

**mindspan**

enabling leadership

COACHING AUSTRALIA

**ACSTH**

Approved Coach Specific Training Hours  
International Coach Federation

**29<sup>th</sup>**

# Executive Coach Certification Program

**7-Day ICF-Accredited ECCP to Train and Certify Internal and External Executive Coaches**

**March 12-14 and June 11-13, 2020**

**Shanghai Marriott Hotel Pudong East  
15 Jinqiao Road, Pudong New Area, Shanghai**

## Why Coaching Certification >>>>>>

### Leverage Cutting-edge Coaching Skills to Optimize Performance of Your Organization

Our program is highly suitable for leaders who are looking to deepen their coaching capability and enhance their leadership toolkit. The program provides a highly contextual opportunity to develop coaching as an additional leadership style. It is designed to be highly practical and can be immediately implemented in numerous day-to-day leadership responsibilities and interactions.

As a business leader or HR professional are you excited about operating as an internal coach to leverage the potential of your senior leadership team and high potentials? Would you value the skills and knowledge to lead a coaching culture in your organization to ensure competitiveness in an ever-changing marketplace?

Through your in-depth coaching knowledge, you will be able to operate as a credentialed internal coach. Your training and experience can also be leveraged to expertly select a top-performance coaching panel of either internal or external coaches, to effectively support the desired outcomes of your leadership development agenda.

### Looking to Shift into an Exciting, Flexible and Constantly Rewarding Business of Your Own, with Ongoing Support and Community?

If you have a genuine interest in human potential, a strong professional background and a desire to create a potentially lucrative business that can be tailored to your life, our ECCP program may well be an excellent career choice.

## 4 Reasons for Attending >>>>>>

- **Highest Standard and ICF Accreditation.** Our program is ICF (International Coach Federation) accredited ensuring alignment to the highest global coaching standards. The program represents 67.5 Coach Specific Training hours which satisfies the training requirement for the ACC (Associate Certified Coach) credential with the ICF.
- **World-class Trainer Experience.** Jennie Hill from Australia, is an ICF PCC (Professional Certified Coach) and one of our most-valued coach trainers with tremendous experience in executive coaching and facilitation.
- **Strong Track Record.** Since its launch in late 2009, our ECCP has now become one of China's most recognized executive coach certification programs boasting 760 graduates from the past 47 programs. Participants include senior business and HR executives from leading MNCs such as Microsoft, IBM, GE, J&J, Ford, Mars, Deloitte, Roche, Bayer, Coca Cola, PepsiCo, Pfizer, Starbucks, Bristol-Myers Squibb, Shell, Novartis, AXA, HSBC, Intel, ABB, Schneider Electric, AB InBev, Standard Chartered, Honeywell, Lenovo, Huawei and TCL.
- **Strong Alumni Network and Ongoing Support.** We provide coaching opportunity to graduates and organize regular alumni events and facilitate ongoing learning and support among the ECCP graduates.

## Who Should Attend >>>>>

- C-suite individuals, Senior Leaders and HR VPs/HRDs.
- Retired executives and managers, OD professionals, management consultants, trainers, facilitators, entrepreneurs, counselors and psychologists.
- At least 15 years' corporate/professional experience with leading organizations.
- Passionate about supporting the personal growth and success of others.
- Life-time learners with inspiring worldviews, a generous heart and absolute integrity.

## Workshop Overview >>>>>

Globally recognized for its effectiveness, executive coaching has become one of the most heavily invested tools in leadership development among the world's leading organizations. Increasingly companies are driving a coaching culture to increase engagement, retention and performance. The value of the external coach is now widely recognized as executives are able to utilize the agenda-free relationship to examine the targeted areas for personal and professional development in a safe forum.

Our cutting-edge program provides thorough and highly experiential training focusing on tools and practical application of real-life executive coaching scenarios so that you come away fully equipped to operate as an internal or external coach.

To make our ECCP unique, we acknowledge the conflicting paradigms of Western leadership best practice and the Chinese culture, and examine the challenges ahead for coaching in China.

Our ECCP was designed by Lisa Wandl, founder and Managing Director of Coaching Australia, who also holds the PCC credential with the ICF. Lisa is globally renowned having personally designed and delivered coach training to leaders from more than 100 multinational organizations across 3 continents and more than 14 countries. Her program designs draw on her 18 years' corporate experience along with more than a decade operating as a sought-after Executive Coach serving a global clientele.

Our 7-day ECCP is broken down into two 3-day live workshops supported by 4 podcasts and four 60-minute conference calls between the workshops, followed by 3 additional monthly group mentoring calls and e-mail support.

