in September this year and includes high level contributions from key figures in Coaching including Tony Grant, Sir John Whitmore, Ian McDermott, Dr Cary Cooper, Frank Bresser and AC founder Katherine Tulpa.

Media contacts:

Nicola Russian, Head of AC Scotland
Email: nicola@associationforcoaching.com
Tel: 0856 652 0352

Martha Leishman, AC Scotland Development Team
Martha@associationforcoaching.com
Tel: 0845 456 1776

Gladeana McMahon
Head of Media Relations
media@associationforcoaching.com
Tel: 020 8852 4854
Mb: 07711 896 185

For more information:

Conference - www.associationforcoaching.com/scotland/conference

Association - www.associationforcoaching.com
Registered address: 66 Church Road, London, W1 1LB