



Association for Coaching presents

## EXCELLENCE IN COACHING

### How To Ensure Your Coaching Achieves A Return On Investment with Dr Peter Hawkins

Wednesday 2 April, 2008 - Belfast

**DATE:** Wednesday 2 April 2008  
08.30 - 09.00 am Registration  
09.00 – 10.30 am Workshop  
10.30 – 11.00 am Networking

**SPEAKER:** Dr Peter Hawkins

**VENUE:** Conference Suite,  
Castlereagh Enterprise Centre  
Carrowreagh Road  
Dundonald BT16 1QT

**PRICE:** £22 (plus VAT) non-members  
£12 (plus VAT) members

**REGISTER:** Register today to avoid disappointment  
as places are limited.  
[www.associationforcoaching.com/  
event/event2i.htm](http://www.associationforcoaching.com/event/event2i.htm)



#### **If you experience problems in registering online, you can either:**

1. Contact our online events organiser  
[kerry@associationforcoaching.com](mailto:kerry@associationforcoaching.com)
2. Book direct by credit card on the phone by  
contacting Louise on +44 (870) 765 8777

Are you in a business where you are embedding coaching capabilities; or a professional coach training organisation; or perhaps a coach and interested in pursuing excellence in coaching? Then join us for a master class **“How To Ensure That Your Coaching Achieves A Return On Investment”**.

## WHAT YOU WILL LEARN

This content rich seminar will be led by Dr Peter Hawkins, Founder of The Bath Consultancy Group. The event will take the form of a Master-class.

Increasingly organisations that invest in coaching are becoming more discerning and eager to ensure that there is a demonstrable return on the investment being made. In this master-class, Dr. Peter Hawkins will illustrate the key elements that need to be accounted for to ensure the best return on the investment of time and cost.

The key elements for the organisation include:

- Creating an effective coaching strategy
- Three way contracting between coach, coachee and their line manager, with built in reviews where the contracting needs to not only set goals for the coaching but link these to value creation for and through the organisation
- Harvesting the organisational learning from both internal and external coaching relationships while preserving confidentiality
- Targeting coaching on key talent at points of transition.

The key elements for the coach include:

- Developing an approach to coaching that balances the needs of the individual being coached, their organisation and the relationship between the two
- Being clear about the strategy of the organisation and how the individual being coached can increase the value they create
- Effective coaching supervision.

Each of the key elements will be illustrated with best practice from leading firms such as BBC, PricewaterhouseCoopers, Ernst and Young and Standard Chartered Bank. There will also be practical tools and methods that both coaches and organisations can immediately apply to their own work.

## ABOUT THE SPEAKER



Dr Peter Hawkins, co-founder and Chairman of Bath Consultancy Group, is a leading consultant, writer and researcher in organisational strategy, learning, managing complex change, leadership and Board development.

Peter is a thought leader in Executive Coaching, President of "The Association of Professional Executive Coaches and Supervisors" and a member of the advisory Board of the University of Bath School of Management.

Peter is the co-author of "**Coaching, Mentoring and Organizational Consultancy: Supervision and Development**" McGraw-Hill/Open University Press 2006 and the best selling "**Supervision in the Helping Professions**" Open University Press 1989, 2000 and 2006.

With Gil Schwenk he led the CIPD research on coaching supervision and co-authored the **CIPD change Agenda "Coaching Supervision"**. He is also author of "**The Wise Fool's Guide to Leadership**" O Books 2005.

You can read more about his work at [www.bathconsultancygroup.com](http://www.bathconsultancygroup.com).

## WHO IS THE EVENT FOR?

1. HR practitioners and those responsible for managing and implementing coaching programmes within organisations
2. Individual Coaches from all disciplines, operating privately and within organisations, whether members or non-members of the Association for Coaching
3. Coaching service and training providers
4. Academics working in a coaching related field
5. Business owners and leaders interested in coaching.

The event is eligible for CPD (continuing professional development) and certificates will be available at the event.

**We hope you can join us!**

**Please pass this information on to others you think would be interested in attending.**

### About the Association for Coaching

Established in the UK in 2002, the Association for Coaching (AC) is an independent and non profit professional body committed to raising the standards and professionalism of Coaching. With members in 22 countries, as a key leading Professional Body, the Association for Coaching has a professional code of conduct, a vetting procedure, a course recognition and accreditation scheme, industry research, frequent CPD events and professional forums, an International Conference and other value added services. With members across the globe, the Association for Coaching is run by a team of high-energy coaching professionals committed to raising the standards and awareness of coaching, throughout Europe and beyond.

## DO YOU WANT TO BE KEPT INFORMED OF FUTURE EVENTS IN IRELAND?

To subscribe to the AC Mailing List and receive updated information on events, research and developments within the field of Coaching, please go to:

[www.associationforcoaching.com/home/list.htm](http://www.associationforcoaching.com/home/list.htm)

For more information about the Association for Coaching in Ireland and our future events you can contact us at:

[acireland@associationforcoaching.com](mailto:acireland@associationforcoaching.com)

If you would like to know more about the Association for Coaching in Ireland please contact:

Krishna De for details of Dublin Events – [Dublin@associationforcoaching.com](mailto:Dublin@associationforcoaching.com)

Oliver Johnston for details of Belfast Events – [Belfast@associationforcoaching.com](mailto:Belfast@associationforcoaching.com)

## INTERESTED IN BECOMING A MEMBER OF THE ASSOCIATION FOR COACHING?

For more information about membership levels and an application form go to:

[www.associationforcoaching.com/memb/memb.htm](http://www.associationforcoaching.com/memb/memb.htm)

or email [members@associationforcoaching.com](mailto:members@associationforcoaching.com)