

Second annual industry event

Catalyst 2009

Australasian Executive Coaching Summit

Conference 24-25 March, Post conference workshops 26-27 March

Intercontinental Hotel, Macquarie St, Sydney

Catalyst Themes

Coaching to Grow Leaders

The Credibility of Coaches

Spirited Coaching

Catalyst 2009 will again be chaired by global coaching thought leader Sir John Whitmore and feature a line-up of local and international speakers from Australia, Singapore, USA and the UK.

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 is 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:



Proudly Supported by:



Catalyst is proud to support:



Catalyst Program Outline

DAY 1 - TUESDAY 24 MARCH

9.00am	Sir John Whitmore conference opening and setting the scene	
	STREAM A	STREAM B
9.30am	Building an in-house coaching community - not for the faint hearted Trevor Eddy	Mother AND executive – leverage coaching not transition coaching Liane McGrath
10:20am Morning tea		
10.50am	Building your resilience as a coach Amy Powell	Generating sustainability from the inside out: coaching's role Andrew Outhwaite
11.40am	Coaching in the BBC - developing an organisation wide coaching culture Liz Macann	Growing future leaders by developing a coaching culture in schools Henry Grosseck
12:30pm Lunch		
1.30pm	Panel discussion - Executive Coaching: Finding Upside in the Economic Downturn	
2.30pm	Using values based coaching to understand motivational forces within leaders Niran Jiang	Onboarding coaching – the first step in growing leaders Juan Aguilera
3:30pm Afternoon Tea		
4.00pm	Keynote - John Matthews - Spirited Coaching	
4.50pm	Day 1 wrapup from the chair	
5:30 - 7:30	Cocktail party - Guest speaker - Michael Trail, Chief Executive, Social Ventures Australia	

DAY 2 - WEDNESDAY 25 MARCH

8.45am	Keynote - Richard Barrett - The Role of Coaching in the Cultural Transformation of Organisations	
	STREAM A	STREAM B
9.30am	Developing a coaching culture in a pharmaceutical company Padraig O'Sullivan	How can you tell a coach is credible? Dr Hilary Armstrong and Chip McFarlane
10:10am Morning tea		
10.50am	Coaching at 3 Mobile Margaret Parkinson and Franck Appleby	Measuring the ROI on coaching from beginning to end Carol Wilson
11.40am	Using narrative based frameworks to create coaching cultures David Drake, PhD	Beyond diagnostics – the critical role of coaches in changing organisational culture - Quentin Jones
12:30pm Lunch		
1.30pm	Panel discussion - The future of coaching	
2.30pm	Fortune favours the brave Peter Niemandt	Personal mastery and leadership Rajiv Vij
3:30pm Afternoon Tea		
4.00pm	Keynote - John Whitmore - Opportunities and responsibilities for the coaching profession in a time of major global turmoil.	
4.50pm	Conference Wrap-up - Alex Feher Conference Director	
5.00pm	Close	

Catalyst 2009 overview and speaker profiles

SIR JOHN WHITMORE, CATALYST CHAIRMAN – SETTING THE SCENE

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.



Sir John Whitmore is the chairman and co-founder of the Institute of Human Excellence in Australia and

Performance Consultants International in the UK. He is a pre-eminent thinker in leadership and organisational change and works globally with leading multinational corporations to establish coaching management cultures and leadership programmes. 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. Honoured with the President's Award by the 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 one of the leading figures in the international coaching community, with activities and operations globally.

He visits Australia regularly to deliver public coaching and leadership programs.

TREVOR EDDY – BUILDING AN IN-HOUSE COACHING COMMUNITY - NOT FOR THE FAINT HEARTED

NAB through its Professional Development arm GOnab(c) Professional Development has developed and implemented an "in-house" community of coaching practice. This has proved to be a testing journey and one that was not for the faint hearted as they sought to gain buy-in and commitment from Senior



Management. With regular program scheduling and introduction of NAB Peer Supervision sessions, their coaching programs have become a showcase for their business and a coaching pot of gold for their GROW Leaders as they take on assignments both internally with their talented young people, and externally in the not for profit sector.

