

LEADING AND COACHING ACROSS CULTURES

Certification Cultural Orientations Framework
online assessment and much more!

with global leadership development expert
Philippe Rosinski



25 - 27 April, 2012
London, UK

ROSINSKI & COMPANY



ICF
International Coach Federation

CCE
Continuing Coaching Education
International Coach Federation



INTENSIVE AND EXPERIENTIAL THREE-DAY SEMINAR FOR EXECUTIVES, HR/LD PROFESSIONALS, EXECUTIVE COACHES, CONSULTANTS AND INTERCULTURALISTS, SEEKING SUSTAINABLE SUCCESS WORKING WITH AND WITHIN GLOBAL ORGANIZATIONS

“ This has been an exceptional seminar. I am very glad that I attended ... The Cultural Orientations Framework is a brilliant model. The course was beautifully designed and delivered ”

OVERVIEW

Following the success of seminars in Europe, Asia Pacific and the US, Philippe Rosinski, global leadership development expert and author, is teaming up with executive coaches Dina Zavrski-Makaric and Laurence Bridot, in delivering his highly acclaimed *Leading & Coaching Across Cultures* seminar in London, UK.

Traditional leadership development and executive coaching has assumed a worldview that is not universal and proves increasingly insufficient in addressing the complex challenges in our turbulent, interconnected and global environment. By integrating the crucial cultural dimension, Philippe Rosinski has developed a holistic, creative and powerful approach for leaders, organizational professionals and coaches. His pioneering book *Coaching Across Cultures* has received worldwide acclaim and has been notably chosen by Harvard Business School as its Featured

Book Recommendation for business leaders.

The three-day interactive and experiential seminar gives participants a unique opportunity to learn in-depth about new methodologies and application of new tools, including the online Cultural Orientations Framework assessment, Global Coaching Process and Global Scorecard. The seminar combines theory with practice including assessments, role-plays and case studies, together with self and peer coaching.

Upon completion of the seminar you will be provisionally certified to use/administer the Cultural Orientations Framework online assessment, and fully certified once you have successfully applied it in a real project.

KEY BENEFITS

- ◆ Learn how to release higher potential in individuals enabling greater and sustainable success by making the most of alternative cultural perspectives;
- ◆ Acquire skills that allow you to extend beyond cultural norms, values and beliefs when leading a diverse workforce or coaching clients;
- ◆ Discover creative solutions to leverage cultural differences and address complex and multidimensional challenges;
- ◆ Gain higher levels of self-awareness and personal fulfilment while enhancing your positive impact on others;
- ◆ Maximise opportunities from diversity and achieve superior results for your organization;
- ◆ Gain skills critical in recruitment, retention and talent development;
- ◆ Become part of an emerging and leading network of global professionals and executives;
- ◆ Become provisionally certified to use and administer the Cultural Orientations Framework online assessment with individuals, teams and organizations.

CONCEPT

In our complex multicultural and turbulent environment, it is essential to embrace diversity, bridge cultural gaps, learn from cultural differences for more creativity, allowing us to act responsibly, overcome divisions, live meaningfully and strive for internal and external unity.

Leadership and coaching that integrates multiple perspectives is a powerful vehicle for enabling sustainable and global success for self and others. The seminar concentrates on the cultural perspective in the context of a broader vision that also integrates physical, managerial, psychological, political and spiritual perspectives.

The objective of the three-day seminar is to help executives, managers and professional coaches, from all kinds of organizations, to systematically integrate the cultural dimension into their work. The seminar is also destined for interculturalists eager to integrate coaching into their work.

Insights will be gained on various levels: individual, team, organizational and societal development. The seminar will equip you to facilitate high performance, human fulfilment, meaningful and sustainable success. It is aimed at executives and professionals already familiar with coaching fundamentals.



SEMINAR CONTENT

DAY 1 (08:30 Registration; 09:00 Start)

INTEGRATING THE CROSS-CULTURAL DIMENSION INTO LEADERSHIP & COACHING

THEORETICAL FOUNDATIONS:

- ◆ Global leadership and coaching to address complex challenges in today's interconnected and turbulent environment.
- ◆ Global leadership and coaching to achieve sustainable and meaningful success.
- ◆ A novel inclusive and dynamic understanding of culture.
- ◆ Explore attitudes vis-à-vis cultural differences from ethnocentrism to leveraging cultural diversity.
- ◆ Decipher cultural differences and identify new growth opportunities outside one's cultural comfort zone and through the synthesis of differences:
 - ◆ the Cultural Orientations Framework (COF).

ACTIVITIES:

- ◆ Explore your cultures and how they affect your leadership or coaching through an inductive activity.
- ◆ (Re)connect with the wisdom in your cultures and discover lessons from others to address complex challenges.
- ◆ Debrief of the Cultural Orientations Framework (COF) online questionnaire: individual and aggregate results. Assets and developmental opportunities are discussed both for individual and group progress.
- ◆ Engage in a Diverse Team development action-learning project throughout the three days of the seminar.

