

# Catalyst

## Australasian Executive Coaching Summit

25-26 March 2008 – The Grace Hotel in Sydney, Australia

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### Themes:

*The Wider Context of Coaching*

*Coaching for Meaning and Purpose*

*The Coach-Client Partnership*

*The Business Case for Coaching*

*Cross Cultural Coaching*

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**Catalyst will be chaired by Sir John Whitmore and features a lineup of presenters from the United Kingdom, Belgium, New Zealand and Australia.**

**Catalyst – An event that strives to create change in organisations building productive, fulfilling and humane high performance work environments, making a positive contribution to the world.**

**Catalyst – Leading the charge on the changing face of executive coaching, it's educational, informative, entertaining, authoritative, inspirational and motivating.**

**Catalyst – The focal point where professionals meet to discover, debate, evaluate and learn to take themselves and their corporations to the next level.**

Presented by:



Institute of  
Human Excellence  
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Supported by:



# Catalyst Program Outline

## DAY 1

<b>8.30am</b>	<b>Registration</b>
<b>9.00am</b>	<b>What is our Responsibility as Coaches?</b> John Whitmore
<b>9.30am</b>	<b>Coaching for Meaning and Purpose</b> Julie Birtles
<b>10:10am Morning tea</b>	
<b>10.40am</b>	<b>Coaching to Assist Navigating Political Landscapes in Organisations</b> Dr Hilary Armstrong
<b>11.20am</b>	<b>Coaching for Wisdom – Enabling wise decisions in leaders</b> Peter Webb
<b>12.00noon</b>	<b>Leading to Action, a journey to greatness</b> Kirsty Hunter and Niran Jiang
<b>12:40pm Lunch</b>	
<b>1.30pm</b>	<b>Developing Internal Expertise in Coaching</b> Lyn Johnson and Andrew Norton (EDI Downer)
<b>2.10pm</b>	<b>What is remedial coaching – does it really exist?</b> Trisha Avery
<b>2.50pm</b>	<b>Executive Coaching in Australia – Its impact on executives and their organisations</b> Julie-Anne Tooth
<b>3:30pm Afternoon tea</b>	
<b>3.45pm</b>	<b>Coach/Client Partnership</b> Panel Discussion
<b>4.30pm</b>	<b>Open space</b>
<b>5.30pm</b>	<b>End</b>

## Drinks

## DAY 2

<b>8.30am</b>	<b>Registration</b>
<b>9.00am</b>	<b>Global Coaching for sustainable performance and meaningful success</b> Philippe Rosinski
<b>9.40am</b>	<b>The Inner Journey of Coaching</b> Josie Thomson
<b>10:10am Morning tea</b>	
<b>10.40am</b>	<b>Gen Y – Thriving in a Coaching Environment</b> Gayle Hardie and Malcolm Lazenby
<b>11.20am</b>	<b>Executive Coaching and the Power of Values</b> Geoffrey Abbott
<b>12.00am</b>	<b>Leadership in a coaching culture: attracting and retaining the best</b> Carol Wilson
<b>12:40pm Lunch</b>	
<b>1.30pm</b>	<b>Coaching for authenticity and trust</b> Amy Powell and Peter Hanlon
<b>2.10pm</b>	<b>Evidence-based coaching, flexibility and change</b> Dr Anthony Grant
<b>2.50pm</b>	<b>Open Space</b>
<b>3:30pm Afternoon tea</b>	
<b>3.45pm</b>	<b>Summary and Progression</b> Sir John Whitmore
<b>4.45pm</b>	<b>Closing remarks</b> Alex Feher, Conference Director

Program may change due to unforeseen circumstances.

# Catalyst Day 1 – Overview

## SIR JOHN WHITMORE – INTRODUCTION



“The world is changing faster than the institutions of government, business and education can respond. Discover the outcomes that communities, corporations and countries expect.

Respond to the challenges and identify the opportunities that lie ahead. This is executive coaching in a cosmic context.”

