



Association for Coaching presents “Meaning and Purpose – understanding the words.”

Date: Wednesday 16th September 2009

Time: 6.30pm - 7.00pm registration and networking, 7.00pm – 9.00pm workshop
Tea/Coffee will be available on arrival and during the break at 8pm.

Venue: Moor Hall, The Moor, Cookham, Maidenhead, SL6 9QH
Tel: 016284 27500

Website: www.moorhallconferences.com (directions available through the website)

Price: £20.00 members (£17.39 exc VAT), £35.00 non-members (£30.44 exc VAT)

Speaker: Jane Myers

This is classified as a: “Coaching skills development” workshop, providing a fresh, original approach to coaching.

You will learn:

Firstly, how meaning and purpose plays a role for both the client and the coach during a coaching interaction. Secondly, how meaning and purpose develops as a coach progresses through their development.

About this event:

‘Meaning’ and ‘purpose’ are words associated with coaching but how often do we pause to reflect on exactly what they mean and how they contribute to a coaching session?

Meaning and purpose are believed to be key elements within a coaching dialogue. However, there is much discussion and debate about how someone tunes into their meaning and purpose. Whilst some coaches would argue that it is an invaluable area to cover to engage a client, others would believe it is irrelevant when coaching to improve performance.

A recent study by Jane Myers suggests that coaches develop their ability to use meaning and purpose as a tool over time and through their own personal development. In addition, the perception of what meaning and purpose might be used for changes over time. When working with clients, understanding meaning and purpose can have a huge impact on both setting and achieving goals.

The individual search to discover the meaning and purpose of life has led to the dreams of many Holy Grails. Meaning and purpose is often linked with spirituality in a range of contexts including organised religions. Finding this Holy Grail is not always an easy task. As we enter the 21st century, there appears to be a resurgence of people seeking out their meaning and discovering their purpose in life. It appears to be the driving force behind creating a balance between work, life and personal satisfaction.

“Promoting Excellence and Ethics in Coaching”

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The workshop will be encouraging the audience to discuss and debate how meaning and purpose plays a role in coaching. Jane Myers will share some of her findings and present a backdrop for an informed discussion about how to develop meaning and purpose and what the value of using it is.

During the workshop, we'll be asking the questions:

- What is Meaning and Purpose?
- Is Meaning and Purpose an important element to the success of coaching?
- Does a coach need to be in tune with their meaning and purpose to be able to use it in their coaching dialogues?
- How significant is meaning and purpose in the 21st Century? – an age of flux?
- How do the demands of the organisation affect the use of meaning and purpose during coaching sessions?

This session is suitable to all coaches at whatever stage of their development and whatever field they coach within as it is an opportunity for personal development as well as considering the deeper context of meaning and purpose.

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

- Understand more about meaning and purpose
- Use meaning and purpose as a focus for goal setting and improving performance
- Consider how you might use meaning and purpose more effectively in your coaching dialogues
- Be aware of how meaning and purpose can be used in a range of contexts

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

How to Book: This is another very special event, and definitely one not to be missed! Places are limited. To book, visit the 'events' section in our website, or through this link:
http://www.associationforcoaching.com/event/workshops.htm#1_3

Once you have successfully booked and paid for the event, you will receive a confirmation email with full details of the event. **Please bring your confirmation email with you to the event to ensure a fast and efficient registration.**

For additional workshop queries, email workshops@associationforcoaching.com

Speaker Bio



Jane Myers has recently completed a Masters in Coaching and Development at Portsmouth University. With a background in Psychology, Jane has worked in the field of individual and organisational development for over 10 years. She specialises in understanding how people process information and how individuals learn in their own unique ways, with a particular background in Specific Learning Difficulties.

Jane offers a range of training programmes and development packages, along with a variety of coaching solutions for both individuals and organisations. In addition, Jane has experience of coaching in the sporting world over a range of disciplines.

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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.

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 AC's third book, *Diversity in Coaching - Working with issues of gender, culture, race and age*". This book is part of the successful Association for Coaching series, edited by Jonathan Passmore, which includes *Excellence in Coaching* and *Psychometrics in Coaching*, also published by Kogan Page. Order from the AC website.

The AC's next international conference 'Going Global 2010' will be held on 11th & 12th March 2010 at the Victoria Park Plaza Hotel in central London.

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