

ADVANCED EXECUTIVE COACHING SEMINAR – EUROPE 2010

COACHING ACROSS CULTURES

Certification Cultural Orientations Framework assessment and much more!

with global coaching pioneer
Philippe Rosinski



29 September – 1 October, 2010
Amsterdam, Netherlands

ROSINSKI & COMPANY

MINTCO

**ICF**
International Coach Federation

**CCE**
Continuing Coaching Education
International Coach Federation



INTENSIVE AND EXPERIENTIAL THREE-DAY SEMINAR FOR EXECUTIVES, PROFESSIONAL COACHES, CONSULTANTS, AND HR/LD PROFESSIONALS, SEEKING SUSTAINABLE SUCCESS WORKING WITH AND WITHIN GLOBAL ORGANIZATIONS

“*This has been an exceptional seminar. I am very glad that I attended ... The Cultural Orientations Framework is a brilliant model. The course was beautifully designed and delivered*”

OVERVIEW

Following the success of seminars in Europe and Asia Pacific, Philippe Rosinski, global coaching pioneer and author, is teaming up with Thea van Zoelen, seasoned executive coach, in delivering his highly acclaimed *Coaching Across Cultures* seminar in Amsterdam, Netherlands.

Traditional executive coaching has assumed a worldview that is not universal and proves increasingly insufficient in addressing the complex challenges in our turbulent, interconnected and global environment. By integrating the crucial cultural dimension into coaching, Philippe Rosinski has developed a holistic, creative and powerful coaching approach for leaders, organizational professionals and coaches. His pioneering book *Coaching Across Cultures* has received worldwide acclaim and has been notably chosen by Harvard Business School

as its Featured Book Recommendation for business leaders.

The three-day interactive and experiential seminar gives participants a unique opportunity to learn in-depth about *Coaching Across Cultures* methodologies and application of new tools, including the online Cultural Orientations Framework assessment, Global Coaching Process and Global Scorecard. The seminar combines theory with practice including assessments, role-plays, and case studies, together with self and peer coaching.

Upon completion of the seminar you will be provisionally certified to use/administer the Cultural Orientations Framework online assessment, and fully certified once you have successfully applied it in a real project.

KEY BENEFITS

- ◆ Learn how coaching across cultures releases higher potential in individuals enabling greater and sustainable success by making the most of alternative cultural perspectives;
- ◆ Acquire skills that allow you to extend beyond cultural norms, values, and beliefs when working with colleagues or coaching clients;
- ◆ Discover creative solutions to leverage cultural differences and address complex and multidimensional challenges;
- ◆ Gain higher levels of self-awareness and personal fulfilment while enhancing your positive impact on others;
- ◆ Maximise opportunities from diversity and achieve superior results for your organization;
- ◆ Gain skills critical in recruitment, retention and talent development;
- ◆ Become part of an emerging and leading network of global coaching professionals and executives;
- ◆ Become provisionally certified to use and administer the Cultural Orientations Framework online assessment with groups.

CONCEPT

Executive coaching today still tends to be reduced to its two traditional perspectives: psychological and managerial. Whilst fundamental, these alone are usually insufficient to unleash the coachee's full potential.

In our complex, multicultural and turbulent 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.

Coaching that integrates multiple perspectives is a powerful vehicle for enabling sustainable and global success for self and others. The seminar concentrates on the cultural perspective in the context

of a broader vision that also integrates physical, managerial, psychological, political and spiritual perspectives.

The objective of the three-day seminar is to help professional coaches, executives and managers, from all kinds of organizations, to systematically integrate the cultural dimension into coaching, and coaching into intercultural work.

Insights will be gained on various levels: individual, team, organizational and societal development. The seminar will equip you to facilitate high performance, human fulfilment, meaningful and sustainable success. It is aimed at professionals and executives already familiar with coaching fundamentals.



SEMINAR CONTENT

DAY 1 (08:30 Registration; 09:00 Start)

INTEGRATING THE CROSS-CULTURAL DIMENSION INTO COACHING & LEADERSHIP

THEORETICAL FOUNDATIONS:

- ◆ Global coaching as a powerful emerging profession and discipline: coaching across cultures, coaching from multiple perspectives, evidence based coaching.
- ◆ Global coaching as a leadership style that brings results.
- ◆ Global coaching as a pragmatic humanism.
- ◆ Empathetic communication – The Platinum Rule.
- ◆ Global coaching as an opportunity and necessity in today's world.
- ◆ Decipher cultural differences and new growth opportunities outside one's cultural comfort zone and through the synthesis of differences:
 - ◆ 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 Cultural Orientations Framework (COF) online questionnaire: individual and aggregate results. Assets and developmental opportunities are discussed both for individual and group progress.
- ◆ Engage in a Global Virtual Team action-learning project throughout the three days of the seminar.