Trevor will share the highs, lows, opportunities and challenges that NAB discovered in building their community.

Trevor is General Manager GOnab© Professional Development, Business and Private Banking, at NAB. He leads a team of 13 whose role it is to develop and deliver key programs across a number of disciplines particularly Executive Coaching. The program suite recently won The Australian Federal Government Training Award for Business and Innovation delivering in excess of 426,000 training hours in 2008. Trevor sits on a number of key Committees and Control Boards and is Head of Faculty for NAB's Strategic Studies program. He is on three not for profit boards and has multiple qualifications in Business and Education

AMY POWELL – BUILDING YOUR RESILIENCE AS A COACH



Executive coaches have spent the past few years as part of a growth industry. Suddenly, with the Global Economic Crisis, most coaches have had to face some harsh realities: Many organisations are

hunkering down, rationalizing leadership development expenditure in general, and slashing coaching budgets in particular.

As coaches, many of us are either self-employed or responsible for sourcing our own client base. In times like these, the pressure can be enormous. How do we stay emotionally and financially afloat in troubled times? Amy Powell has been self-employed as a consultant and executive coach for more than 20 years. She will talk about strategies that will help coaches navigate through the "down times". She will focus on both personal strategies and business development strategies that are effective and can be applied by executive coaches to deal with current business realities.

Amy Powell, founder of Development Partners, has been consulting to corporate Australia since 1989. She has trained and worked with hundreds of managers over the years, teaching skills to individuals and teams so they become more effective in corporate environments.

She coaches senior managers, general managers, executives and CEOs, helping them improve their influencing skills, communication skills, interpersonal relationships, delegating, networking and leadership presence. Her clients include high-profile organisations in Banking & Finance, Telecommunications, and Information Technology.

LIZ MACANN - COACHING IN THE BBC - DEVELOPING AN ORGANISATION WIDE COACHING CULTURE



Coaching in the BBC is a case study of how a small group of committed staff drove the creation of executive coaching provision for all managerial levels. What started as tentative pilots of one to one coaching sessions eight

years ago has now developed into a portfolio of Executive, Leadership and First 100 Days transition coaching for a wide spectrum of staff across the corporation. To ensure consistently high standards of coaching at a low cost, the BBC select, train, supervise and develop their own in house Executive Coaches; there are now 80 Coaches at different stages of experience drawn who volunteer as part of their senior day jobs to coach staff in other Divisions.

Liz Macann is the Head of the BBC's in-house Executive, Leadership and Management Coaching Network which won the 2008 International Coach Federation award for best practise and impact. Co-creator of the accredited BBC Coach Foundation Course, Liz is responsible for the selection, professional training and development of approx 80 coaches and the service they provide.

Liz takes a leading role in the development of Coaching as a profession, participating in the activities of APECS, the Association for Coaches, the ICF and the EMCC.

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NIRAN JIANG – USING VALUES BASED COACHING TO UNDERSTAND MOTIVATIONAL FORCES WITHIN LEADERS



As coaches, we respond to a variety of coaching briefs in support of the coachee's or the organisational agendas for change. These agendas often come from our conscious awareness and choice in

reaction to what is happening to us in life and at work at that moment, and is generally related to acute pain points in our experience.

Values are deeply held principles that people adhere to when making decisions. Individuals express their values through their behaviors. Groups express their values through their working culture. By exploring values at various depths, we start to get in touch with the multiple characters in our psyche and discover the dynamic, complex and conflicting life forces that drive us towards destruction or fulfillment. In this session, Niran will incorporate stories and interactive exercises to take the participants onto their own values journey, and through such a process, experientially learn about values-based coaching thus tapping into our true motivational forces.

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.

JOHN MATTHEWS – SPIRITED COACHING

John Matthews is co-founder and Director of the Institute of Executive Coaching. Prior to this, John facilitated for McKinsey and Co., worked with The Source International, and held senior



management roles within US multinationals as well as lecturing at US universities. John is a lead facilitator of the Institute's executive coach training program.