DAY 2

LEADING AND COACHING OF INDIVIDUALS, TEAMS AND ORGANIZATIONS

THEORETICAL FOUNDATIONS:

- ◆ Become aware of your own cross-cultural orientations, learn to identify others' orientations and effectively bridge cultural gaps.
- ◆ Learn how to leverage differences.
- ◆ Global team development.
- ◆ Global organizational development through mergers, acquisitions and alliances.

ACTIVITIES:

- ◆ Role-play challenging scenarios. A chance to practice, and exchange developmental feedback.
- ◆ Experiential activities: an opportunity to highlight our inevitable cultural biases and show ways to go beyond present cultural limitations.
- ◆ Case study (a cross-cultural merger): participants work individually and collectively to come to problem solving consensus.

Participants will receive complimentary copies of Philippe Rosinski's books *Coaching Across Cultures* and *Global Coaching*

DAY 3 (17:30 End)

ENGAGING IN YOUR OWN HIGH-PERFORMANCE AND HIGH-FULFILLMENT JOURNEY

THEORETICAL FOUNDATIONS:

- ◆ The Global Coaching Process to practically engage in leadership and global coaching: develop familiarity with a three-step process to facilitate a high-performance and high-fulfilment journey with individuals and teams.
- ◆ The Global Scorecard: learn to set objectives that promote business success while encouraging you to take care of yourself, nurture relationships, and serve society at large.
- ◆ Art and global leadership and coaching
- ◆ Leading and coaching from multiple perspectives: physical, managerial, psychological, political, cultural and spiritual.
- ◆ Möbius strip model: achieving unity in diversity.

ACTIVITIES:

- ◆ Group projects presentations: articulate findings and discuss process.
- ◆ Case study (a complex case of individual coaching): participants discuss their approach and a multiple perspectives model is shared to unleash new growth opportunities.
- ◆ Participants engage in a self-assessment and become familiar with a goal setting process that enables global success.
- ◆ Peer-coaching: help each other articulate developmental objectives and action plans. Integrate insights and feedback gained during the seminar into the process.
- ◆ Finally, a time for celebration, sharing, and connecting to support each other and build new collaborations on the journey ahead.



Over 15 hours CCEU, including 10 hours ICF Core Competencies

PRESENTERS



Philippe Rosinski is a world authority in global leadership development, executive coaching, and team coaching. He has pioneered a global approach that leverages multiple perspectives for greater creativity, impact and meaning, and his innovative approach of bringing the crucial intercultural dimension into coaching has won him worldwide acclaim. He is principal of *Rosinski & Company*, an international network organization that helps leaders, teams and organizations unleash their human potential to achieve sustainable high performance. Previously, he was the Director of Custom Programs at the *Center for Creative Leadership Europe*. Philippe is a Professor in the MBA program for global managers at the *Kenichi Ohmae Graduate School of Business in Tokyo, Japan*. He is the first European to have been designated Master Certified Coach by the *International Coach Federation*.

Philippe received an Electrical and Mechanical Engineering degree from the *Ecole Polytechnique* in Brussels, holds Master of Science degree in Electrical Engineering from *Stanford University* and the Executive Master in Management degree from the *Solvay Brussels School of Economics and Management*. He is also certified to use a variety of psychometric instruments and is the author of the *Cultural Orientations Framework (COF) assessment* tool for individuals, teams and organizations.

Often invited to speak at international conferences, Philippe currently serves on the Editorial Board of *Coaching: An International Journal of Theory, Research and Practice*, and sits on the Global Advisory panel of the *Association for Coaching*.

Philippe has written many articles and contributed chapters to several books: *Evidence Based Coaching Handbook*, *Excellence in Coaching*, *Best Practice in Performance Coaching*, *The Routledge Companion to International Business Coaching* and *The Coaching Relationship*. His new book *Global Coaching* has been described as 'having moved the art and science of coaching to a new level'. Philippe lives near Brussels with his family.

To find out more about Rosinski & Company sprl. visit

www.philrosinski.com.

To find out about Philippe's books visit

www.GlobalCoaching.pro

To find out more about the Cultural Orientations Framework assessment visit

www.COFassessment.com



Dina Zavrski-Makaric is an executive coach, mentor and facilitator, specializing in development of global leaders and intercultural transitions. She was one of the first in Australia to apply coaching methodologies in her work with executives on international assignments and accompanying spouses. Prior to becoming a professional coach, Dina gained extensive business experience in Europe and Australia, working for large international organizations in the areas of Human Resources, Change Management and Corporate Communications. As a coach for global leaders Dina works with executives and upcoming talents of multinational organizations, government departments and non-profit organisations.

