

# LEADING AND COACHING ACROSS CULTURES

Bringing people together to celebrate their strengths  
and to leverage their cultural differences.

Certification Cultural Orientations Framework (COF) Assessment



Accredited and Experiential Advanced Workshop for  
Executives, HR Professionals, Coaches, Trainers, Consultants and Interculturalists

Global Coaching Pioneer  
October 2, 3, 4<sup>th</sup>, 2019  
Toronto, ON, Canada

Toronto, Canada and North America have such a cultural richness. Become certified and equipped to leverage cultural differences, to think and communicate differently, to promote creativity, inclusion and sustainable high performance for results with individuals, teams and organizations.

*"One of the particular advantage of cognitive diversity is that it promotes two things that institutions need: creativity and innovation."*

Prof. Philippe Rosinski, MCC Author of



*~Cass Sunstein, Harvard University Professor.*

## IGNITE AND INNOVATE THROUGH THE POWER OF DIFFERENCE

People from around the world, from diverse individuals to collective cultural backgrounds, are coming together to make up today's workforce as well as the culturally diverse clientele that we serve.

So how do we bring together people, identify cultural similarities and/or leverage cultural differences to unleash individual, teams and/or organizational potential in the global markets?

Leading and Coaching Across Cultures, by integrating multiple perspectives, is a powerful vehicle for enabling sustainable and global success for others and ourselves. This workshop focuses on the cultural perspective in the context of a broader vision that also integrates physical, managerial, psychological, political and spiritual perspectives.

## WORKSHOP OVERVIEW

The goal of this certification and advanced workshop is to help executives, managers, HR professionals and coaches to systematically integrate the different cultural dimensions into their work. The workshop is also for interculturalists eager to weave coaching into their work.

In our multicultural and fast-changing environment, it is essential to embrace diversity, bridge cultural gaps, learn from cultural differences for more creativity, allowing us to act responsibly, overcome divisions, live meaningfully and strive for internal and external unity. This certification is an interactive 3-day seminar to master leadership and intercultural coaching, combining theory, role-plays, case studies, group activities and peer coaching.

## 4 INTERCONNECTED LEVELS OF APPLICATION

- 1. Individual** ~ One-to-one coaching and leadership development
- 2. Team** ~ Team coaching
- 3. Organization** ~ Organizational Development for forging internal & external alliances as well as facilitating acquisitions.
- 4. Society** ~ Contributing to society's progress through interconnectedness

**Seminar accredited by ICF (International Coach Federation) 21.25 CCE**  
**19.5 Core Competencies**  
**1.75 Resource development**

*"Global-leadership capacity is surfacing more and more often as a binding constraint. Some 30 percent of US companies admit that they have failed to exploit fully their international business opportunities because of insufficient internationally competent personnel."*

*~McKinsey Quarterly, Developing Global Leaders.*

## 5 REASONS WHY YOU SHOULD PARTICIPATE

### 1. Develop Cultural Inclusiveness

- Acquire skills that allow you to extend beyond current cultural norms, values and beliefs when leading a diverse workforce or coaching clients, to reach their full potential by making the most of alternative cultural perspectives.

### 2. Leverage Multiple Perspectives

- Through recognizing and understanding multiple perspectives, discover creative solutions to leverage cultural differences and address complex and multidimensional challenges.

### 3. Sharpen your Impact

- Maximize opportunities from diversity and achieve superior results for your organization.

### 4. Unique Leadership Development

- Gain higher levels of awareness of your own cultural profile towards strengthening your leadership.

### 5. Forge Deep Interconnectedness and Trust

- Understand how to leverage cultural differences to forge deep interconnectedness and trust within teams and organizations.

Upon completion of the workshop you will be certified to use/administer the COF online assessment.

## 5 BENEFITS OF THE PROGRAM

### 1. Highest Standard and ICF Accreditation

- Our program is **ICF accredited** ensuring alignment to the highest global coaching standards. The program represents **21.25 CCE** units (19.5 Core Competencies 1.75 Recourse Development) counting towards ACC, PCC and MCC ICF Certification.

### 2. World Class Trainer Experience

- Philippe Rosinski, a bestselling author and world authority on coaching global leaders, will be facilitating this workshop.