DAY 2

COACHING ONE-ON-ONE, IN CROSS-CULTURAL TEAMS AND ACROSS 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 mergers, acquisitions and alliances.

ACTIVITIES:

- ◆ Role-play challenging scenarios. A chance to practice, be videotaped, 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 (17:30 End)

ENGAGING IN YOUR OWN HIGH-PERFORMANCE AND HIGH-FULFILLMENT JOURNEY

THEORETICAL FOUNDATIONS:

- ◆ The Global Coaching Process to practically engage in global coaching: develop familiarity with a three-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 global coaching.
- ◆ 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 process.
- ◆ Case study (a complex case of individual coaching): participants discuss their approach and a model of coaching from multiple perspectives 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.



Over 15 hours CCEU, including
10 hours ICF Core Competencies

PRESENTERS



Philippe Rosinski is a world expert in executive coaching, team coaching and global leadership development. He is the author of *Coaching Across Cultures* and his pioneering work in bringing the crucial intercultural dimension into the practice of coaching has won him worldwide acclaim. He is principal of Rosinski & Company, a global consulting firm that helps leaders, teams and organizations unleash their human potential. Previously, he was the Director of Custom Programs at the Center for Creative Leadership Europe. Philippe Rosinski is a Professor in the MBA program for global managers at the Kenichi Ohmae Graduate School of Business in Tokyo, Japan. He also serves as an International Advisor for the Worldwide Association of Business Coaches. He is the first European to have been designated Master Certified Coach by the International Coach Federation. Philippe spent six years in the engineering field as a software engineer in Silicon Valley, California, and as a project manager in Brussels. He received an Electrical and Mechanical Engineering degree from the Ecole Polytechnique in Brussels. He holds a Master of Science degree in Electrical Engineering from Stanford University and the Cepac post-graduate business degree from the Solvay Business School in Brussels. Philippe lives near Brussels with his family.

To find out more about Rosinski & Company sprl: visit www.philrosinski.com.

To find out more about the book *Coaching Across Cultures*: visit www.CoachingAcrossCultures.com.



Thea van Zoelen is a successful intercultural coach and business consultant. She works with senior executives and teams in the public and private sector as a career and executive coach, and with individuals on aspects of their personal life. The emphasis of her approach lays on performance coaching in all its perspectives. Her understanding and broad knowledge of intercultural relations brings a fresh perspective to the challenges men and women face in international relationships at work and in their daily lives. Personal development by stretching people's minds is the key to her coaching style.

As a negotiator in the European arena in Brussels she has been working for different government and private organisations. She is the Managing Director of Mintco, a business consultancy with focus on intercultural relationships and change management. Her major clients can be found in the public and private sector.

Thea holds a Master in Law from Leyden University and a degree in English and French from Hoogeschool Zuyd in Maastricht, the Netherlands. She is an executive coach certified at Henley Management College, Henley-on-Thames, UK. Thea is also a member of the Global Network on Change Facilitation. She completed the *Coaching Across Cultures* seminar in Rome in October 2009, and continues to collaborate with Philippe Rosinski.

PROJECT LEADER & CO-PRESENTER



Dina Zavrski-Makaric, executive coach, mentor and consultant, specializes in global leadership development and intercultural transitions. She was one of the first in Australia to apply coaching methodologies in her work with expatriates. Having worked and lived in Europe and Australia, Dina has a unique blend of formal qualification and experience. Prior to becoming a coach she gained corporate experience in the areas of Change Management, Human Resources and Corporate Communications. Dina is a strong advocate of cultural pluralism, its importance and advantages for maximizing opportunities and achievement of superior individual and organizational results. She works with people from many countries and has an excellent insight into finding new ways to manage (in) diversity and releasing full potential in complex situations. Dina holds a postgraduate degree in counseling, and is certified in developmental assessment, executive, cultural and life coaching. A member of the Association for Coaching (UK), International Coach Federation, Asia Pacific Alliance of Coaches (Chair Ethics Committee), Hong Kong International Coaching Community, International Leadership Association, and SIETAR Europa, Dina does pro-bono global leadership coaching for the UN, Vietnam. Since 2007 she collaborates closely with Philippe Rosinski on promoting and delivering his work worldwide. Dina is based in Sydney and travels widely.