## JULIE BIRTLES – COACHING FOR MEANING AND PURPOSE

Coaching is a powerful way to assist people to access their inner wisdom raising their consciousness as they transition from ego to authentic self. The quality of inner life is pivotal



in the shift from knowledge to knowing and coaching can encourage a deeper connection with self. The richness of coaching is revealed by a profound shift in perspective and the emergence of a different

style of leadership – one that emanates from the inner leader. This is a vulnerable transition and coaching can nurture capability, potential and aspirations into maturity. Embracing the search for meaning and purpose is fundamental to sustained growth and development and a trusted coach can be a powerful confidant on the journey.

## DR HILARY ARMSTRONG – CORPORATE POLITICS

A minefield that can maim or destroy an otherwise promising career! Most of us have either seen or suffered first-hand from the sting of politics. But Hilary Armstrong shows a better way: Using research from the IEC, Hilary will show how coaching can help to develop political savvy, enabling executives to negotiate the political landscape that exists in most organisations.



## PETER WEBB – ENABLING WISE DECISIONS IN LEADERS

Now, more than ever, our collective fate rests in the hands of leaders who decide and act either wisely or foolishly. Wisdom in leadership is a high level meta-framework for thinking, deciding, and acting on difficult issues arising from the fundamental pragmatics of organisational life in order to achieve a sustainable common



good. Asking the right questions at the right time using an applied coaching framework – the FORMAT model - can trigger the client’s latent wisdom resources. This demands of coaches to both deliberately foster wise responses in their clients and to be wise themselves.



## KIRSTY HUNTER AND NIRAN JIANG – JOURNEY TO GREATNESS

Datacom is one of the fastest growing IT Services Companies in the AP Region. This session covers Datacom’s values based leadership development program and the transformation the top team has gone through using in-depth group and individual coaching processes. The



presenters will share stories of the organisational journey as well as the profound personal transformation that has occurred for the leader. They will also describe the vision going forward to build a stronger, more sustainable future for Datacom and to make a more significant contribution for the society at large.

## LYN JOHNSON AND ANDREW NORTON – DEVELOPING INTERNAL EXPERTISE IN COACHING



DownerED! Works New Zealand has implemented an organisation wide Leadership/ Emotional Intelligence/ Coaching programme to continue their theme of “it’s about people”. The intention is to develop internal expertise



in coaching so leaders consistently display their belief in the potential of staff to perform their “job related tasks” as well as be team members in the wider role that that entails. The programme is about developing self awareness - knowing yourself in the moment of being with someone in order to positively influence the self belief they have and therefore their behaviour - both in the job and in their wider lives.

## TRISHA AVERY – WHAT IS REMEDIAL COACHING AND DOES IT REALLY EXIST

This is a study of how organisations are using remedial coaching to solve management or leadership issues. Is it a construct of the dysfunctional organisation, the manager or leader not able to manage or lead, or a real and relevant method of coaching? This presentation will also use case studies.



## JULIE-ANNE TOOTH – EXECUTIVE COACHING IN AUSTRALIA, ITS IMPACT ON EXECUTIVES AND THEIR ORGANISATIONS

The popularity and use of executive coaching within organisations has markedly increased in the last decade. However, little is known about the nature and purpose of executive coaching and indeed what makes it special or different from other leadership development interventions. There has been limited research undertaken into the practice of executive coaching, particularly in Australia. This research study is aimed at illuminating the phenomenon of executive coaching in Australia and exploring its influence and it’s impact on executives and their organisations.





# Catalyst Day 2 – Overview

## PHILIPPE ROSINSKI – GLOBAL COACHING FOR SUSTAINABLE PERFORMANCE AND MEANINGFUL SUCCESS

Traditional coaching is insufficient to address complex and multidimensional challenges in our multicultural and turbulent world. Global coaching



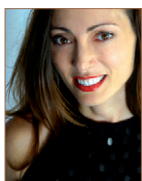
takes our multifaceted and rapidly changing reality into account.

