



Internacional Leaders in Coaching

"Be your best!"

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Coaching Overview

What is Coaching?

Coaching is a partnership between coach and client so the client can achieve their goals, live their values and be the best they can be.

What is Coaching?

A coach is a trained, skilled professional who helps a person achieve their goals, be more effective in their work and change their life in the way they want.

How does coaching work?

Coach and client arrange mutually convenient times to meet over an agreed period of time. Coaching may take place by telephone or face to face. The aim of coaching may be to improve a specific skill, or it may be general, for example to help the client make more money, improve their relationships, or be more confident.

What Coaching do we do?

▣ *Executive coaching*

Coaching for top-level management to improve strategic decision-making and leadership. A top executive with a coach will have clearer strategic goals and make better decisions. This has a huge positive effect on the company. It could mean millions of pounds of extra profit. The Return On Investment for executive coaching can be enormous.

▣ *Business coaching*

Coaching people in their work on professional issues. We work with managers inside a company. Coaching is an essential follow up to business training. A lot of training is wasted because the people who have the training do not have support back in their work place when the training is over.

What sort of issues is coaching suitable for?

In business:

- ▣ An executive that wants to clarify the goals and vision of the company, or has to make difficult decisions and want to discuss them with a skilled professional.
- ▣ A management team that needs to perform better.
- ▣ Key individuals in the business who need help to make the most of their talents and skills in the business.
- ▣ Managers who need better communication and management skills.

- ▣ To supplement training that has not been effective by itself, the participants need ongoing support at work.
- ▣ A key manager is having problems with their staff or other managers.
- ▣ A team has problems working together and problems with defining and focusing on their goal.
- ▣ A new manager needs help to do their new job.

Is coaching like training?

No. A trainer is usually the expert and the trainees want to learn a subject or skill. A coach does not give answers, but asks questions so the client finds their own answers. Coach and client form an equal partnership.

Is coaching like counselling or therapy?

No. Counselling and therapy are to remedy the client's problems. Coaching deal with mental growth. Therapy deals with mental health.

What are the benefits of business coaching?

- ▣ Coaching is a long-term investment in higher business performance.
- ▣ Coaching can be applied precisely where it is needed. It is the most cost effective way of getting higher performance from key individuals.
- ▣ Coaching is evidence of the company's commitment to developing its people and contributes to a supportive organisational culture with high morale.
- ▣ Teamwork is improved.
- ▣ Coaching retains key employees and avoids:
 - ▣ The cost of retraining
 - ▣ The loss of company knowledge to competitors
 - ▣ The drop in productivity when personnel leave.

The International Coaching Certification Training

Gain new skills and join the International community of coaches with members in many different parts of the world, dedicated to high quality and standards in the coaching profession.

The training is given by internationally renowned trainers.

Who will benefit from this training?

Coaching is used in many professions:

- ▣ As a manager you can use coaching to develop your people and build stronger teams or a more effective sales force.
- ▣ As a psychologist or therapist you can use coaching to supplement your skills with clients.
- ▣ As a teacher you can use coaching to help your students achieve more.
- ▣ If you are working with people to develop and help them in any way, then coaching is important for you.
- ▣ Coaching will help you to offer more services to current clients and move into wider markets.

What are the benefits of this course?

- ▣ Official International certification and the chance to be a pioneer and join an ever-growing international network of coaches.
- ▣ Supervision with a personal coaching project.
- ▣ A 100 page manual written by Joseph and Andrea, authors of the book 'NLP Coaching'.
- ▣ A comprehensive, rigorous and professional coaching training that is rich in skills, knowledge and possibilities for self development
- ▣ Automatic membership of the International Coaching Community together with the ICC Intranet, forums, newsletter, Chatroom and Library.
- ▣ Increase your value to your company.
- ▣ Meeting like-minded people and networking.

What will you learn on this course?

