

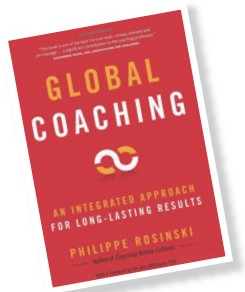
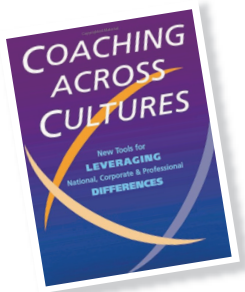


ICF-accredited and Highly Acclaimed
Leading and Coaching across Cultures

3-Day Certification Workshop with Pioneer and World Authority on “Coaching across Cultures” and MCC Philippe Rosinski

March 5-7, 2014

DoubleTree by Hilton Shanghai - Pudong



Why This Certification Program? >>>>>

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.

Leadership and coaching that integrates multiple perspectives is a powerful vehicle for enabling sustainable and global success for self and others. The workshop focuses 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 3-day workshop is to help executives, managers and professional coaches to systematically integrate the cultural dimension into their work. The workshop is also destined for interculturalists eager to integrate coaching into their work.

5 Reasons for Attending >>>>>

- 1. Highest Standard and ICF Accreditation.** Our program is ICF accredited ensuring alignment to the highest global coaching standards. The program represents 15 CCUs (Training Hours) which satisfies the training requirement for the ACC or PCC credential with the ICF.
- 2. World-class Trainer Experience.** Philippe Rosinski, a bestselling author and world authority on coaching global leaders, will team up with accomplished coaches Emma Wheat and Julia Atkinson, and draw upon their collective experience of over 70 years in global business and coaching.
- 3. Strong Track Record.** This LCAC workshop had been delivered in London, New York, Paris, Geneva, Oxford, Hong Kong, Sydney and won wide acclamations from participants from 30 countries.
- 4. Alumni Network and Ongoing Support.** Graduates from this program will be invited to join the reputable MindSpan ECCP network for alumni events and ongoing learning, support and networking.
- 5. Certification and Qualification to Administer COF Assessment.** Become provisionally certified to use/administer the Cultural Orientations Framework (COF) assessment and receive complimentary copies of Philippe Rosinski's books *Coaching across Cultures* and *Global Coaching*.

Workshop Overview >>>>>

Following the success of the *Leading and Coaching Across Cultures* (LCAC) workshops in London, Paris, New York, Hong Kong and Sydney, Philippe Rosinski will collaborate with locally-based coaches Emma Wheat and Julia Atkinson, in delivering his highly acclaimed LCAC workshop in Shanghai, China.

Traditional leadership development and 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, Philippe Rosinski has developed a holistic, creative and powerful approach for leaders, organizational professionals and coaches. His pioneering book *Coaching across Cultures* has received worldwide acclaim and been chosen by Harvard Business School as its Featured Book Recommendation for business leaders.

The 3-day interactive and experiential workshop gives participants a unique opportunity to learn about new methodologies and application of new tools, including the online Cultural Orientations Framework (COF) assessment, Global Coaching Process and Global Scorecard. The workshop combines theory with practice including assessments, role-plays and case studies, together with self and peer coaching.

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

Benefits of the Program >>>>>

1. Learn how to release full potential in individuals enabling greater and sustainable success by making the most of alternative cultural perspectives.
2. Acquire skills that allow you to extend beyond cultural norms, values and beliefs when leading a diverse workforce or coaching clients.
3. Discover creative solutions to leverage cultural differences and address complex and multidimensional challenges.
4. Gain higher levels of self-awareness and personal fulfillment while enhancing your positive impact on others.
5. Maximize opportunities from diversity and achieve superior results for your organization.
6. Become provisionally certified to use and administer the COF online assessment with individuals, teams and organizations.