This holistic approach envisions success in a broad and sustainable fashion, in the service of multiple

stakeholders and of the world at large. For increased effectiveness and positive impact, global coaching calls upon multiple and interconnected perspectives, particularly physical, managerial, psychological, political, cultural and spiritual.

During this session, we will introduce a new tool, the Cultural Orientations Framework online assessment, which allows to systematically examine cultural orientations of individuals, teams and organisations, to uncover untapped developmental opportunities, and to leverage cultural differences for enabling unity in diversity.

## JOSIE THOMSON – COACHING FOR SPIRITUAL DEVELOPMENT



The definition and role of the transpersonal in coaching. What are the differences and overlaps between religion, spirituality, morality, ethics and being psychic? Josie will

offer powerful experiential coaching exercises to unleash participants' ability to 'connect' with their spiritual dimension.



## GAYLE HARDIE AND MALCOLM LAZENBY – GEN Y: THRIVING IN A COACHING ENVIRONMENT

Identifying the working environment in which Gen

Y's thrive and exploring the practical approaches in leading and coaching this generation. We will introduce specific examples of how we have worked with leaders of Gen Y employees and also with Gen Y's themselves. This will include exploring the concept of Coaching as a Leadership Style



working with peer learning and coaching techniques and dispelling some of the myths that exist around this generation. We will share the results of this work – through stories and examples, and identify specific outcomes – for the individual, leaders and organisations.

## GEOFFREY ABBOTT – EXECUTIVE COACHING AND THE POWER OF VALUES

How do coaches really access their clients' underlying values, the values that are shaping their thinking and their behaviour?



Most attempts at this are doomed to superficiality and guesswork, because clients (like most human beings!) don't understand their fundamental drivers. Geoff will

draw on research on values to generate discussion on how to mobilize values and powerful drivers of personal and organizational change, and introduce the concept of *values entry points* (VEPs) in coaching.

## CAROL WILSON – LEADERSHIP IN A COACHING CULTURE: ATTRACTING AND RETAINING THE BEST

Who do people want to work for? An arrogant and demeaning Donald Trump? Or a supportive and motivating Richard Branson? Carol Wilson from



Performance Coach Training in the UK demonstrates; using DVD clips, the two approaches to having important and challenging conversations Branson lives the coaching mindset, and that makes the difference.

A coaching mindset can help to create an environment conducive to talent retention, as well as creating goodwill and attracting talent through word of mouth.

## AMY POWELL AND PETER HANLON – COACHING FOR AUTHENTICITY AND TRUST

This coaching partnership is a study in longevity: Amy Powell of Development Partners and Peter Hanlon, Group Executive, Business and Financial



Services in Westpac, have worked as coach and client for more than 10 years. The core of the journey has been growing Leadership Authenticity. Together, they will talk about the journey of self-awareness, honest communication and tough decisions, authentic business relationships, facing and learning from difficult experiences, the importance of clarity of purpose, and knowing what you stand for as a leader.



## DR ANTHONY GRANT – EVIDENCE-BASED COACHING, FLEXIBILITY AND CHANGE

Evidence-based approaches to coaching have great potential to offer individuals and organisations a means to create and sustain



change at both an individual and a systemic level. However, coaching is not a "one-size-fits-all" methodology. Effective coaches need to be able to recognise and work with a wide range of coachee needs and to be flexible in response by

adjusting their coaching style. Drawing on recent work in the positive psychology and coaching psychology domains this session presents practical frameworks and tools that will help coaches increase their response flexibility and deepen their understanding of key issues related to goal attainment, well-being and organisational change.

## SIR JOHN WHITMORE – SUMMARY AND PROGRESSION

This concluding session will briefly summarise and group the themes of the Forum and through



the use of participative exercises will forge the future path both for individuals and organisations, both for continued learning and for the application of what has been raised during the Forum. Everyone will take away their

own personal action plan so that this part of the forum becomes a starting ramp rather than a comfortable conclusion for presenters, organisers and attendees alike.