“ Out of the \$80 billion being currently spent on corporate education, about \$2 billion is spent on executive coaching at senior executive levels in Fortune 500 companies. ”

- **FLI Research**

“ The executive and business coaching industry is growing by about 40% a year. ”

- **The Economist**

## Benefits of the Program >>>>>

- 1. Intensive Yet Comprehensive Program.** Our program is highly efficient in delivery yet allows critical experimentation, learning and embodiment over a period of approximately 4 months.
- 2. Highly Practical and Relevant.** Designed and delivered by leading coaching professionals who apply these skills daily in global organizations. Designed to have you confidently coaching internal or external clients with all the concepts and tools you need by the end of the training.
- 3. Tailored for the Chinese Reality.** Our program acknowledges the inherent challenges of a business environment where Western leadership best practice and Chinese tradition aim to co-exist. We provide a forum for understanding the differing styles, beliefs and behaviors with a goal of increasing the coach's capacity to work most effectively across the East/West paradigms.
- 4. ICF Accreditation.** Gain the well-respected ICF accreditation as a testament to your credibility in the workplace or marketplace.
- 5. Ongoing Support.** Following completion of the program, you will be further supported by our coaching experts over the following 3 months in the way of mentoring support as well as opportunities for real-life coaching practice.

## Why Us >>>>>

- 1. Specificity.** While we deliver cutting-edge coaching methodology, our key differentiator lies in our focus on being specific to the Chinese market. We are convinced that a Western concept like coaching needs adaptation to the Chinese environment to be equally effective.
- 2. Our Purpose Is Your Success.** We are absolutely committed to the success of our participants, providing ongoing mentoring, personalized focus and the building of a strong coaching community for your ongoing learning and growth.
- 3. Sharing Experience, Not Theory.** You are learning what works! Our cutting-edge coaching methodology is designed by corporate executive-turned coaches and delivered by two leading coaches who employ all the coaching models and tools in the workshop successfully in global organizations.
- 4. Credibility.** Our vision is to develop a reputation as the most credible executive coach network and coaching certification organization in China and the fact that we already have more than 760 graduates through 47 programs we've offered in China and Australia tells a lot about our success.
- 5. Alumni Support.** We are a leading executive coach network in China and will use our network to help market our alumni as professional coaches if they choose coaching as a full-time career.

“ Our management team agreed unanimously that Coaching Australia's Coach Training modality would increase morale, more fully leverage the potential of the individual, increase productivity, and positively influence staff retention.

*I would highly recommend Coaching Australia as a provider of training to bring coaching into the High Performance Leadership toolkit of any organization, and am willing to provide a verbal point of reference.*

- Peter Acheson, CEO, Ambit

”

“ I met my first coach 11 years ago. Up till today, I have been playing the part of the coachee, not knowing what exactly is the role of the coach. As a leader sometimes you're very lonely, and if you run very fast, then it will be even worse. This ECCP delivered by Lisa and Maryanne has helped strengthen my relationship with my team again. From now on I will try to listen to them more and this is my best learning out of this program. ”

- CEO of Avarto Service, Bertelsmann China

## **Program Outline >>>>>**

### ***Define Coaching***

- Fully understand and be able to differentiate coaching from other modalities and the boundaries of coaching such as mentoring, consulting and training
- Differences between executive coaching, business coaching, life coaching and NLP coaching

### ***Why Coaching Is So Powerful - the Neuroscience behind Success***

- The science behind the effectiveness of coaching to create positive sustainable change

### ***The Foundations of Coaching***

- The 7 Principles of Coaching
- The 7 Essential Coaching Qualities
- ICF Coaching Competencies

### ***Ethics of Coaching***

- Clear parameters for your behaviors as a coach

### ***Coaching Skills***

- SSSHHH coaching communication skills model
- Speaking like a coach
- Listening like a coach
- Permissioning
- Reflecting, bottom-lining, and intuiting
- Powerful questioning
- Giving feedback
- Acknowledgment

### ***Opportunity and Challenges of Executive Coaching in China***

- How can coaching increase trust, engagement, talent development and cultural transformation for fast-growing China-based organizations

### ***Coaching Structures and Processes***

- Goal-setting session
- CHOICES goal-setting model
- Structure for the momentum coaching session
- Overall program structures
- Setting and reviewing actions powerfully
- Creating insight and awareness
- The PACT model
- Setting the program cost
- Using coaching worksheets
- Conditions for coaching to be effective

## Program Outline (cont'd) >>>>>

### **Coaching in Organizations**

- Understanding the organization
- The challenges of managing 3 stakeholders
- Contracts for organizational coaching
- Pros and cons of using internal coaches versus external coaches
- Best practice for driving and embedding a coaching culture within the organization

