

International certification **Coaching by Values™ (in English)**

With Simon Dolan

27-28 of April 2015 in ESADE-CREAPOLIS

St. Cugat (Barcelona)



Coaching by Values™ is an innovative, thorough, systematic and integrated approach to coaching. It is based on concept and methodology developed by Prof. Simon L. Dolan and is recognized as an official school of thought in the field by the International Coaching Federation (ICF).

The training and methodology focuses on individual and/or organizational changes by aligning the latter with specific objectives (individual, family, or organization). **Coaching by Values** is a new philosophy, which blends personal challenges and priorities with that of the world around us. It offers coaches, managers and therapists a new tool to do a complete evaluation of their value diagnosis and hierarchy and enables alignment. Similarly, it offers revealing ideas to individuals about their own personal success and how they fit into their respective family, work group, the larger organizational culture, or even to their community.

It is a new blueprint for creating a learning environment in which personal and environmental factors are assessed, and for which happiness and performance mutually reinforce each other. **Coaching by Values** offers a solution to the never-ending challenge of aligning individual values, motivation and behavior with consistent performance and sustainable aspirations.

Who should attend?

The workshop is aimed to certified and practicing coaches who are familiar with the basic elements of coaching of any other coaching school of thought (i.e. PNL, Emotional Intelligence, constellation, appreciative inquiry, ontological, and others). It can also be modified to the novice coach, HR director, training and OD consultant as well as chartered occupational psychologist who has not yet selected his/her preferred coaching approach.

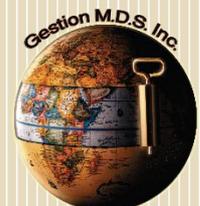
Approved
program by:



as:



8 Hours Core Competencies
8 Hours Resource Development



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THE LEARNING MODEL

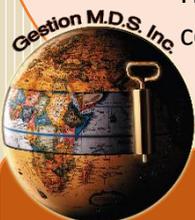
The learning model of this intensive two-day workshop is based on the two bestselling books authored by **Prof. Simon L. Dolan** and his colleagues: *Managing by Values: Corporate guide to living, being alive and making a living in the 21st century* (Palgrave-McMillan, 2006), and *Coaching by Values: A guide to success in the life of business and the business of life* (iUniverse, 2011). The tools include an online software for conducting individual and organizational value audit (**MBVsuite™**), a card game called "**The value of Values**" (www.learning-about-values.com), and a tale labeled "**The magic carpet and the islands of value**". The learning model has been tested in many parts of the world (U.S.A. , Canada, France, the U.K., Holland, Lithuania, Brazil, Peru, Chile, Morocco, Israel, to name a few) , as well as in some of the leading world business schools (ESADE-Barcelona, Erasmus-Rotterdam, Sao Paulo, Tel Aviv, and many others). The concepts and the tools have been validated through many years of research for which results have been published in several scientific journals.

Participants in this training learn how to become an effective change agent. The latter, according to Prof. Dolan requires a configuration of three components: **a concept, a methodology and tool(s)**. By the end of this certification, the participants will become familiar with and have the opportunity to practice all these components. **Coaching by Values** becomes part of their soul in the sense that it will apply to self assessment and auto-coaching as well as helping others in their paths towards success in life and in their respective businesses.

WORKSHOP BENEFITS

The concept and the methodology are hailed by many experts as genius, in the sense that a complex phenomenon becomes simple and clear. You will learn:

- ✓ How to help people identify their values.
- ✓ How to put them together in a systemic manner that leads to plan of action.
- ✓ How to understand the interrelated nature of support and challenge in effective coaching.
- ✓ How to reduce value conflicts and enhance congruencies within the dynamic context of the "here and now".



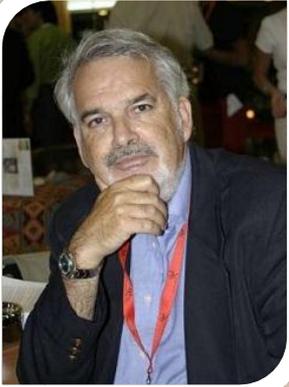
Information: Laura Reinón

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FACILITATORS

The workshop will be facilitated principally by Dr Simon L. Dolan, the founder and creator of the *Coaching for Values* concept. Dr Dolan is coauthor of more than 62 books in management, psychology and health, published in many languages. Some of his books are listed on the bestselling list of some global publishers (i.e. McGraw Hill, Palgrave-MacMillan, Pearson, etc.) He is the president and founder of GESTION M.D.S Inc. of Montreal-Canada, a worldwide consulting firm known for the quality of its services for over 34 years.

