



## Association for Coaching presents “Cognitive Behavioural Coaching”

**Date:** Wednesday 11<sup>th</sup> November 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](http://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:** **Gladeana McMahon**

**You will learn:** About the background and methodology of Cognitive Behavioural Coaching and how CBC skills and techniques can be used alongside other approaches to improve coaching effectiveness.

### **About this event:**

Cognitive Behavioural Coaching (CBC) has been developed in the UK by Professors Windy Dryden, Stephen Palmer, Gladeana McMahon and Michael Neenan. This approach enables individuals to use a range of strategies to identify and challenge self-defeating thinking as well as develop effective problem solving skills. CBC is an approach strongly linked to identifying and achieving measurable outcomes with a robust behavioural contracting process. This approach has been used successfully with teams, individuals and with a range of coaching issues.

This workshop will outline the history and philosophy behind CBC and provide an overview of a range of strategies used in this approach.

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

- Have an understanding of Cognitive Behavioural Coaching
- Understand how CBC can be used with coaching clients
- Have been introduced to some of the skills used with clients

### **This event is aimed at:**

1. Individual Coaches from all disciplines, operating privately and within Organisations, whether members or non-members of the Association for Coaching
2. Coaching Service/Training Providers
3. HR Practitioners and those responsible for managing/implementing Coaching Programmes within Organisations
4. Academics working in the Coaching related field
5. Business owners/Leaders interested in Coaching

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!

To book, visit the 'events' section in our website, or through this link:

[http://www.associationforcoaching.com/event/workshops.htm#1\\_3](http://www.associationforcoaching.com/event/workshops.htm#1_3)

Book early as we expect to sell out!

“Promoting Excellence and Ethics in Coaching”

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

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](mailto:workshops@associationforcoaching.com)

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](mailto:members@associationforcoaching.com).

### Speaker Bio



Gladeana McMahon is considered one of the leading personal development and transformational coaches in the UK. She helped found the Association for Coaching for which she now holds the positions of Fellow and Chair of the Association for Coaching UK. She is also a Fellow of the BACP, The Institute of Management Studies and The Royal Society of Arts. Gladeana is widely published with some 16 popular and academic books on Coaching and Counselling. An innovator, Gladeana is one of the UK founders of Cognitive Behavioural Coaching and currently works as Director, Professional Coaching Standards for Cedar Talent Management and is Co-Director of the Centre for Coaching and Centre for Stress Management as well as running her own Associate team under the banner of Gladeana McMahon Associates.

This is a woman who knows how to motivate and will have you saying, "Don't say I can't say how can I" and believing it too (*Independent on Sunday*)

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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.

**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.**

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.

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>

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