### 3. Strong Track Record.

- The LCAC workshop has been delivered around the world including London, New York, Paris, Buenos Aires, Oxford, Hong Kong, Shanghai, Rome, Prague, Amsterdam, Brussels, Sydney and now Toronto and has won wide acclamation from participants.

### 4. Alumni Network

- Graduates from this program are invited to join a group of over 350 LCAC alumni for ongoing learning, support and networking.

### 5. Certification and Qualifications to administer COF Assessment

- Become certified to use and administer the COF assessment online with individuals, teams and organizations.



## ABOUT the CULTURAL ORIENTATIONS FRAMEWORK™ (COF)

### Preferred Choice for many Users

“We selected Rosinski’s COF as a conceptual framework and primary assessment tool for several reasons (cultural categories transcend typical categorization, team profile can be utilized for future initiatives, cost effectiveness...). Other models were considered, however the COF framework seemed particularly designed for coaches to have coaching conversations that facilitate leveraging cultural differences and creating new possibilities.”

~Dr. C Carr, PCC and L Seto, PCC (Canada), *International Journal of Evidence Based Coaching and Mentoring*

### Multidimensional and Flexible

With its 17 dimensions (more can be added on a custom basis), the COF allows us to become aware of our inevitable biases (e.g., how we communicate, think, manage time, organize ourselves, deal with power and responsibility), and to go beyond potentially limiting norms, values and beliefs. The COF allows discovery of new options to increase versatility, creativity and effectiveness. Its underlying dynamic and inclusive view of culture, enables us to build unity in diversity by leveraging cultural differences.

### Different Scope from Traditional Intercultural Assessment Tools

While still allowing comparison of individual profiles with various national cultures, the COF assessment has a much broader scope. It aims at helping individuals grow by learning from cultural differences of various kinds. Culture here consists of all the characteristics we have acquired along the way, by interacting with various groups of people and being part of different cultural groups (family, generation, profession, company, country, religion, etc.). The COF assessment can be viewed as an equivalent, at the cultural level, to a personality assessment such as the MBTI.

**The COF certification will allow you to take advantage of a completely new version of the COF assessment: new design, new features, enhanced version!**

## WORKSHOP PROGRAM

### DAY 1 ~ Integrating the Cross-Cultural Dimension into Leadership and Coaching

#### Theoretical Foundations

- Global leadership and coaching to address complex challenges in today's interconnected and turbulent environment.
- Global leadership and coaching to achieve sustainable and meaningful success.
- A novel, inclusive and dynamic understanding of culture.
- Explore attitudes vis-à-vis cultural differences from ethnocentrism to the synthesis of cultural diversity.
- Decipher cultural differences and identify new growth opportunities outside one's cultural comfort zone and through the synthesis of differences, with the Cultural Orientations Framework (COF).

#### Activities

- Explore your cultures and how they affect your leadership or coaching through an inductive activity.
- (Re)connect with the wisdom in your cultures and discover lessons from others to address complex challenges.
- Debrief of the COF online questionnaire: individual and aggregate results, assets and developmental opportunities are discussed both for individual and group progress.
- Engage in a Diverse Team development action-learning project throughout the workshop.

### DAY 2 ~ Leading and Coaching of Individuals, Teams and Organizations

#### Theoretical Foundations

- Become aware of your own cross-cultural orientations, learn to identify others' orientations and effectively bridge cultural gaps.
- Learn how to leverage differences.
- Global team development.
- Global organizational development through alliances and M&As.

#### Activities

- Role-play challenging scenarios, a chance to practice, and exchange developmental feedback
- Experiential activities: an opportunity to highlight our inevitable cultural biases and show ways to go beyond present cultural limitations.
- Case study (a cross-cultural merger): participants work individually and collectively to come to problem solving consensus.

### DAY 3 ~ Engaging in Your Own High-Performance and High-Fulfillment Journey

#### Theoretical Foundations

- The Global Coaching Process to practically engage in leadership and global coaching: develop familiarity with a 3-step process to facilitate a high-performance and high-fulfillment journey with individuals and teams.
- The Global Scorecard: Learn to set objectives that promote business success while encouraging you to take care of yourself, nurture relationships, and serve society at large.
- Art and coaching across cultures.
- Leading and coaching from multiple perspectives: physical, managerial, psychological, political, cultural and spiritual.
- Möbius strip model: achieving unity in diversity.