Over the past 11 years, John has spent over 11,000 hours coaching executives from high profile corporates, and advises a number of Australia's most senior government

department secretaries. He has worked with; IBM in the development of its 'High Performance Teams', Telstra in the design and delivery of its cultural change initiative 'Unleashed', AMP and nab in developing their mentoring programs, and nab and Centrelink in developing the coaching capability of their managers.

John's passion is to help individuals, teams, and organisations to unlock their potential for change through coaching senior executives and high potentials, developing internal capacity to create coaching cultures, and establishing mentoring programs for organisations

MICHAEL TRAILL



Chief Executive, Social Ventures Australia
Michael joined SVA as founding CEO in 2002 after 15 years as a co-founder and Executive Director of Macquarie Bank's venture capital arm, Macquarie Direct Investment.

Michael is a director of the John Maclean Foundation and the Opera Australia Capital Fund, and he serves on the advisory board of Dimension Data Australia and MLC Private Equity. He holds a BA (Hons) from Melbourne University and an MBA from Harvard University.

Michael was a joint winner of the 2005 Equity Trustees Not For Profit CEO Judge's Award, was nominated by the Australian Financial Review's BOSS magazine as one of 25 True Leaders in 2006 and was named Ernst & Young Social Entrepreneur of the Year (Eastern Region) 2008.

DAVID DRAKE PHD - USING NARRATIVE BASED FRAMEWORKS TO CREATE COACHING CULTURES



This dialogical session will be organised around two narrative-based frameworks I've used to help clients shift their culture such that coaching becomes the way business is done. We will examine the challenges and opportunities of bringing

together organisation development, leadership and coaching to transform cultures. We will also explore the integration of external coaches with internal strategies and how to rethink coaching as a business initiative rather than a developmental intervention. This will be a provocative and pragmatic session in which we push out the limits of how we think about coaching and understand change in these times. A Chief Learning Officer from a major Australian firm will join David in this session to offer her perspectives as well.

David Drake is Director of the Center for Narrative Coaching in California. He works globally with organisations such as PricewaterhouseCoopers and the U.S. government to integrate human capital strategies, innovative organizational change methods, and deep conversational skills to create sustainable coaching-based cultures. As part of this work, he has taught coaching skills to over 3,500 leaders, managers and professionals. David also teaches advanced narrative coaching skills to professionals. He is executive editor for a new coaching anthology, "The Philosophy and Practice of Coaching: Insights and Issues" published by Jossey-Bass in 2008 and has written over twenty-five publications on narratives, evidence, and coaching.

ABOUT SOCIAL VENTURES AUSTRALIA

Social Ventures Australia (SVA) is a non-profit organisation that aligns the interests of philanthropists with the needs of social entrepreneurs to address some of our country's most pressing community challenges by:

- Providing multi-year funding and tailored support to a carefully selected portfolio of non-profit ventures led by outstanding social entrepreneurs.
- Strengthening the broader social sector with customised consulting, mentoring, workshop programs and web-based learning services.
- Incubating promising new ideas and assisting early stage ventures and social entrepreneurs to develop and grow their programs.

For more information, please visit the SVA website at www.socialventures.com.au



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ANDREW OUTHWAITE - GENERATING SUSTAINABILITY FROM THE INSIDE OUT: COACHING'S ROLE

Most large organisations are making moves towards increasing their ecological and social sustainability. But is sustainability truly integrated and embedded? Are transformational shifts in the values and strategy, attitudes and behaviours actually happening? These questions prompted our research including interviews and literature reviews into the role of coaching with sustainability. Coaching is becoming



recognised as a major lever for generating innovation and competitive advantage. It seems that organisations that are still focused on technical fixes and policies are missing opportunities. Similarly, there are opportunities for coaching and leadership development programmes to link in with sustainability as a driver for development and transformation. Andrew will present his findings, the most useful coaching models and frameworks, and implications and recommendations for both coaches and organisations.

