



in association with



announces  
workshop on

## *Coaching in the Organization*

As there is a flowering practice of coaching individuals and teams in organizations, a growing set of methodology is also used in coaching to the organization as a complex system.

The workshop present a case study which will demonstrates how a coaching approach is put into practice, both on the level of the individual (executive coaching) as on the level of a management team (team coaching) and on the level of the organization (organization coaching).

### **Course Objective**

To fine tune the art and skill of coaching through knowledge sharing with experts.

### **Coverage**

1. *Debate on the Principle of Coaching:* The coaching approach is based on some basic concepts from humanistic psychology:
  - a. It is directed to the development of an individual, a team, or a social system in his or its functioning within the setting of work or the accomplishment of a task.
  - b. Subjects of coaching stay themselves at all time responsible for the way they are functioning and the choices they make for the development of their skills, competencies, qualities, ways of behaviour and in general for putting into practice of what they have learned or discovered in the coaching process.
  - c. They are considered to be a unique, integrated human/social system which maintains meaningful relationships with its environment
  - d. The role of the coach is to facilitate learning processes which motivate the subjects to discover and apply new ways of behaviour.
  - e. The way this is done has to be adapted to the specific possibilities and circumstances of the subjects.  
One could say that these assumptions apply as well to a methodology directed at individuals, teams or more complex social systems.
2. *Various Models and Approaches:* Depending on the level of complexity of the involved social system a coach can choose from different underlying theoretical models.  
For executive coaching one could differentiate between:
  - solution focused or appreciative approaches
  - cognitive / rational approaches/ narrative approach
  - reframing/system dynamics/ psycho-dynamics
  - supportive / structuring approaches
  - Provocative approach.

### 3. *Application at complex systems:*

- action learning
- large systems methodology
- systemic work

Participants of the workshop will learn the basic principles of these approaches and will get a (better) understanding of when to choose what.

### **The Ideal Participant**

Managers who have the responsibility of making decisions for others development in the organization. For example: Line Managers, HR Managers, Consultants, Practicing Coaches etc.

### **Faculty**

Dr François Breuer, who is an experienced organization coach and teaches colleges in the Netherlands in the fields of executive coaching, team coaching and organization coaching. He has given workshops all over the world and has been an Organization Development consultant for more than 40 years.



He is also

- Certified management consultant (CMC) and executive coach
- Member of the Dutch Order of Management Consultants (OOA)
- Former Executive Officer of IODA (International Association for Organisation Development), responsible for co-ordinating international conferences and official link with OD Summit of 2010 in Hungary
- Partner of Ma'at, management, coaching, organisation development

For more information see: [www.Breuer.nl](http://www.Breuer.nl) and switch to the English version.

### **Date and Time**

26<sup>th</sup> February 2013, Tuesday, 10:00 am to 6:00 pm

### **Venue**

Hotel Royal Orchid, Old Airport road, Bangalore

### **Professional fees**

The fees for each participant for the entire program is Rs. 4,500 (Rs. Four thousand and five hundred only) + 12.36% service tax (as per GOI rules)

*Cheque should be drawn in favour of 5E Serpraise, payable at Bangalore*

### **For Registrations/ Further Information, Contact:**

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