#### Activities

- Group projects presentations: articulate findings and discuss the process.
- Case study (a complex case of individual coaching): participants discuss their approach and a multiple perspectives model is shared to unleash new growth opportunities.
- Participants engage in a self-assessment and become familiar with a goal setting process that enables global success.
- Peer coaching: help each other articulate developmental objectives and action plans, integrate insights and feedback gained during the seminar into the process.
- Finally, a time for celebration, sharing, and connecting to support each other and build new collaborations on the journey ahead.

## PRESENTERS

### Lead Executive Coach Trainer ~ Philippe Rosinski, MS, Ir., MCC



Philippe Rosinski is a world authority in global leadership development, executive coaching, and team coaching. He has pioneered a global approach that leverages multiple perspectives for greater creativity, impact and meaning, and his innovative approach of bringing the crucial intercultural dimension into coaching has won him worldwide acclaim.

Philippe is the first European to have been designated Master Certified Coach by the International Coach Federation. He is the principal of Rosinski & Company, and international network organization that helps leaders, teams and organizations unleash their human potential to achieve sustainable high performance. Philippe is also a professor in the

MBA program for global managers at the Kenichi Ohmae Graduate School of Business in Tokyo, Japan.

He is the best-selling author of “Coaching Across Cultures” (chosen by the Harvard Business School as its featured book recommendation in the category of business leadership) and “Global Coaching”, and co-author of ten other books including “Mastering Executive Coaching” (2019).

Often invited to speak at international conferences, Philippe currently serves on the editorial Board of Coaching: An International Journal of Theory, Research and Practice, and sits on the Global advisory panel of the Association for Coaching. He lives near Brussels with his family.

### Co-Facilitator ~ Tanya Nesterenko, MHSc CEC ACC

Tanya Nesterenko, is a bilingual Certified Executive Coach and Registered Speech Language Pathologist who specializes in helping individuals and teams identify, develop and strengthen their unique talents in order to accelerate personal and business success.

For the past two decades, Tanya has guided high-potential and growth mindset people as they transform into more assertive, influential and impactful leaders who generate organizational results.

Tanya’s coaching and consulting skills are fueled by her ability to connect easily with others. Her positive situational analysis, ability to identify individual strengths and needs, and capacity to examine points of view from multiple cultural perspectives makes her a highly creative and highly engaging resource. Tanya’s commitment to authenticity and her passion to innovate helps create an environment where leaders can become who they are meant to be.



Her skills have had a global impact. Clients in Canada, Switzerland, United Arab Emirates and Qatar have benefited from Tanya’s ability to engage in complex issues involving multidisciplinary teams. Her interactive professional workshops engage groups large and small, and offer practical, energizing strategies to facilitate sustainable behavior change.

## TESTIMONIALS & ACKNOWLEDGMENT

“Philippe is one of the best Thought Leaders in the field of intercultural knowledge. I have taken his "Leading & Coaching Across Cultures" Program and thought that is was amazing. His books are substantive, and his Assessment Tool is excellent. I only wish that he was closer to California. Kudos!”

*Paula Swanson ~ USA  
ESL Instructor at Stafford House with Own Management Consultancy*

“This 3-day workshop was nothing short of exceptional!”

*Denis Niedringhaus ~ France  
Expatriation Coach*

“Having the chance to participate in this training in June 2017, I can only wholeheartedly recommend it for the quality of the interventions and the pertinence of the transcultural approach developed by Philippe Rosinski. This interactive certification seminar is for any person in a leadership position and / or supporting individuals and teams, eager to liberate the potential residing in cultural diversity. We know that building team cohesion and synergies is not straightforward. This seminar has the merit of offering concrete ways and powerful tools to explore and capitalize on cultural differences.”

*~ Marine Neyen, Luxembourg*

“It is an amazing tool that Philippe is bringing into the world. It helps families, teams and organizations to really start to understand each other, to appreciate and leverage similarities and difference, and to become more powerful in the way that they work together.”

*Lesley Lee ~ Peru  
Expatriation Coach*

“Great seminar! I did it three years ago in London and learned a massive amount... still working on it all – so interesting.”