Andrew's passions are helping groups make better decisions, and catalysing action for sustainable development. Most recently he has worked in London with high-potential corporate teams, social entrepreneurs, sustainability practitioners and in cross-sectoral partnerships. Andrew's environmental science and facilitation background is a base for his current work on cultural change towards sustainability. Social enterprise approaches to homelessness, low-carbon cultures in corporations, integral tools for sustainability practitioners, artistic insights to human needs, and investigations into the role of coaching in sustainability have been some areas of recent attention. His latest interest is in catalysing more social innovation in regional Australia.

HENRY GROSSEK - GROWING FUTURE LEADERS BY DEVELOPING A COACHING CULTURE IN SCHOOLS



For the past four years Berwick Lodge Primary School has developed and implemented a range of staff and student coaching programs as a means of embedding an authentic coaching culture across the school. Annual internal

research findings on the coaching programs will be discussed and the progress made toward, and importance of, the development of a coaching culture explained. Implications for other schools will be canvassed. In addition, suggestions on how a bridge between the adult and student worlds of coaching for leadership can be built will be raised. This presentation will provide an overview of the coaching journey undertaken by Berwick Lodge Primary School over this time.

Henry is the founding principal of Berwick Lodge Primary School in Melbourne, Australia. He has undertaken professional coach training with the ICA and coaches school principals in Victoria. In addition Henry has completed research for the Victorian Department of Education and Early Childhood Development on coaching programs in Victorian schools and has studied a variety of coaching programs in schools in the UK.

Henry is the president of a major community radio station, 3SER 97.7FM Casey Radio in Melbourne and hosts a weekly, two hour, current affairs program. He also has a regular column, titled 'Grossek's View' in Themes Education, a Melbourne based education and training magazine.

JUAN AGUILERA - ONBOARDING COACHING - THE FIRST STEP IN GROWING LEADERS



The purpose of the session is to emphasize the importance of onboarding coaching, and its impact in the cost of external hires failure, talent retention and Leadership development. The presentation leverages different research on the topic.

Additionally, participants will be provided with a framework to assist leaders (who are new in a role) to succeed in the initial provisional period and therefore establish credibility. Juan Aguilera brings a wealth of commercial experience to his coaching, from owning his own business to working in a venture capital firm. He was instrumental in the growth of an insurance

company from three people to 150 people in less than 18 months.

Juan has been an executive coach since 2000, with engagements in the manufacturing, consumer goods, and banking/finance sectors. He earned a bachelor's degree in electronic engineering/telecommunications from Simon Bolivar University, Venezuela, an MBA in finance and general management from IESA, and a master's degree in Human Resources and Coaching from the University of Sydney, Australia.

PANEL DISCUSSION ON DAY 1 - EXECUTIVE COACHING: FINDING UPSIDE IN THE ECONOMIC DOWNTURN

What are strategies to help executive coaches survive and thrive during tough times? How do organisations and coaching clients need coaches to support them during the economic downturn? Catalyst 2009 will be running an interactive session this year to help coaches - and the people who employ coaches - to answer these questions and more. Tap into the collective wisdom of conference participants in answering these critical questions

RICHARD BARRETT - THE ROLE OF COACHING IN THE CULTURAL TRANSFORMATION OF ORGANISATIONS



Richard Barrett is the Founder and Chairman of the Barrett Values Centre. He is an internationally recognized author, consultant and keynote speaker on values-based leadership.

Richard works with CEOs and senior executives in North and South America, Europe, Australia, and Asia to develop vision-guided, values-driven organisational cultures that strengthen financial performance, build cultural capital, and support sustainable development. He is the creator of the internationally recognised Cultural Transformation Tools (CTT) which have been used to support more than 1000 organisations in 42 countries in their transformational journeys.

Richard is the author of A Guide to Liberating Your Soul (1995), Liberating the Corporate Soul: Building a Visionary Organisation (1998), and Building a Values-Driven Organisation: A Whole System Approach to Cultural Transformation (2006).