- ▣ Develop yourself, your skills and your knowledge.
- ▣ Skills to help clients find more satisfying lives
- ▣ Developing and using your intuition.
- ▣ Working with the client's highest values
- ▣ Formulating action plans that work.
- ▣ The powerful questions that change clients' lives and WHEN to use them.
- ▣ How to give clients tasks that will move them towards their goals.
- ▣ How to help a client through their fears and mental blocks.
- ▣ How to market your coaching.
- ▣ The ethical guidelines of coaching.
- ▣ The Art of listening.
- ▣ Working with and changing clients' limiting beliefs.
- ▣ Helping clients to design their best future with long-term goals.
- ▣ Developing your own coaching style.
- ▣ How to time your interventions for the maximum impact.
- ▣ Developing your intuition.
- ▣ When to be directive and when to be non-directive.
- ▣ How to build rapport and trust with clients.

How do we assess the coaches for certification?

- ▣ Knowledge
 - ▣ The background of coaching
 - ▣ What distinguishes coaching from counseling, therapy, training and consulting
 - ▣ Familiarity with the special terms of coaching
 - ▣ The criteria for testing both process and outcome goals

- ▣ Skill
 - ▣ Builds a relationship of respect and trust with the client.
 - ▣ Make the client accountable for the coaching process.
 - ▣ Obtains the client's commitment to the coaching process and to the tasks they agree to in that process.
 - ▣ Helps the client to define the present situation in detail.
 - ▣ Works with the client to clarify their goals and check that they are congruent with their values
 - ▣ Asks powerful questions to help the client.
 - ▣ Gives the client more choices in their life.
 - ▣ Helps the client develop an appropriate action plan.
 - ▣ Evaluates and distinguishes the different messages the client gives.
 - ▣ Is sensitive to calibrate the client's non-verbal signals.
 - ▣ Works with the client to overcome limiting beliefs.
 - ▣ Provides challenges to take the client beyond their perceived limitations.
 - ▣ Gives appropriate tasks for the client to challenge them and move them forward towards their goals
 - ▣ Supports the client's growing self-awareness.

- ▣ Self- development
 - ▣ Keeps the client's material confidential.
 - ▣ Does not judge the client or tell the client what to do.
 - ▣ Understands and follow the ethical guidelines of the International Coaching Community.
 - ▣ Treat the client as resourceful.
 - ▣ Creates an equal, synergistic partnership with the client.

What are people saying about this training?

'Highly professional and highly practical.
I felt absolutely empowered to go out and start coaching.'
Dr. Dianne Adie, University lecturer (UK)

'Inspiring and clarifying coaching. I feel I have sufficient tools to start practising.
Learning by doing and listening; well structured.'
Klaus Karoli, Process leader SAS (Denmark)

'Transcendent!
EXCELLENT!'
Maria Antonieta Cruz Ramos (Mexico)

'Great!'

Jose Mauro Haddad, Organisational consultant (Brazil).

'An extremely rich and powerful training.

Very good to learn how to be a coach and gave me many insights.

What was learned here in this training will stay and be used for the rest of our lives.'

Jose Augusto Sathler, Civil Engineer IBM Brazil (Brazil)

'This course made me rethink my life. It had an extraordinary effect on me. I am much more secure about coaching and I know that it works.'

Elizabeth Valeriano de Carvalho, Business Consultant (Brazil)

'Intense, experiential, fantastic!'

Patricia Franca da Costa, Psychologist and Designer (Brazil)

The Coaching Master Trainers



Joseph O'Connor is one of the best known and respected trainers of NLP and coaching in the world. He has taught in North and South America, Hong Kong, Singapore, (Where he was awarded the medal of the national community leadership Institute), New Zealand, and many European countries.

Joseph has been a visiting member of the faculty for NLP University on Santa Cruz California, and a visiting trainer with NLP Comprehensive.

Joseph has worked with many companies as a trainer and consultant including, Citibank, BA, Hewlett Packard, and the United Nations Industrial Development organisation (UNIDO) in Vienna consulting on industrial co-operation projects in developing countries. Author of eighteen books, translated into twenty five languages, including many of the best selling and most respected books, he was the first author outside America to write an NLP book.

His book, written with John Seymour, 'Introducing NLP' has been used for over ten years as the basic reference book in practitioner courses around the world. Joseph is co-founder of Lambent do Brasil. He lived in England for many years and now lives in Brazil.



Andrea Lages is one of the most respected coaching trainers in the world. She is co-founder of Lambent do Brasil, an internationally certified NLP trainer, consultant, business trainer, author and executive coach.

