

ADVANCED EXECUTIVE COACHING SEMINAR – USA 2009

COACHING ACROSS CULTURES

Presented by global coaching pioneer

Philippe Rosinski

28-30 October, 2009



New York



ROSINSKI & COMPANY



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 Barbara Christian, executive coach and Organizational Development consultant, in delivering his highly acclaimed *Coaching Across Cultures* seminar in New York, the United States of America. Special host of the seminar is Dr Robert Lee, Director of iCoachNewYork.

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 successful completion of the seminar, you will be provisionally certified to use/administer the Cultural Orientations Framework online assessment, and have an opportunity to be supervised by Philippe Rosinski.

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. While 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

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

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.



Barbara Christian, executive coach and Organizational Development consultant, partners with her clients to leverage cultural differences to facilitate innovation and growth. She currently works with Robert J. Lee, Director of iCoachNewYork, a premier Executive Coaching organization that offers a suite of services including Executive Coaching, Internal Executive Coach Training and Executive Coach Supervision in New York.

Barbara received an award from the Organization Development Network for a paper focusing on the behavior of complex systems, innovation and the role of differences and presented her findings at the network's annual conference in 2007. Living and working in different cultural settings, Barbara combines a strong business and financial sense with coaching and professional development work. She helped a variety of entrepreneurs translate their personal learning into business results by developing and implementing realistic business plans, driving organizational change and marketing initiatives, while keeping a sharp eye on financial planning.

Born in Austria, Barbara holds a Certificate in Professional Coaching from Baruch's Zicklin School of Business in New York. She graduated with a master's degree in Organizational Change Management from Milano the New School for Management and Urban Policy, New York, an MBA in International Management from Karl-Franzens University, Graz, Austria and a Diploma in Financial and Credit Analysis from New York University, New York.

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 to apply coaching methodologies in her work with expatriates. Having worked and lived in Europe and Australia, Dina has a unique blend of experience and formal qualification. She gained business 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 certificates in executive, cultural and life coaching. She trained with the coaching experts from Australia, the US, the UK and Europe. A member of the Association for Coaching (UK), International Coach Federation, Asia Pacific Alliance of Coaches (Hon. Secretary), International Leadership Association, European Professional Women's Network (ThinkTank member), and SIETAR Europa, Dina is based in Sydney, and travels widely. She collaborates closely with Philippe Rosinski on promoting and delivering his work worldwide.

SPECIAL HOST



Dr Robert J Lee is in private practice in New York City as a coach to senior executives, in the areas of leadership and management issues, transitions and team effectiveness. Previously he was President and CEO of the Center for Creative Leadership, and was founder and president of Lee Hecht Harrison, a worldwide career services firm. Bob is a Director of iCoachNewYork, providing training for executive coaches. He is on the adjunct faculty at the New School University, and a Senior Fellow with the Zicklin School of Business, Baruch College, CUNY. Co-author of *Discovering the Leader in You* and of *Executive Coaching: A Guide for the HR Professional*, Bob received the Distinguished Psychologist in Management award in 2008 from the Society of Psychologists in Management. His PhD is in Industrial/Organizational Psychology from Case Western Reserve University. More about Bob can be found on www.bobleecoach.com

GUEST SPEAKER



Bernie Siegel is an Executive Development, Business and Career Coach, with a unique background of 25 years as an executive in several very successful financial services firms on Wall Street. From CFO of what is now TD Ameritrade, to CEO of a world-wide venture capital firm, Bernie shares his insights with clients to help them succeed in the personal career goals. He is also a coach with the Ken Blanchard Companies, recognized as one of the leading executive coach organizations serving fortune 500 around the globe. Bernie is President of the award-winning New York City Chapter of the International Coach Federation (ICF), the largest urban chapter in the world, and holds a PCC designation. He serves as a Board Member of the Village/Chelsea Chamber of Commerce. A frequent guest on Life Coach TV in NYC, other TV programs and radio, Bernie is regularly quoted in the press.

CONTRIBUTING EXPERTS

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.