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PADRAIG O'SULLIVAN – DEVELOPING A COACHING CULTURE IN A PHARMACEUTICAL COMPANY



A case study on a three year engagement with a pharmaceutical company describing the cultural change, profits increase, internal retention rates increase, internal promotions that resulted from coaching the

MD, the Exec team and introducing coaching as a skill set across the organisation. Includes video commentary from the MD, NSM and HRD.

Padraig is the Managing Director of PRAESTA Australia, part of PRAESTA globally. Working originally in health care, he moved from clinical practice to managerial and leadership positions in hospitals and medical device manufacturers in the UK and Australia. He has over ten years of coaching experience and divides his client time between Australia, Asia and Europe. He enjoys helping senior leaders to realise their potential and to facilitate the actualisation of their organisational strategies.

MARGARET PARKINSON AND FRANCK APPLEBY – COACHING AT 3 MOBILE

The story of how 3 Mobile is transforming itself in Australia through growing leadership and culture is a compelling one. The journey began in 2004 and, while having made enormous (and measurable) progress since then, it is not yet complete. In this case study you will hear and see a snapshot of that story and how internal and external coaching has played a part in catalysing and impacting this organisation's transformation.

MARGARET PARKINSON



Margaret is a founding director of Vivente Australia. Vivente means "being alive" which, Margaret believes, is at the heart of leadership and her coaching. She has coached executives and senior managers across a wide range

of industries. Margaret's goal in coaching is to enable leaders to grow self-awareness and insight, enhancing their impact on their people and their businesses while staying true to themselves. She has a particular interest in enabling women to realise their potential and to maximise the contribution of women in organisations.

FRANCK APPLEBY

Franck Appleby is Head of HR and Organisational Development with 3 Mobile who he has worked for since 2000. He is responsible for driving leadership development, Coaching, Talent Management and organisational culture change and employee engagement within 3. Originally from Denmark, Franck has worked in HR/OD capacity there as well as in India. Franck is a passionate



advocate for cultural change and engagement via coaching conversations in the workplace

LIANE MCGRATH – MOTHER AND EXECUTIVE – LEVERAGE COACHING NOT TRANSITION COACHING



Women in leadership roles are decreasing. Yet organisations continue to acknowledge the need to attract, engage and retain women. So what are they to do?

Liane clarifies the role of coaching as a retention and engagement strategy, be it transitioning women through maternity leave or enticing them back into the workforce. Drawing upon trends, best practice and current research, the case for coaching will be examined. The symbiosis of the roles of mother and executive will also be explored, highlighting how organisations can leverage the AND of these two roles, rather than transition women from one to the other.

Liane is founder of Thinktime, a consulting practice that focuses on enabling organisations and individuals to think differently and communicate effectively in order to increase performance. She is a facilitator and communication expert and has an extensive career in marketing management spanning a wide range of industries including professional services, consumer products and automotive. Liane is passionate about working with organisations to implement change in order to increase the retention and engagement of women at executive level.

PETER NIEMANDT – FORTUNE FAVOURS THE BRAVE



The nature of Psychological Capital (PsyCap): Self Efficacy, Hope, Optimism and Resilience. This session will include the impact of a lack of, and presence of PsyCap on an individual's outlook & their performance in a challenging

environment, a team's interaction & collaborative performance and using PsyCap as a cornerstone of a company's culture undergoing huge change (e.g. ANZ). We'll also discuss strategies on how to develop PsyCap for individuals and teams in order to create high performance norms at an Organisation wide level. Video footage of examples of what PsyCap looks like in action will be used.

Peter Niemandt is presently Business Transformation Senior Manager: Igniting Business Transformation at the ANZ Bank, based in Melbourne. When he works with teams he draws on his life and business experiences to connect with groups in a deep and impactful way. In his spare time, Peter has gained his private pilot's license (helicopters). He has run the Comrades Marathon (86 kms) twice, completed the Ironman triathlon three times. He has climbed Mt Kilimanjaro, circumnavigated Pemba (Zanzibar, East Africa) in a sea kayak and recently walked the Kokoda Track. He is a tragic serial renovator.

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DR HILARY ARMSTRONG AND CHIP MCFARLANE – HOW CAN YOU TELL A COACH IS CREDIBLE?