# Catalyst presenters

## GEOFFREY ABBOTT

Geoff is an executive coach, author, conference presenter, lecturer and coach-trainer, specialising in global coaching. He is an Associate with the



Institute of Executive Coaching (Australia), Faculty Team Leader of the Behavioural Coaching Institute, and an Adjunct Lecturer at the Macquarie Graduate School of Management. Geoff holds a PhD in Business from the

Australian National University. Geoff has written extensively on a range of issues relevant to management and coaching.

## DR HILARY ARMSTRONG



Hilary is the Director of Research and Training at the Institute of Executive Coaching and oversees the IEC Community of Practice.

She is a master coach and a skilled presenter and facilitator with significant experience in building people's capacity to reach their potential in today's challenging workplace environments. Hilary specialises in narrative psychology and coaching, ethical conversations, and reflective practice. She has published works in the field of qualitative and evaluation research, executive coaching, ethical conversations, and narrative psychology.

## TRISHA AVERY

Trisha is an executive and leadership development coach, supporting global and national organisations at CEO and executive levels. Trisha specialises in transformational change and provides strategic advice for organisations in business behaviour and developing leaders. She has Masters in Psychotherapy and Counselling and is currently a PhD candidate researching Executive Coaching – training and practice. Her clients are ASX listed companies and she also works with a small number of private clients.



## JULIE BIRTLES



Julie has significant experience advising and mentoring senior executives and leadership teams to develop conscious and powerful leaders. Through

her approach, Julie's clients accelerate their development, take exponential steps in their

careers and overcome significant limitations and performance hurdles to create strong reputations as courageous, resilient and moral leaders who motivate performance through personal impact, presence and the intelligence of their hearts. Her clients include iconic leaders and those who hold the aspiration to become one in diverse organisations in the private, public and non-profit sector including AMP, ANZ, BP, GlaxoSmithKline, Sensis, Medibank Private and the Australian Red Cross Blood Service.

## DR ANTHONY GRANT

Dr Anthony Grant is a pioneer of Coaching Psychology. He holds a BA (Hons) an M.A. in Behavioural Science and a PhD on Coaching Psychology. He left school at the age of fifteen with no qualifications and began tertiary studies at the age of 39.



In January 2000 Anthony established the world's first Coaching Psychology Unit at Sydney University where he is the director. In addition to his academic work, Anthony has an active executive coaching practice and has

many thousands of hours of coach training and coaching experience. His evidence-based coaching research and practice has frequently been reported in the national and international media. He has co-written and co-edited six books on evidence-based coaching and has over fifty coaching-related publications in the peer-reviewed and professional press. His books on coaching have been translated into eight languages.

In 2007 Anthony received a Special Award from the British Psychological Society in recognition of his outstanding professional and scientific contribution to coaching Psychology.

## PETER HANLON



As Group Executive, Business Financial Services, Peter is responsible for business banking sales, relationship management, customer service, and product and risk management conducted by Westpac across Australia. Prior

to this position, he has held several other senior roles in Westpac including General Manager roles in Marketing, Branch Banking and Consumer Credit. Peter joined Westpac in 1995 from the State Bank of South Australia where he was the Chief Manager of Sales and Service. Prior to his banking career, Peter served in The Royal Australian Air Force.



## GAIL HARDIE AND MALCOLM LAZENBY

As the Co-Founders of Global Leadership Foundation, Gail Hardie and Malcolm Lazenby are passionate about making a positive difference to people's lives, their businesses and communities – both local and global. As well as working with Boards, CEO's and Senior Management Teams in some of Australia's leading business, government and not-for-



profit organisations, they have found themselves becoming more and more engaged in the world of emerging leaders, in particular Gen Y.