### **Making Coaching Outcomes Measurable**

- Tangible ways to demonstrate coaching impact

### **Coaching in Leadership Areas**

- Applying coaching to common developmental areas of leadership

### **Coaching Tools**

- A spectrum of tools that support your coaching and the development of the coachee including:
  - Coach and client's workbooks
  - Executive coaching foundational questionnaire
  - Values assessment
  - 360 feedback report

### **Progressing the Coaching Agenda**

- A forum to consider how to move towards desired outcomes in either an internal or external coaching capacity

### **Self-Assessment**

### **Individual Coaching Feedback to Participants**

“ *Excellent program! Good material touched on many subjects. I especially enjoyed the concepts, definitions, acronyms and phrases as well as the role play, which really made me think and force my lessons into practice. Good examples with good articulation; presentation is done in a concise and pleasant way; inducing a lot of interactions from the class is also exceptional; good way of leading from one topic to another.*

*It has been soooo rewarding for me in many ways. To say the least, I think I have become a better person as I see myself starting to think differently. I believe I need to change myself before I can help change others.*

”

**- Asia Pacific EVP and GM, TANDBERG Television of Ericsson Group**

### Leader Coach Trainer: Jennie Hill

Jennie Hill is a qualified and experienced Executive Coach and has coached internally and externally at CEO and senior management level. As an ICF PCC, Jennie has over 1,500 hours experience coaching CEO's, principals, senior managers and emerging leaders. She has worked with clients from diverse industries including Technology, Finance, Health, Pharmaceuticals, Local Government, Education, Consulting and Training, Property and Insurance. Her corporate clients include corporations such as PwC, Baker McKenzie, NAB, Arab Bank of Australia, AIA, Epichealth, Healthscope, BUPA, Sanofi Aventis and Thales.



### Assistant Coach Trainer: Ann Wright

An ICF PCC, Ann Wright is an experienced, values-driven executive coach and leader who specializes in personal and organizational change. She has worked with senior management and Boards as an internal and external change consultant and facilitator to project manage and deliver changes required by internal and external drivers. She is highly consultative and works to ensure alignment with key stakeholders, business objectives and organizational values throughout the change process.

As a coach, Ann provides insightful guidance and appropriate challenge to help her executive clients navigate role transitions and develop personally and professionally. She is facilitative, solutions-focused, analytic and curious as she works with her clients to realign their performance and perceptions to achieve with their professional and personal goals.

Ann has worked with a range of organizations in both Australia and New Zealand especially in the public and NFP sectors including aviation, transport, regulation, health, education, membership and professional services.



## About MindSpan >>>>>

Founded in Shanghai in April 2006, MindSpan is a client-centric leadership development company and a leading executive coach network in the APAC with more than 400 coaches including 45 ex-CEOs from top companies.

MindSpan's core business is one-on-one executive coaching, which is 60% of our revenue. In addition, we provide other cutting-edge coaching/leadership programs such as:

- **High-performance Leadership Team** program (HPLT, delivered in both English and Chinese).
- **Experienced Leadership Program** (ELP, an integrated 6-month leadership program blending assessments, workshops of 8 days and 1:1 coaching)
- **Global CEO Coaching** program by Gary Ranker and other top CEO coaches
- **Executive Presence for Impact program** (EPI)
- ICF-accredited **Executive Coach Certification Program** (ECCP, in both English and Chinese)
- **Leader as Coach** workshop (LaC, delivered in both Chinese and English)
- **High Flyers Leadership Coaching** program (HFLC, low-cost coaching program for HIPOs/mid-level managers)
- Marshall Goldsmith **Coaching for Leadership Excellence** workshop (C4LE, designed and delivered by Goldsmith himself)
- **Thinking and Leading Strategically** workshop (TLS, customized workshop)
- **Leading Transformation Alan Mulally Way** workshop (LTAM)
- **China Executive Coaching Conference** (CECC, biyearly conference, the 5<sup>th</sup> CECC will be held in Shanghai on April 23-24, 2020)

MindSpan serves more than 450 leading MNCs and Chinese companies. Partial client list includes Microsoft, J&J, GE, Ford, IBM, Deloitte, Bayer, Mars, Standard Chartered, Roche, Boehringer Ingelheim, ABB, Bristol-Myers Squibb, Novartis, Texas Instruments, Coach, AB Agri, Starbucks, GSK, ThyssenKrupp, Philips, BCG, Bosch, Schneider Electric, Coca Cola, Pfizer, Jaguar Land Rover, Intel, B.Braun, Bertelsmann, McKinsey, Eaton, Saint-Gobain, Honeywell, Delphi, PepsiCo, Cisco, Mead Johnson Nutrition, L'Oreal, Richemont, Lenovo, Huawei, Alibaba, Tencent, Midea, JD.com, Lianjia and China Resource.

We serve clients in Greater China, Japan, Korea, Thailand, Indonesia, Singapore, Vietnam, India, Australia, Israel, South Africa, EU and North America.