Coaching Credibility is a topic that all coaches think about, worry about and work towards having. We all accept we need credibility but rarely do we explore what credibility actually means practically, emotionally, professionally and commercially. As an organisation with considerable experience in the field of delivering coaching to organisations as well as training over 2000 executive coaches in the last ten years, IEC have thought deeply about what credibility means and what the precursors or prior conditions for credibility as a coach are. This presentation will be an interactive session on coach credibility drawing on IEC's experience as well as hearing of your experience.



Hilary is the Director of Research and Training at the Institute of Executive Coaching and oversees the IEC Community of Practice. She is also a lead facilitator of the Institute's three level coach training program. 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.



Chip McFarlane is a Director of the Institute of Executive Coaching and one of the lead facilitators of the Institute's executive coach training program. He works with CEOs and senior executives as their decisions affect their company

and impact the greater industry and environment around them. Chip's inter-cultural and wide-ranging background adds diversity and depth to his executive coaching practice.

As a Midshipman at the United States Naval Academy the foundations for his perceptions of leadership were deeply engaged. Chip's management experience includes the position of Regional Director of Operations for a French based multinational company covering 27 sites in 14 countries.

CAROL WILSON – MEASURING THE ROI ON COACHING FROM BEGINNING TO END



Coaching is now widely recognised as a means of increasing employee motivation, retention and engagement, and that these will contribute to bigger profits or (in the case of state organisations) better budget management. But it is a fact that many L&D executives and suppliers have to find ways of justifying the spend in terms of concrete results. This interactive presentation looks at ways of measuring the return on coaching programmes from the beginning to the end of the project, and offers some methods of tying the benefits into hard figures.

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.

QUENTIN JONES – BEYOND DIAGNOSTICS – THE CRITICAL ROLE OF COACHES IN CHANGING ORGANISATIONAL CULTURE

There can be no organisational transformation, without individual transformation. Research shows that 60% of organisational change initiatives fail and suggests cultural



transformation is even more problematic. This presentation reports on research with Professor Dexter Dunphy to identify the drivers of cultural transformation in 40 leading Australian organisations. Change agents and coaches play a critical role in the transformation process. Their role in developing organisational meta-capabilities is discussed and LSI (Life Styles Inventory[™]) research revealing how personal style impacts coach effectiveness will be presented.

Quentin Jones is Human Synergistics' Australian Managing Director. Quentin has supported the transformation of both private (for example; BHP, Lion Nathan, AMP, Rio Tinto) and public (for example; DPI, RAN, Centrelink CSIRO, Fairfield and Parramatta Cities) organisations across Australasia.

In 2006, he co-authored with Distinguished Professor Dexter Dunphy, In Great Company – Unlocking the Secrets of Cultural Transformation, a major research project that reported the keys to cultural transformation in some of Australia's leading organisations. In 2008, he contributed a chapter Coaching with LSI in Psychometrics in Coaching published by Kogan Press.

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RAJIV VIJ – PERSONAL MASTERY AND LEADERSHIP



This session discusses the essence of a spiritually conscious leader and why such a leader is highly self-aware and well connected with personal and organisational purpose. Based on Rajiv's research with CEOs, in India,

Singapore and the US, an overwhelming majority of leaders believe progress on this journey to be the true differentiator between being an outstanding leader or being just a good one.

Rajiv is an Executive Coach based in Singapore. He works with CEOs across Asia, including in Australia, China, Hong Kong, Japan, Philippines, Singapore and India, to help them discover and fulfill their professional and personal potential. Prior to starting his coaching practice in 2006, Rajiv served as the Managing Director (Asia) for Franklin Templeton Investments, one of the largest global investment management firms. Rajiv is committed to a host of community activities and voluntarily coaches a number of leaders in the social sector. He also writes a blog on the theme of personal mastery.

PANEL DISCUSSION ON DAY 2 – THE FUTURE OF COACHING

Panel Members: John Whitmore, David Drake, Anthony Grant, Michael Cavanagh. Recently, this gang of four thought leaders decided to collaborate on a Paper with the same title. In this panel discussion moderated by Hilary Armstrong they will share their thoughts together with input and questions from delegates.