*~Jan Henson – France  
Cross Cultural Executive Coach and Trainer*

“I have been using the COF assessment with groups of international master’s students for almost a year now and the feedback is very positive and encouraging. The students like how the profile allows them to link some of the classical models to themselves individually and also better navigate the similarities and differences in their project group. All in all, it is proving to be a very useful addition to the “Working Together” toolbox of my students. We have also just used the assessment on a first group of staff, academic and administrative and the feedback was also very positive. A big thank you to Philippe for this interesting tool.”

*Grant Douglas ~ France  
Vice President SIETAR – France – Intercultural Communication at Lille Catholic University*

## DATES & LOCATION

### Date

~ October 2nd, 3rd & 4th, 2019

### Location

~ Ryerson Student Centre  
55 Gould Street, Toronto, ON

### Meals

~ Delicious healthy snacks and lunch.  
~ Tea, coffee, juices and water

### Maximum 21 Participants



21.25 CCE  
19.5 Core Competencies  
1.75 Resource Development

# ENROLLMENT FORM

**Register Now To Reserve Your Seat**  
**(Limited 21 participants)**

Please fill out, scan the registration form and send it to us by Email or WhatsApp. Once we have received your registration, we will send you bank details for payment.

**Find us at**

+1 416.998.8257



tanya@theexecutivepresence.ca

**Please feel free to contact us for any question or support regarding the certification**

### Participant Information

Name	_____	Postal Code	_____
Organization	_____	Country	_____
Profession	_____	Email	_____
Address	_____	Telephone	_____
City	_____		

### Billing Information

Name	_____	Postal Code	_____
Organization	_____	Country	_____
Profession	_____	Email	_____
Address	_____	Telephone	_____
City	_____		

How did you hear about the Leading and Coaching Across Cultures COF certification seminar?

\_\_\_\_\_

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I confirm my participation in the Leading and Coaching Across Cultures three-day certification to be held in Toronto, from October 2-4<sup>th</sup>, 2019. I accept the Terms and Conditions stated on the following page of this brochure.

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

## YOUR INVESTMENT

- \$2600 CND + 13% HST per person
- \$3100 CND +13% HST per person
- \$2600 CND +13% HST per person

**Early Bird Special** – Reg. before June 30<sup>th</sup>, 2019

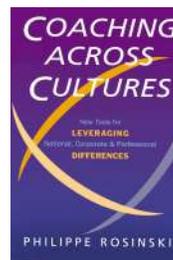
Registration after July 1<sup>st</sup>, 2019

For 3 or more participants from the same company

**Your registration is confirmed once the payment is received in full.**

Each participant will receive complimentary copies of Philippe Rosinski's two books.

Lunch and snacks at coffee breaks are included.



## TERMS AND CONDITIONS

### 1. Participation Fees

- Participation fees include the three-day certification, course materials, lunches, and coffee breaks. Travel, accommodation, and other meals and drinks are the responsibility of the participant and are not included in the fees.

### 2. HST

- 13% HST is applicable for all payments.

### 3. Recording

- The participant shall not record, video or audio, any part of the certification.

### 4. Payment

- Participant fee will be paid in full to secure their registration.
- All payments can be either made by cheque or e-transfer to [tanya@theexecutivepresence.ca](mailto:tanya@theexecutivepresence.ca)
- An invoice will be issued upon receipt of full payments.

### 5. Alternative Participant

- If the participant is unable to attend, a substitute delegate is welcome to participate at no extra cost.

### 6. Cancellation Policy

- If a cancellation request is received after September 16<sup>th</sup>, 2019, no refund will be given.
- If a cancellation is received between September 2<sup>nd</sup>, 2019 and September 16<sup>th</sup>, 2019, 50% of the fees will be refunded.
- If a cancellation request is received before September 2<sup>nd</sup>, 2019, a full refund will be given, excluding a charge for materials already distributed and / or bought.
- The Executive Presence and Rosinski & Company reserve the right to cancel the seminar if there are insufficient registrations or under exceptional circumstances. A full refund of the paid certification fees will be refunded. The Executive Presence and Rosinski & Company will not owe any other compensation.

### 7. Limited Spaces Available

- The LCAC Certification is limited to keep learning to a small group for intimate learning. We encourage you to enroll as early as possible to avoid disappointment!