



Association for Coaching presents
another inspiring & thought provoking event

MOTIVATING IN A MOMENT

Date: 15th November 2007 (6:00 – 6:30 registration) 6:30 pm–8:30pm (workshop)

**Venue: Express By Holiday Inn, Wilstead Road, Elstow, Bedford, MK42 9BB.
Tel: 0870-112 1807. Website: www.hiexpressbedford.co.uk**

Speaker: Wendy Sullivan

Price: £22 non-members (£25.85 inc VAT), £12 members (£14.10 inc VAT)

Join us for this workshop presented by Wendy Sullivan.

You will learn a quick process for enhancing motivation and commitment to change.

This is a 'Blue' category event

How often do you wish to motivate a client quickly, or help them to decide what they would like and how to achieve it? And how do you ensure that the change is congruent with them as an individual, and therefore 'sticks'?

Many coaching interactions – and day-to-day conversations - involve situations like this, when, if you have clear distinctions about what is essential and what isn't, you can accomplish this in just a few minutes. We will explore a recently-developed, simple-to-remember process to help you cut to the chase to increase motivation and commitment. It was developed by Wendy Sullivan, Marian Way and Phil Swallow, and makes use of Clean Language questions (developed by David Grove).

After a brief explanation, you will put the process into practice and experience its power as facilitator and client so that you can put it into practice immediately.

By the end of this session, you will be able to:

- Understand of the concept of Clean so that you can guard against your assumptions and choose to keep your 'take' on the client's issues to yourself.
- Use the *Motivating in a Moment* process with coaching clients and others to enhance motivation and commitment to change.
- Ensure your clients do take responsibility for the changes they decide to make.
- Use the distinctions from the *Motivating in a Moment* process to keep on track through longer pieces of change-work with clients.
- And you will have greater skill and more flexibility as a coach.

The forum is eligible for CPD and a Certificate will be given the night of the event. We look forward to seeing you there!

This is another very special event, and definitely one not to be missed! To book, visit the 'events' section in our website, or through this link:
<http://www.associationforcoaching.com/event/event2c.htm>

For additional workshop queries, email susanne@associationforcoaching.com

As usual we do expect to sell out early so please reserve your place now!

For non-members of the AC, please note that you can save money on this and future events and receive a wealth of other benefits by joining the AC. For more information and an application form go to <http://www.associationforcoaching.com/memb/memb.htm> or email members@associationforcoaching.com. For non-members: if you wish to bring a completed application form to this event we will waive the normal registration fee for joining.

To subscribe to the AC Mailing List and receive updated information on events, research and developments within the field of Coaching, please go to
<http://www.associationforcoaching.com/tact/list.htm>

Speaker Bio

Wendy Sullivan is a certified NLP Trainer and runs "Clean Change Company Ltd" with her business partner, Judy Rees. Clean Change Company is a training and development company that provides coaching and facilitation to teams and individuals. Clean Change Company also provides the most extensive training program available in Symbolic Modelling (developed by Penny Tompkins and James Lawley), Clean Space and Clean Language (developed by David Grove). Wendy coaches, facilitates and trains internationally, working with teams and individuals in the field of professional and personal development.

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Association for Coaching

Established in 2002, the Association for Coaching (AC) is an independent, non-profit professional body for coaches, coach trainers/providers, academic institutions and organisations committed to raising the standards and professionalism of Coaching. As a key leading professional body, the AC has a professional code of conduct, a vetting procedure, a course recognition and accreditation scheme, industry research, frequent CPD events and professional forums, together with an International Conference and other member focused services. With world-wide membership, the Association for Coaching is run by coaching professionals committed to raising the standards and awareness of coaching throughout Europe and beyond.

Don't miss the Association's first book, "**Excellence in Coaching, the Industry Guide**" which is receiving outstanding reviews from the HR and coaching trade press. Authors include John Whitmore and other renowned authorities within the field of coaching. Available to order from the AC website.

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“Promoting Excellence and Ethics in Coaching”