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.

DR. MICHAEL J CAVANAGH



Michael is the Deputy Director of the Coaching Psychology Unit at the University of Sydney. He is also the Australian Co-ordinating Editor the International Coaching Psychology Review. Michael has over 20 years experience

in facilitating personal, group and organizational change. He has coached leaders and managers at all levels from a diverse range of public and private, national and multinational organizations. Michael leads a team of researchers who have recently won funding to undertake a 3.5 million dollar research project investigating leadership development and coaching in high stress workplaces.

KEYNOTE – SIR JOHN WHITMORE – OPPORTUNITIES AND RESPONSIBILITIES FOR THE COACHING PROFESSION IN A TIME OF MAJOR GLOBAL TURMOIL.

ALEX FEHER – CONFERENCE WRAP-UP

Founder of Catalyst, Alex is a Director of the Institute of Human Excellence and an executive coach and consultant in workplace culture and leadership development. He has also recently published his book "Master CEOs" with funds manager Matthew Kidman.



His executive coaching expertise is supported by a solid practical grounding

in running businesses, managing teams and heading up the Australian office for a NYSE listed global media company.

SOME OF THE FEEDBACK FROM CATALYST 2008

- "The conference was wonderful. A great mix of presenters and a wonderfully well informed group of attendees too. Everyone present was keen to share and learn from each other – it was a tribute to our emerging profession. I have also had the opportunity to attend the Executive Coaching Summit in the US and I have to say, despite being a biased Aussie, that I believe this event surpassed it!"
- "I want to thank you very much for a wonderful Summit – I am feeling very inspired!"
- "Congratulations to you and the team for a wonderful Coaching Summit. It was stimulating, entertaining and highly informative. Well done!"
- "One of the better conferences of this type I've attended, although I only made the first day, and my colleague informs me that the second day was even better than the first!"
- "Thanks for a great two days!"
- "Thank you - the presentations are great as was the conference. I really appreciate the time you put into organising it all - you have set a very high standard for whoever organises next year"
- "Many thanks and congratulations on a great two days: an experience that will stay with me for a long time"
- "Perfect venue, original and clever to have lots of short sharp presentations, and what a sense of bonding in the air. You assembled a great bunch of people. I can see this one going from strength to strength"
- "It was great to be there and to share in the experience. I gained a tremendous amount from the summit and felt completely rejuvenated thereafter. The positive energy and intent was palpable and I fed sumptuously off of it."

Post Conference Workshops

Workshop 1 – Transpersonal Executive Coaching in Action

March 26-27 – A opportunity to spend two days with Sir John Whitmore and Niran Jiang in deep learning and dialogue .

The transpersonal recognizes and works with our yearning, ingrained in the human psyche, for something beyond the personal, beyond the material and the everyday. In recent years people especially in Western culture are waking up to the transpersonal within themselves through the emerging need to find meaning and purpose in all aspects of their lives. This was less urgent when we were more focused lower down the Maslow hierarchy (on the survival, on belonging and material success), and when religion was the preserve of the spiritual. Affluence, global communication and the secularisation of society have now brought the transpersonal onto many people's agenda, both personally and at work.

When coaches are familiar with the transpersonal dimension in themselves and the methods of addressing it in others, their capacity to help others is greatly enhanced.

Even the most pragmatic of coaching interventions, such as daily task performance, is enhanced if the coach holds a transpersonal perspective. Coaching tends to be viewed in the business world as an action-oriented way of addressing problems. Trying to fix things can be a dispiriting and energy draining approach for people. Put simply, if we focus on problems, then we will get more of them. If we look for where the positive energy is, the vitality, the spirit, and explore and build on it, then this is what will grow within an individual or within a company.

Transpersonal coaching is an empowering process which helps clients discover the power and effectiveness of who they really are. This core, source of our deepest values and qualities, is a source of real strength, creativity and actualisation. Operating from this core enables clients to connect with their staff, the vision of the organisation and the global context fully and effectively.