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. ”
- “ 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. ”

SPONSORS



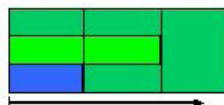
www.associationforcoaching.com



www.spainuscc.org



www.iorworld.com



IDM

www.interdevelopmentals.org

Synergy Global



www.synergy-global.com



ENROLMENT FORM

Participant information

Name: _____

Organization: _____

Address: _____

ZIP: _____ City: _____ Country: _____

Telephone: _____ Fax: _____

Email: _____

If 'Billing address' the same as 'Participant information' please check this box

Billing address

Name: _____

Organization: _____

Address: _____

ZIP: _____ City: _____ Country: _____

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 at the New York Athletic Club, New York City, from 28-30 October 2009. I accept the Terms and Conditions stated on the following page of this brochure.

Signature: _____ Date: _____

Please fax this form together with your bio to **Robert J. Lee/iCoachNewYork, +1.212.947-3917**, e-mail to icoachny@gmail.com or mail to: **iCoachNewYork
One Penn Plaza, Suite 3426
New York, NY 10001
USA**

FEES

Early bird rate (until 30 June 2009)	\$2,500
Standard rate (from 1 July 2009)	\$3,000



TERMS AND CONDITIONS

1. Fees and payment terms: to take advantage of the early bird offer we must receive your payment by 30 June 2009. Standard fees apply from 1 July 2009, and must be received by 27 September 2009 the latest to secure your place. **Full payment is required to confirm your enrolment.**
2. 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!**
3. The fees include the three-day seminar, course materials, lunches, coffee breaks and the group dinner on Day 2 (29th October), and networking breakfast on Day 3 (30th October). Travel, accommodation, and other meals and drinks are the responsibility of the participant and are not included in the fees. A list of nearby hotels is provided below.
4. Please make payment by check and send to: Robert J. Lee, One Penn Plaza, Suite 3426, New York, NY 10001; payable to Robert J. Lee and with reference: Coaching Across Cultures. Payment via bank transfer to Citibank, N.A., Swift: CITIUS33, ABA: 021 000 089, Account number: 33365663, Account name: Robert J. Lee, reference: Coaching Across Cultures. Potential bank charges for transfer are responsibility of the participant. We will send your invoice in November 2009, after receipt of your full payment and following the seminar.
5. Cancellation policy: Seminar fees for cancellations received after 28 September 2009 will not be refunded. If a cancellation is received between 13 September 2009 and 27 September 2009, 50% of the fees are payable. For cancellations made before 13 September 2009, a full refund will be given, excluding a charge for materials already distributed.
6. Rosinski & Company reserves the right to cancel the seminar if there are insufficient bookings. A full refund of the seminar fees will be given in this instance. No other compensation will be due by Rosinski & Company.
7. The three-day seminar is aimed at seasoned leaders as coaches and experienced professional coaches already familiar with the coaching fundamentals.

LOCATION

New York Athletic Club
180 Central Park South
New York, NY 10019

The New York Athletic Club's Manhattan home occupies one of the finest locations in the city. Known among members as 'the City House', it boasts panoramic views of Central Park and is ideally situated for those wishing to take advantage of all the sights and sounds that the New York City has to offer. For more information on the venue visit www.nyac.org.

DINNER ON DAY 2

A special event to taste the New York culture!

SUGGESTED HOTELS

For your convenience, we have reserved rooms at the New York Athletic Club. If you would like to stay there, please book your accommodation as early as possible by contacting **Jacqueline Bonet**, Group Coordinator (alternatively Yenny or Steven), and mentioning 'Coaching Across Cultures' seminar. Phone **+1 212 767 7135**; Fax: **+1 212 767 7137**; Email: jacquelineb@nyac.org. Other hotels in the vicinity are:

Salisbury Hotel 3.5

123 W 57th St., New York, NY 10019
Ph. +1 212 246 1300
www.nycsalisbury.com

Park Central New York Hotel 3

870 7th Ave., New York, NY 10019
Ph. +1 212 247 8000
www.parkcentralny.com

Ameritania Hotel 3

230 W 54th St., New York, NY 10019
Ph. +1 212 247 5000
www.ameritaniahotelnewyork.com

Hudson, A Morgans Original 3.5

356 W 58th St., New York, NY 10019
Ph. +1 212 554 6000
www.hudsonhotel.com

Please always check the rate and ask for a written confirmation of your reservation.



CORPORATE SEMINARS

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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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