Prof. Dolan is also the holder of the Future of Work Chair in ESADE Business School, one of the worlds' best. Detailed information about Prof. Dolan can be found at his home page at www.simondolan.com.

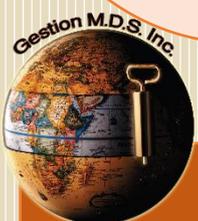
COLLEAGUES AND GUEST LECTURERS

David Alonso



Trainer and master coach in **Coaching by Values**; he is a mentor of coaches and Personal Coaching Expert, with over 1.300 hours of experience in Personal Coaching. He is the business partner of Simon Dolan in the Ibero-American market and the principal diffuser of the **Coaching by Values** methodology in Spanish. In addition to training and managing the community of coaching by values, David is an ICF (International Coach Federation) as PCC and ADESCO certified coach and Master NLP Practitioner, Registered by The Society of NLP, Master Trainer in Coaching by Values. David is also professional instructor in Fire-walking. Academically he holds a Bachelor of Business administration and a Master in Business Administration.

Title of presentation: *How to develop and market a community of passionate coaching by values people.*



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Anat Garti

Psychologist, certified families and couples therapist, senior coach (MCIL), organizational consultant, groups instructor and a lecturer in various academic institutes in Israel. Holds a B.Sc in computer science and Master in psychology from the Bar-Ilan University in Israel. Anat started her long professional career as a system analyst and process-manager in the Israeli Air Force (commanding officer, Major). During the following years, she studied and specialized in family therapy and strategic therapy working for the clinical team of the Shinui institute in Israel. As part of her work in the institute she lead and managed the development of the emerging domain of family coaching. Later, she partnered with Dr. Noga Navaro and Avishai Landau in the development of the "**Managing families by values**" a derivative of the **coaching by values** model.

Title of her presentation: *Applying the Coaching by Values concept in family therapy.*



Kristine Marin Kawamura

Kristine Marin Kawamura, Ph.D. is a scholar, educator, writer, and consultant focused on helping organizations and individuals develop strategies and cultures that maximize human potential and create financial, social, and human wealth and health. Her current research focus examines the role of *care* to enliven performance of human beings, organizations, and institutions in the global, culturally-diverse world. In her consulting work, Dr. Kawamura helps leaders and managers of global firms and entrepreneurs to develop business, partnership, innovation, organizational culture, and leadership development strategies as well as to create whole, purpose-filled and caring work and lives.

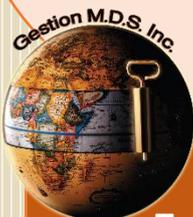
Title of her presentation: *Care: A Resource for Energizing the Relationship between the Coach and the Coachee.*



Tony Lingham

Tony Lingham is spearheading the globe with a structured process for team coaching involving the assessment of actual and desired states of a team based on the experience of teamwork. His work has been tested and validated over 10 years with teams ranging from Boards to functional teams and across countries (US, Latin America, China, and Europe). He uses his Team Learning Inventory (TLI) for team and his Learning Needs Inventory (LNI) for individual coaching, learning and development respectively. Tony is currently an Associate Professor in the Department of Organizational Behavior, Weatherhead School of Management, Case Western Reserve University. Apart from his team coaching expertise, Dr. Lingham is also a Senior Executive Coach and a Master Coach certified in Emotional Intelligence with the Hay Group. He is the founder of Interaction Science, LLC.

Title of presentation: *Team Coaching: Developing High Impact Teams.*



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Place of the event:

ESADecreapolis

AV. TORRE BLANCA, 57 - 08173
SANT CUGAT DEL VALLÈS - BARCELONA - SPAIN
TELEPHONE: +34 935 543 000
<http://sn.esadecreapolis.com>

Dates and times

27-28 of April
09:00-13:00 / 14h30-18h30

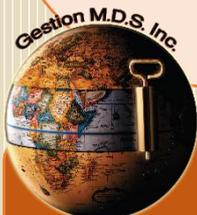
Investment: 900€ (800€ if you pay before April 1)

*Materials; Coffee breaks, lunches and soft drinks included in the price.

Payment By Paypal to: Simon.dolan@learning-about-values.com or
bank transfer to : IBAN: CA 003100730102941

Certificate by:

Gestión M.D.S Management Inc. (Is a holding consulting group based in Montreal, Canada, and certified as official training provider by the Quebec government and the World Bank. Certification will be signed by Prof. Simon L. Dolan himself, president of the Group, and by the co-sponsor the ICF (International Coaching Federation).



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