Sherie Olmstead is an international coach, trainer and presenter. She has designed and conducted coaching programs for multinational corporations in Europe, and has been in charge of preparing and delivering the MBA course 'Leadership and Coaching Across Cultures' at UBI in Brussels. Sherie is training international senior executives at the Center for Creative Leadership's renowned 'Leadership at the Peak' program. She holds a Master of Science degree in Sport Psychology, and a BA in Psychology, Physical Education and Health.

Geoffrey Abbott, PhD, is an executive coach, author, presenter, lecturer and cross-cultural management consultant. He delivers advanced coaching training courses in Europe, the Americas and Australasia. Geoffrey holds a PhD in Business, and his thesis examined how executive coaching can facilitate the acculturation of expatriate managers. Geoff is co-editor of the Routledge Companion to International Business Coaching, and had previously written two book chapters and a journal article with Philippe Rosinski.

CONTRIBUTING EXPERTS

TESTIMONIALS

Seasoned professionals from various countries, including the United Kingdom, France, Belgium, the Czech Republic, Austria, the United States, Turkey, Israel, Singapore and Australia – have taken part in the previous editions of this seminar. Here are some of their testimonials:

- “ Thank you for an unforgettable seminar. It was worth every minute. ”
- “ Finally a seminar that addresses not only psychological, but also cultural diversity! Great concept of Cultural Orientations, without categorizing people. The COF assessment provides a useful platform to start raising cultural intelligence with my clients, and help them extend repertoire of their skills to achieve success. ”
- “ Lightness in bringing in a massive content ... You touched people’s brains, hearts, lives in fact ”
- “ An unforgettable seminar thanks to your magic presence, incomparable know-how and co-trainers in the same brilliant energy! ”
- “ I appreciated the dialogue/discussions, information sharing, and variety of exercises. I learnt different perspectives on how to coach, and am now able to implement some of the cross-cultural coaching techniques with my clients. ”
- “ Strong theoretical as well as practical experience ... The Cultural Orientations Framework is a very useful model ... Sharing of cultural artefacts was wonderful ... Spirit of generosity and sharing of the group ... Video of coaching sessions was excellent ”
- “ I appreciated valuable feedback and perspectives, the opportunity to bring the concept of being a global coach alive, something new and relevant in coaching and a great folder of information (articles etc.) ”
- “ The insight and coaching across cultures methodology enables me to appreciate and understand culture and related issues, with additional tools to deploy. ”

SPONSORS



www.associationforcoaching.com

MINTCO
Managing Across Cultures
International Consulting & Coaching

www.mintco.nl

Mindsight
Executive Development Services

www.mindsightasia.com



www.cesma.edu

Anthropology & Intercultural Methodology

Utrecht, Netherlands



www.acetalentnet.com.au



www.protocolbrussels.com



Asia Pacific Alliance of Coaches
www.apacoaches.org

This seminar is endorsed by

SIETAREUROPA

www.sietar-europa.org

Members of AC, SIETAR and APAC receive 15% discount off Early Bird/Standard rates, when register by due date. See Terms and Conditions, Item 1, on page 7 for details.

ENROLMENT FORM

Participant information

Name: _____

Organization: _____

Address: _____

Postal code: _____ City: _____ Country: _____

Telephone: _____ Fax: _____

Email: _____

Billing address

Name: _____

Organization: _____

Address: _____

Postal code: _____ City: _____ Country: _____

VAT Number (Europe only): _____

Telephone: _____ Fax: _____

Email: _____

How did you hear/found out about the CAC seminar? _____

I confirm my participation at the Coaching Across Cultures three-day seminar to be held in Amsterdam, Netherlands, from 29 September to 1 October 2010. I accept the Terms and Conditions stated on the following page of this brochure.