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 leveraging cultural diversity
- Decipher cultural differences and identify 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 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

“ Integrating the cultural dimension into coaching is not only necessary to increase coaching's validity and applicability in today's intercultural environment. It is also an opportunity to learn from alternative cultural perspectives about crucial areas such as communication, thinking, time, power, identity, purpose, organization, or territory. Bridging coaching and interculturalism leads to a more creative and global form of coaching. ”

- Philippe Rosinski, Author of *Coaching across Cultures*

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

“ As firms reach across borders, global-leadership capacity is surfacing more and more often as a binding constraint. According to one survey of senior executives, 76 percent believe their organizations need to develop global-leadership capabilities, but only 7 percent think they are currently doing so very effectively. And 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*

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 practise of global leadership and coaching

- 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 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

Lead Coach Trainer: Philippe Rosinski

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. He is principal of Rosinski & Company, an international network organization that helps leaders, teams and organizations unleash their human potential to achieve sustainable high performance.

Previously, he was the Director of Custom Programs at the Center for Creative Leadership Europe. Philippe is a Professor in the MBA program for global managers at the Kenichi Ohmae Graduate School of Business in Tokyo, Japan. He is the first European to have been designated Master Certified Coach (MCC) by the International Coach Federation.

Philippe received an Electrical and Mechanical Engineering degree from the Ecole Polytechnique in Brussels, and a Master of Science degree in Electrical Engineering from Stanford University and the Executive Master in Management degree from the Solvay Brussels School of Economics and Management. He is also certified to use a variety of psychometric instruments and is the author of the COF assessment tool for individuals, teams and organizations.

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. Philippe has written many articles and contributed chapters to several books: *Evidence Based Coaching Handbook*, *Excellence in Coaching*, *Best Practice in Performance Coaching*, *The Routledge Companion to International Business Coaching* and *The Coaching Relationship*. His latest book *Global Coaching* has been described as "having moved the art and science of coaching to a new level".



Assistant Coach Trainer: Emma Wheat

ICF Professional Certified Coach (PCC) and Certified Professional Co-Active Coach (CPCC), author and workshop facilitator, Emma Wheat is a highly skilled developer of people, facilitating the personal development, learning and well-being of individual executives and their teams. Her work creates greater collaboration and motivation to improve leadership, strengthening organizational culture over time. She has worked with executives from over 35 countries in the areas of leadership, team coaching, executive coaching and training. Emma has designed and delivered training programs, Executive Coaching, Behavioural Assessments and Teambuilding to thousands of participants across Europe, the Middle East and Asia.

Emma is a faculty member for the Coaches Training Institute (CTI), the world's premier coach training institute, and has trained hundreds of students in Europe, Middle East, Singapore and China.

Emma's clients include Emirates NBD Bank, UAE, GlaxoSmithKline, Volkswagen, Abu Dhabi Transport Authority, Informa Group, Newell Rubbermaid, American University of Paris, Cag Gemini and BP.



Coach Trainer Bios >>>>>

Assistant Coach Trainer: Julia Atkinson

Julia Atkinson has rich experience in coaching executives and managers in big multinationals. In addition, she has also experience in team development and coaching through greater team collaboration and performance. She attended the advanced Executive Coaching Program at Academy of Executive Coaching 2011, Develop Yourself as Corporate Coach by ProgressU and CTI in 2009. Julia is a certified user of MBTI Step I and II and DISC. Her coaching and leadership clients include Intel, Siemens, Diesel, Mercedes Benz, Volkswagen, Bayer, Ericsson and Stanton Chase.

Prior to becoming a coach and trainer, Julia worked with Intel China as Developer Relations Manager & internal Coach/ Trainer where her role was to foster strategy development and research for Marketing and Sales team in china and to coach Chinese staff to work in a multinational environment. Before her involvement in Intel China, she managed business/consumer applications ISVs porting their software to Intel's latest mobility processors.

Prior to Intel, Julia worked for Siemens AG as Director Developer Program managing global Siemens mobile Developer Program Team and developing strategy, process and roadmap, as well as managing developer marketing strategy and co-marketing activities including organization and running partner workshops, events and international competitions.