Since 2007 Dina partners with Philippe Rosinski as the project leader of the highly acclaimed Leading and Coaching Across Cultures seminar.

Dina's formal qualifications include a postgraduate degree in Counselling, and Certificates in existential, developmental, executive, cultural, work place and life coaching. She trained with some of the leading coaching experts from Australia, the US, the UK and Europe, in advanced and varied coaching methodologies, and has an excellent insight and ability to understand complexity and view problems from multiple perspectives. She is a member of the Association for Coaching (UK), International Coach Federation, Asia Pacific Alliance of Coaches (Deputy Chair Ethics Committee), Hong Kong International Coaching Community, International Leadership Association, Society for Intercultural Education, Training and Research (SIETAR) Europa, and University of Sydney Coaching and Mentoring Association. A devoted cultural pluralist, Dina promotes diversity as fundamental human asset. She works internationally on various projects and travels widely.

HOST & CO-PRESENTER



Laurence Bridot has 20 years of global corporate experience as an accomplished visionary executive in strategy & business development including M&A, with proven success in creating and achieving innovative programmes in complex environments. She worked with the board, senior leaders and managers across culture and functions for 15 years at a global FTSE 100 company, where she could use her multicultural experience (she is French and lived in London and NYC for the past two decades) combined with her health and beauty background.

Since then, she launched her Integrative Business Coaching activity, focusing on addressing her clients' business challenges, such as M&A support in due-diligence, cross-cultural integration process, or being a sounding board for testing their strategy, helping them to maximise their performance, manage their stress and therefore be more resilient in a long-lasting way.

She thrives in coaching individuals/groups in dynamic and complex environments, integrating their professional and personal dimensions as a way to address their transitional business challenges, focussing on delivering pragmatic results.

She combines a scientific (DPharm, MBRCP) and business educational background (MBA HEC, Paris), and graduated from the Business Coaching and Psychology for Coach programmes at Meyler Campbell London (WABC accredited).

Tel +44 (0)7714667650 www.integrativebusinesscoaching.com

CONTRIBUTING EXPERT



Karine Mangion is a professional coach and a consultant in cross-cultural management and communication, delivering programs for corporate companies including Barclays, HSBC, Citigroup, SCOR, Atisreal-BNP Paribas and Tokio Marine Insurance. She is committed to developing people to work effectively in a complex and challenging multicultural environment. She coaches managers and teams from different sectors, combining her experience in academic research and business to foster intercultural competence. In 2009 she founded consulting and coaching company Culture in Business Ltd., and also lectures at Regent's College London, London Metropolitan University, London Business School and Birkbeck University of London, training in Business French, Cross-Cultural Communication and International Management Communication.

Before moving to London, she worked for 7 years in Paris in corporate and public organisations as a Consultant in Training and International Project Management. She lived in Denmark and Bulgaria. Karine graduated in International Project Management and Human Resources (MSc), and in Education Planning (PgDip). She is a member of the Association for Coaching UK (MAC), SIETAR UK and European Professional Women's Network.

TESTIMONIALS

Seasoned

professionals from various countries, including the United Kingdom, France, Belgium, the Czech Republic, Austria, the United States, Turkey, Israel, Singapore and Australia – have taken part in the previous editions of this seminar. Here are some of their testimonials:

- “ Thank you for an unforgettable seminar. It was worth every minute. ”
- “ Finally a seminar that addresses not only psychological, but also cultural diversity! Great concept of Cultural Orientations, without categorizing people. The COF assessment provides a useful platform to start raising cultural intelligence with my clients, and help them extend repertoire of their skills to achieve success. ”
- “ Lightness in bringing in a massive content ... You touched people’s brains, hearts, lives in fact ”
- “ An unforgettable seminar thanks to your magic presence, incomparable know-how and co-trainers in the same brilliant energy! ”
- “ I appreciated the dialogue/discussions, information sharing, and variety of exercises. I learnt different perspectives on how to coach, and am now able to implement some of the cross-cultural coaching techniques with my clients. ”
- “ Strong theoretical as well as practical experience The Cultural Orientations Framework is a very useful model ... Sharing of cultural artefacts was wonderful ... Spirit of generosity and sharing of the group ... Video of coaching sessions was excellent ”
- “ I appreciated valuable feedback and perspectives, the opportunity to bring the concept of being a global coach alive, something new and relevant in coaching and a great folder of information (articles etc.) ”
- “ The insight and coaching across cultures methodology enables me to appreciate and understand culture and related issues, with additional tools to deploy. ”

SPONSORS



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www.sietar-europa.org

Members of AC and SIETAR receive 15% discount off Early Bird/Standard rates, when register by due date. See Terms and Conditions, Item 1, on page 7 for details.