Signature: _____ Date: _____

Please fax this form together with your CV to **Rosinski & Company sprl.**, on **+32 2 358 41 79**, or mail to: **Rosinski & Company sprl.**
Avenue Bon Air 7
B-1640 Rhode-St-Genese
Belgium

FEES

Early bird rate (until 14 July 2010) € 1.750,00

Standard rate (from 15 July 2010) € 2.250,00

Please add 21% VAT (Value Added Tax) if:

1. your billing address is in Belgium; or
2. your billing address is elsewhere in Europe and you don't have a VAT number (see clause 2 on Page 7)



TERMS AND CONDITIONS

1. Fees and payment terms: to take advantage of the early bird offer we must receive your payment by 14 July 2010. Standard fees apply from 15 July 2010, and must be received by 28 August 2010 the latest to secure your place. **Full payment is required to confirm your enrolment.**
2. If your billing address is in Belgium, VAT must always be added. If your billing address is in Europe (other than Belgium), you should let us know your VAT number in order to pay the fees without VAT. If you reside outside of Europe, you don't have to pay the VAT.
3. The number of participants is limited. Participation is conditional to the fact that the limit number has not been reached. **We encourage you to enrol as early as possible to avoid disappointment!**
4. The fees include the three-day seminar, course materials, lunches, coffee breaks and the group dinner on Day 2 (30 September), and networking breakfast on Day 3 (1 October). Travel, accommodation, and other meals and drinks are the responsibility of the participant and are not included in the fees.
5. Payment to be made via bank transfer to Rosinski & Company account: ING Rhode-St-Genèse, 371 Avenue de la Forêt de Soignes, 1640 Rhode-St-Genèse, Belgium: IBAN BE13 3101 0967 3239 (SWIFT address BBRU BE BB). We will send you our invoice in October 2010, after receipt of your full payment and following the seminar.
NOTE: Potential bank charges for transfer are the responsibility of the participant.
6. Cancellation policy: Seminar fees for cancellations received after 28 August 2010 will not be refunded. If a cancellation is received between 14 August and 28 August 2010, 50% of the fees are payable. For cancellations made before 14 August 2010, a full refund will be given, excluding a charge for materials already distributed.
7. Rosinski & Company reserves the right to cancel the seminar if there are insufficient bookings. A full refund of the paid seminar fees will be given in this instance. No other compensation will be due by Rosinski & Company.
8. The three-day seminar is aimed at seasoned leaders as coaches and experienced professional coaches already familiar with the coaching fundamentals.

LOCATION

NH GRAND HOTEL KRASNAPOLSKY
Dam 9, Amsterdam, Netherlands
<http://grandkrasnapsky.hotel-rez.com>



NH Grand Hotel Krasnapolsky is a luxurious hotel and conference centre in the very heart of Amsterdam city overlooking Dam Square. The largest 5-star hotel of the Benelux countries, it offers impressive guest accommodation and a wealth of modern facilities to suit the needs of business and leisure travelers.

DINNER ON DAY 2

A canal-cruise dinner will be organised to give you a taste of the true Amsterdam culture.

SUGGESTED HOTELS

We encourage you to book your accommodation as early as possible directly with the hotel of your choice. For your convenience, we suggest the following hotels, at which a certain number of rooms has been reserved until 16 August 2010, at discounted rate. Should you have problems with the following links, please contact Maisie Lim on m.lim@nh-hotels.com or +31 (0) 20 554 6097 (groups & conference organization and press 1).

NH Grand Hotel Krasnapolsky 5* <http://www.nh-hotels.com/events/en/event-detail/4314/mintco.html>

NH Doelen 4* <http://www.nh-hotels.com/events/en/event-detail/4315/mintco.html>

NH City Centre Amsterdam 3* <http://www.nh-hotels.com/events/en/event-detail/4316/mintco.html>



MORE TESTIMONIALS

- “ I appreciated the exploration of the topic, COF model and dealing with cultural differences. I learnt everything I wished to connect to cross-cultural issues and am able to incorporate the learning into leadership development and work on international projects. ”
- “ Have a much better understanding of how teams can work together, some derailers and ways to leverage the differences in a successful way. ”
- “ I learnt more about my own style and how to leverage my existing experience in real life. Will share this knowledge with my colleagues. ”
- “ I appreciated the diversity of the team, and the quality, depth and passion of the presenters. ”

CORPORATE SEMINARS

Available on an in-company basis, this seminar can be tailored to your specific needs.

Contact seminar@philrosinski.com for more information!

Learn how to become and develop a new breed of leadership... that will benefit you, customers, employees, shareholders and society.

For further information about the seminar, email seminar@philrosinski.com.

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