## About Coaching Australia >>>>>

The success of Coaching Australia, established in 2001, evidences our professionalism and talent for facilitating positive sustainable change at an individual and organizational level.

Coaching Australia has developed a reputation of excellence in the design and delivery of all coaching related services, and has extensive experience training leaders of multinational organizations globally. Our Coach Training programs are designed specifically to support leaders of multi-national and multi-cultural organizations to successfully integrate the principles of Western best coaching and leadership practices, with the unique belief systems of other cultures. Our ECCP is accredited with the ICF, ensuring alignment to the highest industry standards.

Our exceptional team of trainers and coaches are amongst the highest credentialed in the world, ensuring our programs are delivered from a base of true experience and passion, in addition to leading edge coaching theory

Coaching Australia's ability to deliver consistently excellent outcomes across industry and culture, and its commitment to outstanding customer service, has seen our brand grow to deliver to an extensive top-tier client base. We are proud that our growth can primarily be attributed on repeat business and referral.

**Reserve Your Seat Today! >>>>>**

## Workshop Information

- Dates: **March 12-14** (first session) and **June 11-13** (second session), 2020, and 4 conference calls
- Time: 9:00 AM – 5:30 PM on Thursdays and Fridays and 8:30 AM – 5:00 PM on Saturdays
- Conference call schedule: To be announced in the first workshop
- Venue: Shanghai Marriott Hotel Pudong East, 15 Jinqiao Road, Pudong New Area, Shanghai  
上海金桥红枫万豪酒店, 浦东新区新金桥路15号

## Participant Price & Discounts

Item	Price	Remarks
Individual price	RMB ¥ 39, 800.00 (US\$ 5,686)	Price for full program, certification and ongoing support
Group price	RMB ¥ 33, 830.00 (US\$ 4,833)	15% discount provided for 3 or more participants from the same company
Early-bird discount (15%)	RMB ¥ 33, 830.00 (US\$ 4,833)	Early-bird discount is eligible only when irrevocable invoice is issued before December 31, 2019

## Participant Information

#	Full Name	Company	Title	Cell phone #	E-mail
1					
2					
3					

## How to Make Payments

<input type="checkbox"/> or <input type="checkbox"/>	Bank transfer/电汇	See the bank account information below
<input type="checkbox"/> or <input type="checkbox"/>	Check/支票	See the company name below

### 人民币支付

公司名称: 上海励行企业管理咨询有限公司  
开户名: 建设银行上海分行花木支行  
Swift code: PCBCCNBJSHX  
银行帐号: 3100 1523 2120 5000 5786

### Payment in US\$ Or Other Currencies

Company Name: MindSpan Asia Ltd.  
Beneficiary Bank Name: HSBC Hong Kong  
Beneficiary Bank Address: 1 Queen's Road Central, Hong Kong  
Beneficiary Account Number: 848 654 232 838  
Swift Code: HSBCHKHKKH

## Register Now!

- Fill out Registration Form and send it to Kerry Zhao by email [kerry.zhao@mindspan.cn](mailto:kerry.zhao@mindspan.cn) or contact her by phone (86-21) 5059 8969 x 801



- Participant fee is inclusive of participant workbooks, refreshments and luncheons.
- The program participant shall not videotape any session of the workshop.
- If you are unable to attend, a substitute delegate is welcome at no extra cost. Or your registration can be credited to a future ECCP workshop organized by MindSpan.
- Participant fee will be paid in full amounts and invoice will be issued upon receipt of full payment of participant fee. For corporate participants, we can also issue invoice before payments are made.
- Cancellations should be confirmed in writing four (4) weeks before the workshop commencement date. In this case, half the participant fee will be charged for cancellation. MindSpan will not accept cancellations within four (4) weeks of the workshop commencement date. Workshop workbook, however, will be couriered to the delegate. Failure to attend this workshop without prior notice will result in loss of participant fee.
- MindSpan will refund full participant fee if the workshop is cancelled due to its own operational reason, but will not be held accountable for any other expenses incurred by the participant or his/her employer as a result of the cancelation. Alternatively, the delegate can choose to attend another ECCP workshop to be organized in future.
- MindSpan reserves the right to change the dates, location, trainer or combine the workshop with another ECCP workshop as a result of circumstances beyond its control or as it deems necessary, without penalty and in such situations no full refunds, part refunds or alternative offers shall be made.
- The registration information you provided to MindSpan will not be published or shared with external parties for whatever purpose.
- A minimum of 85% attendance in the face-to-face workshops and conference calls is required for certification.
- If a participant has to miss any of the face-to-face sessions or conference calls, she can subscribe to the make-up calls with the ECCP coach trainers by paying an extra charge. A detailed fee scheme will be communicated in Day 1's workshop.