Before that Julia worked in different Start-Ups and SMEs in the IT sector.



About MindSpan Development >>>>>

Founded in Shanghai in April 2006, MindSpan is a client-centric executive coaching and talent development organization and the biggest executive coach network in China (and Asia) with more than 240 coaches including 36 former CEOs in top companies.

MindSpan's core business is 1:1 coaching. In addition, it also provides other coaching programs such as *Executive Coach Certification Program (ECCP)*, *Leader as Coach (LAC)*, *Coaching for Engagement (C4E)*, *HR as Coach (HRAC)* and *Executive Presence for Impact (EPI)* as well as *Executive Team Alignment and Development (ETAD)* program, the world-famous EQ-i (EQ Inventory) assessment and leadership facilitation.

MindSpan clients include 180 global and Chinese companies including 76 Fortune 500 companies. Partial client list includes Microsoft, J&J, GE, Novartis, Bayer, Ford, L'Oreal, ThyssenKrupp, Schneider Electric, Roche, Coca Cola, Pfizer, Boehringer Ingelheim, Jaguar Land Rover, DuPont, Deloitte, E&Y, Bertelsmann, TNT, IHG, Kraft Foods, Honeywell, Parker, Smith & Nephew, Lenovo, Autoliv, Pepsi, Armstrong, Weir Group, Mars, Cummins, Huawei, Midea, Baidu, China Telecom as well as SAIF EMBA. We serve clients in China, Japan, Korea, Thailand, Indonesia, Singapore, Vietnam, India, Australia and South Africa.

With a mission to contribute the rise of world-class companies based in China, MindSpan advocates coaching organizations and will organize the *Coaching for Leadership Excellence (C4LE)* workshop delivered by world-famous executive coach Marshall Goldsmith on September 23-25, and 2nd *China Executive Coaching Conference (CECC)* in Shanghai on September 26-27, 2013.

Reserve Your Seat Today! >>>>>

Workshop Information

- Dates: **March 5-7, 2014**
- Training time: 9:00 AM – 6:00 PM
- Venue: DoubleTree by Hilton Shanghai - Pudong (上海东锦江希尔顿逸林酒店)
889 Yanggao Nan Road, Pudong Shanghai, China (上海市浦东杨高南路889号 邮编200127)

Participant Price & Discounts

Item	Price in RMB ¥ and US\$	Remarks
Individual price	RMB ¥ 19,800.00 or US\$3,180.00	Price for 3-day program and certificate
Group price	RMB ¥ 17,820.00 or US\$2,862.00	10% discount provided for 3 or more participants from the same company

Participant Information

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

How to Make Payments

or x	Bank transfer/电汇	See the bank account information below
or x	Check/支票	See the company name below

- 公司名称：上海励行企业管理咨询有限公司
- 公司名称：上海畅想图书有限公司
- 开户名：建设银行上海分行花木支行
- 开户名：建设银行上海分行花木支行
- 银行帐号：3100 1523 2120 5000 5786
- 银行帐号：3100 1523 2120 5000 2400

Register Now!

- Fill out and print the Registration Form and fax to (86-21) 5059 8968
- Call Gary Wang at (86-21) 5059 8856
- E-mail: gary.wang@mindspan.cn

Testimonials >>>>>

Professionals from various countries and areas including the United Kingdom, France, Belgium, the Czech Republic, Austria, the United States, Turkey, Israel, Singapore, Hong Kong, China and Australia – have taken part in the previous editions of this workshop and shared their learning experience in enlightening language. 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 and their 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 artifacts 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. ”

- 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 LCAC workshop organized by MindSpan Development.
- 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 Development 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 Development 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 cancellation. Alternatively, the delegate can choose to attend another LCAC workshop to be organized in future.
- MindSpan Development reserves the right to change the dates, location, trainer or combine the workshop with another LCAC 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 Development will not be published or shared with external parties for whatever purpose.