## KIRSTY HUNTER

Kirsty is the Managing Director of Datacom. She has been working in the IT outsourcing environment of Datacom for the last 12 years,



supporting both large global and regional vendors with contact centre solutions. She joined Datacom in 1994 since when the company has grown from 100 to over 500 employees in Sydney alone, which brought many

challenges. She has worked in South East Asia and New Zealand, building operational capability from Jakarta to Hong Kong, and remains responsible for Datacom's business activity in the Australasian region.

## NIRAN JIANG

Niran is co-founder and a Director of the Institute of Human Excellence. She has 15 years of business and personal development experience in



Australia, USA and AP having worked with Coca-Cola, Maserfoods, SC Johnson and Mars. She coaches, trains and consults executives in the area of innovation, culture transformation and leadership development. Niran holds a MBA degree in Marketing

Strategy from UCLA, a M.Sc. in Organisation Management from Nankai University and a B.Sc in Genetic Engineering from Nankai University.

## LYN JOHNSON

Lyn started coaching in the Business World after working in Mental Health Services and project management. She realised that coaching has so much potential in moving organisations from a compliance leadership model to one that is about engagement through commitment



and energy. Lyn has a Masters Degree in Business Studies and a diploma in Facilitation. She provides leadership development and coaching services for the Royal New Zealand Navy, DownerEdiWorks Ltd,

Guardian HealthCare and the New Zealand Academy of Sport.

## ANDREW NORTON

Andrew is the General Manager Human Resources of Downer EDI Works - part of the Australian listed Downer EDI Corporation a global engineering and infrastructure services company in New Zealand. Andrew began his career working with at risk youth in the inner city of Auckland during the late 70s and 80s. He spent time as a probation officer and trade union leader prior to taking on the role of GM HR for the Waitemata District Health Board in 1997. For the past 2 years he has been GM HR and Communications for Downer EDI Works.



## AMY POWELL

Amy Powell, founder of Development Partners, has been consulting to corporate Australia since 1986, and has been an executive coach since 1996. She has coached and trained hundreds of managers over the years, enabling them to be more effective in leading their organisations and their people. She coaches senior executives focusing on building authenticity and trust in the way they lead their people and businesses. Her current client base is primarily in the Financial Services sector, including Macquarie Bank, Westpac, and AMP. She also donates coaching to the leadership team in CARE Australia.



## PHILLIPE ROSINSKI

Philippe Rosinski is a leading authority in executive coaching, team coaching and global leadership development sought by leading international corporations. He has pioneered a global approach to coaching that leverages multiple perspectives for greater creativity, impact and meaning. The Harvard Business School chose his groundbreaking book *Coaching Across Cultures* as its featured book recommendation in the category of business leadership.



A Master of Science from Stanford University, he is also the first European to have been designated Master Certified Coach by the International Coach Federation.

## JOSEPHINE THOMSON



Josie is the MD of Accelerated Excellence, Performance Coaching & Leadership Development Specialists and has been formally coaching since 2000. Her qualifications include B.Bus (HRM), Cert IV in Workplace Training &

Assessment. In December 2005 she was awarded the coaching profession's highest credential through the International Coach Federation, Master Certified Coach (MCC).

Josie coaches leaders and executives on their competitive edge, presence, transition strategies and personal effectiveness.



## JULIE-ANNE TOOTH

Julie-Anne Tooth is currently undertaking research into the practice of executive coaching in Australia for her PhD qualification with the Education for Practice

Institute at Charles Sturt University. She is also an Executive Coach and Associate with the Institute of Executive Coaching and prior to this held a number of senior human resources roles in a range of industries in the Asia Pacific region, including outsourcing, IT and government.

## PETER WEBB

Peter Webb is a Leadership Coach Psychologist specializing in wisdom-related performance in leadership effectiveness in the Asia-Pacific region. He holds an Honours Degree in Economics from the University of Queensland and a Masters Degree in Applied Science (Psychology of Coaching) from the University of Sydney. He is the immediate past Secretary of the Australian Psychological Society Interest Group in



Coaching Psychology, and a lecturer in Coaching in Organisations for the Masters Degree programs in coaching at the University of Sydney.