ABOUT THIS WORKSHOP

John and Niran will start the course by briefly running over the history and evolution of transpersonal psychology and its inevitable expression within coaching as coaching matures. They will then use a series of group exercises to illustrate and provide an experience of the most frequently used transpersonal models in coaching. Included are demonstrations of individual coaching using one or more transpersonal techniques. The workshop will conclude by introducing the next level of coaching beyond the transpersonal known as Integral. While closely related, it explores in more depth the stages of human evolution from an individual and a collective perspective.

The workshop is experiential and filled with conversation and dialogue to create deep learning and is limited to 25 participants

Workshop 2 – Coaching the Coach: a coaching supervision workshop – March 26-27

DR HILARY ARMSTRONG AND KERRY BRETTEL

While supervision has existed for many years in various 'helping professions', the concept of supervision for executive coaches is relatively new. This workshop teaches experienced coaches how to be effective supervisors for other coaches.

For three years the Institute of Executive Coaching has been offering supervision to its alumni Community of Practice. At the Institute we define coaching supervision as a systematic process for the ongoing development of the executive coach in which personal, relational, professional and contextual issues arising from coaching practice are explored through reflection, action and inquiry.

Supervision at the Institute is run on similar lines to our coaching program and is based on the notion of reflective practice within an integral coaching framework. The practice is based on

coaching skills and techniques and group work and it is our experience that it is through the dialogue that occurs in supervision groups that new knowledge and best practice is generated.

In 2008, after developing and researching our coaching supervision model, we developed a two day supervision training program. In this workshop participants will be introduced to the Institute's coaching supervision model as a basis for the experiential elements of the workshop. During the two days we will weave the existing experience of participants with coaching supervision practice and the facilitation of coaching supervision groups through strategies of reflective practice.

At the end of this workshop participants will be equipped to supervise other organisational coaches. The workshop is suitable for senior and experienced organisational coaches.

KERRY BRETTEL

Kerry has over twenty five years experience as a leader, manager, academic and consultant



working across business, government and community sector organisations. In her consulting role, Kerry works to enable leaders and managers operating at all levels to optimise their organisation's capacity and effectiveness

through excellence in leadership and the management of organisational change. Her focus is on partnering with leaders to create sustainable and authentic organisations. In her role as facilitator, Kerry has worked with leadership groups and wider organisational systems as they manage complex governance, strategic planning and change management processes.

Registration

2 DAY SUMMIT	\$1590
2-DAY SUMMIT EARLY BIRD	\$1390 BY 20 FEB
1 DAY SUMMIT	\$890
1 DAY SUMMIT EARLY BIRD	\$790 BY 20 FEB
TRANSPERSONAL WORKSHOP	\$2790
TRANSPERSONAL WORKSHOP EARLYBIRD	\$2590 BY 20 FEB
COACHING THE COACH WORKSHOP	\$2790
COACHING THE COACH WORKSHOP EARLYBIRD	\$2590 BY 20 FEB
CONF + ANY WORKSHOP	\$4390
CONF + ANY WORKSHOP EARLY BIRD	\$3890 BY 20 FEB
FEES INCLUDE GST	

Your fee includes morning and afternoon tea, lunch, and the cocktail party on 24 March.

**REGISTER ONLINE
BY GOING TO:**

WWW.IHEXCELLENCE.COM

**ENQUIRIES AND MORE
INFORMATION:**

ALEX FEHER
CONFERENCE DIRECTOR
+61 2 8211 0618

ALEX@IHEXCELLENCE.ORG

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:

Intercontinental Hotel
117 Macquarie St
Sydney, NSW 2000
Tel: 1800 899 960

The Catalyst Summit is 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.

ACCOMODATION

Conference room rates are available from the Intercontinental.

Call reservations +61 2 9240 1200 and quote AAS.

 **Institute of Executive Coaching**
www.iecoaching.com

 **Institute of Human Excellence**
www.iheexcellence.com

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Catalyst 2009 is jointly presented by the Institute of Human Excellence and the Institute of Executive Coaching.