Living in Sao Paulo, Brazil, she works internationally doing NLP certifications courses, International coaching certification and seminars on communication skills, systemic thinking, leadership, and goal setting, with individuals and teams.

She has worked in Mexico, Spain, Poland, Denmark, Malta, Brazil and the UK. She speaks English, Spanish and Portuguese fluently and does trainings in all three languages.

Through her consultancy, Andrea designs and runs management development, training, coaching, customer service, team building, applying NLP and Systemic thinking in practical ways within organizations..

Her clients include Certisign (Verisign - Brasil), Virtual Case, Procci, Secretary of development of Rio de Janeiro.

National Coaching Certification Training

The Manager as coach

A specialized coaching training to give managers the coaching skills they need.

The Coaching training has a national certification through Lambent do Brasil, a sign of quality coaching training.

Coaching is increasingly popular as one of the most focused and cost effective ways of helping business improve performance through developing their people. More and more businesses are using coaching to help their employees learn important skills, and to support changes made by existing training and consultancy. The most cost effective way to do this is for managers to learn the *necessary* coaching skills.

The challenge for managers is to learn and integrate coaching skills into their daily practice. Managers are busy, they have very little time and sometimes it may seem that coaching is something they have to do *as well as* everything else. Coaching must fit into their work and be a means to an end, not an end in itself.

The existing management paradigm is for the manager to ask questions to understand the problem, so they can give the answer.

The coaching paradigm is for the manager to ask questions to help the person understand the problem, so they can solve it for themselves and develop themselves, becoming more creative and more effective in the process.

▣ Benefits of the training:

- ▣ It shows the company's commitment to their people
- ▣ Helps managers develop their people
- ▣ People become more creative and able to solve problems
- ▣ Reduces the manager's workload, as their people will be able to solve problems by themselves and will need less supervision.
- ▣ Gives an excellent image for the manager
- ▣ Helps managers to understand staff needs at a deeper level

▣ Training Schedule

The course is six days (45 hours).

It can be taken as an intensive over six consecutive days, or in two or three day modules to be arranged. The course includes a practical session of coaching every day

☐ The course covers

- ☐ Definitions of coaching
- ☐ Standards and ethics of coaching
- ☐ Using the wheel of business to find leverage points in the managers work
- ☐ Coaching for high performance
 - ❖ Performance and process goals
 - ❖ Values and their importance in the business
 - ❖ The value behind the goal
 - ❖ Using questions
 - ❖ The characteristics of powerful questions
 - ❖ The impact of questions
 - ❖ Time management
 - ❖ Time lines
 - ❖ Action plans
 - ❖ Practical issues of coaching
 - ❖ How to conduct a coaching session
 - ❖ Using coaching to improve performance
 - ❖ Single and double loop coaching
 - ❖ Recreating better work habits and procedures
 - ❖ Limiting assumptions and how to deal with them
 - ❖ Giving tasks
 - ❖ Coaching demonstrations
 - ❖ The transition model
 - ❖ Coaching for career planning and succession planning
 - ❖ Creating structures
 - ❖ Summary and conclusion
 - ❖ Deciding future steps

We also offer facilitation sessions of three hours to review progress to be agreed at a time after the training.

Business Coaching Services

Team Coaching Service

This service is for teams who work together on important business goals. It is based on team sessions with a single consultant over an agreed period.

For teams who want to be more effective, more creative, co-ordinate better and sustain their strategy towards their business goals.

We design the coaching with a needs analysis, we agree measures for success and follow up the coaching to ensure it is successful.

Coaching for managers

A flexible package of 15 hours, for managers who want to increase their skills and effectiveness.

The fifteen hours can take place at the convenience of coach and manager at times to be agreed. Nine hours will be face to face, and six hours will be by telephone.

We provide a needs analysis if required and agree measurements for success. At the conclusion of the coaching, we evaluate that it has delivered the benefits required.

Executive coaching

We specialize in executive coaching for Vision, strategic thinking and leadership skills.

We offer an executive coaching package of twelve hours can take place at the convenience of the coach and executive. This is a mixture of face to face meetings and telephone coaching.

The package consists of a preliminary evaluation session; together with agreement of success measures and follow up to see the measures are achieved.