Peter is also an Associate Program Director at the Melbourne Business School - Mt Eliza Executive Education Centre, and he has authored several publications on executive coaching and the development of wisdom through coaching.

## SIR JOHN WHITMORE

Sir John Whitmore is Chairman and co-founder of the Institute of Human Excellence and Executive Chairman of Performance Consultants International. Honoured with the President's Award by International Coach Federation (ICF), rated as the Number One Business Coach by the Independent newspaper and as having had the most impact on the coaching profession



by the UK Association of Coaching, John is a pre-eminent thinker in leadership and organisational change. He has written five books on sports, leadership and coaching, of which *Coaching for Performance* is the best known having sold 500,000

copies in 17 languages. He is currently working with multinational corporations and government organisations to establish coaching management cultures and values-based leadership for whole system transformation

Sir John founded Performance Consultants after originally forming The Inner Game in the United Kingdom after studying and working with Tim Gallwey and Bob Kriegel in the United States. They were the first to formulate the coaching processes and create experiential learning to overcome the inner obstacles to human potential and high performance such as fear, doubt and limiting beliefs.

## CAROL WILSON

Speaker, writer and broadcaster Carol is Managing Director of Performance Coach Training, a joint venture with Sir John Whitmore's Performance Consultants International.



Carol experienced the value of a coaching culture at first hand when she worked at board level with Sir Richard Branson in the formative years of Virgin. She became the first woman in the world to found a successful record company,

the first woman director of global corporate Polygram and is now Honorary Vice President and Head of Accreditation at the Association for Coaching.

Carol specialises in creating coaching cultures in organisations and training individuals in coaching skills through a worldwide team of coaches and trainers.



# Registration

<b>2 DAY</b>	<b>\$1490</b>
<b>2-DAY EARLY BIRD</b>	<b>\$1250 BY 15 FEBRUARY</b>
<b>1 DAY</b>	<b>\$850</b>
<b>1 DAY EARLY BIRD</b>	<b>\$700 BY 15 FEBRUARY</b>
<b>FEES INCLUDE GST</b>	

## REGISTER ONLINE BY GOING TO:

[WWW.IHEXCELLENCE.COM](http://WWW.IHEXCELLENCE.COM)

## ENQUIRIES AND MORE INFORMATION:

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## WHO SHOULD ATTEND

- Executive Coaches
- Corporate Trainers
- Change and OD Consultants
- L&D Professionals
- HR Managers
- Academics
- Culture Change Specialists

## WHY YOU SHOULD ATTEND

- understand the powerful role coaching is having in changing our world for the good
- build your own capacity for change
- be inspired by coaching for meaning and purpose
- understand the role coaching can have in talent retention
- hear relevant and real case studies
- connect with the emerging industry
- learn from highly experienced coaching professionals
- network with colleagues and create new community
- build new knowledge on the latest trends in coaching
- learn from some of the world's best

## Venue and location:

The Historic Grace Hotel  
77 York Street, Sydney  
Australia

+61 2 9272 6888

[www.gracehotel.com.au](http://www.gracehotel.com.au)

*The Catalyst Summit will be an annual event, enabling professional coaches and coaching users to get together, to network, listen to the world's best, be part of innovative discussion groups and forums, to share knowledge and experience the best of the best.*

## CATALYST – ADVISORY COMMITTEE

Sir John Whitmore (UK)  
Chairman IHE and Performance Consultants  
International

Carol Wilson (UK)  
MD of Performance Coach Training

Philippe Rosinski (Belgium)

Anthony Grant  
Director of Coaching Psychology, Sydney  
University

Geoffrey Abbott  
Associate, Institute of Executive Coaching

Amy Powell  
MD Development Partners



Institute of  
Human Excellence

Catalyst is an initiative of **The Institute of Human Excellence** ([www.ihexcellence.com](http://www.ihexcellence.com)).