ENROLMENT FORM

Participant information

Name: _____

Organization: _____

Address: _____

Postal code: _____ City: _____ Country: _____

Telephone: _____ Fax: _____

Email: _____

Billing address

Name: _____

Organization: _____

Address: _____

Postal code: _____ City: _____ Country: _____

VAT Number (Europe only): _____

Telephone: _____ Fax: _____

Email: _____

How did you hear/found out about the LCAC seminar? _____

I confirm my participation at the Leading and Coaching Across Cultures three-day seminar to be held in London, UK, from 25 to 27 April 2012. I accept the Terms and Conditions stated on the following pages of this brochure.

Signature: _____ Date: _____

Please fax this form together with your CV to **Rosinski & Company sprl.**, on **+32 2 358 41 79**, or mail to: **Rosinski & Company sprl.**
Avenue Bon Air 7
B-1640 Rhode-St-Genese
Belgium

FEES

Early bird rate (until 31 January) € 1.750,00 (EU 2.117,50 with 21% VAT incl.)

Standard rate (from 1 February) € 2.250,00 (EU 2.722,50 with 21% VAT incl.)

You must add 21% VAT to the fee unless:

- ◆ your billing address is outside of Europe, OR
- ◆ your billing address is in Europe, other than Belgium. In that case you must provide us with your VAT number AND with a scan/fax of an official document produced this year by your national VAT administration, indicating your VAT number (linked to your billing address).



TERMS AND CONDITIONS

1. Fees and payment terms: to take advantage of the early bird offer we must receive your payment by 31 January 2012. Standard fees apply from 1 February, 2012 and must be received by 25 March the latest to secure your place. **Full payment is required to confirm your enrolment.**
2. You must add 21% VAT to the fee unless:
 - ◆ your billing address is outside of Europe, OR
 - ◆ your billing address is in Europe, other than Belgium. In that case you must provide us with your VAT number AND with a scan/fax of an official document produced this year by your national VAT administration, indicating your VAT number (linked to your billing address).
3. The number of participants is limited. Participation is conditional to the fact that the limit number has not been reached. **We encourage you to enrol as early as possible to avoid disappointment!**
4. The fees include the three-day seminar, course materials, lunches, coffee breaks and the group dinner on Day 2 (26 April). Travel, accommodation and other meals and drinks are the responsibility of the participant and are not included in the fees.
5. Payment to be made via bank transfer to Rosinski & Company account: ING Rhode-St-Genèse, 371 Avenue de la Forêt de Soignes, 1640 Rhode-St-Genèse, Belgium: IBAN BE13 3101 0967 3239 (SWIFT address BBRU BE BB). We will send you our invoice in May 2012, after receipt of your full payment and following the seminar.
NOTE: Potential bank charges for transfer are the responsibility of the participant.
6. Cancellation policy: Seminar fees for cancellations received after 25 March 2012 will not be refunded. If a cancellation is received between 25 February and 25 March 2012, 50% of the fees are payable. For cancellations made before 25 February 2012, a full refund will be given, excluding a charge for materials already distributed.
7. Rosinski & Company reserves the right to cancel the seminar if there are insufficient bookings. A full refund of the paid seminar fees will be given in this instance. No other compensation will be due by Rosinski & Company.
8. The three-day seminar is aimed at seasoned leaders as coaches and experiences professional coaches already familiar with the coaching fundamentals.

LOCATION

**Devonport House
King William Walk
Greenwich, London, SE10 9JW**

<http://www.devere.co.uk/our-locations/devonport-house.html>



Situated on the World Heritage Site in Greenwich and steeped in naval history, Devonport House offers the perfect way to enjoy London. A short walk away from the Greenwich station from where tubes and trains take under 20 minutes to the city.

DINNER ON DAY 2

A dinner will be organised to give you a taste of the true London culture.

SUGGESTED HOTELS

We encourage you to book your accommodation as early as possible directly with the hotel of your choice. For your convenience, we suggest the following hotels:

Devonport House <http://www.devere.co.uk/our-locations/devonport-house.html>

Hotel Ibis London Greenwich

<http://www.ibishotel.com/gb/hotel-0975-ibis-london-greenwich/index.shtml>

The Mitre Hotel <http://www.mitregreenwich.com>



**MORE
TESTIMONIALS**

“ I appreciated the exploration of the topic, COF model and dealing with cultural differences. I learnt everything I wished to connect to cross-cultural issues and am able to incorporate the learning into leadership development and work on international projects. ”

“ Have a much better understanding of how teams can work together, some derailers and ways to leverage the differences in a successful way. ”

“ I learnt more about my own style and how to leverage my existing experience in real life. Will share this knowledge with my colleagues. ”

“ I appreciated the diversity of the team, and the quality, depth and passion of the presenters. ”

CORPORATE SEMINARS FOR MANAGERS & EXECUTIVES

Available on an in-company basis, this seminar can be tailored to your specific needs.

Contact seminar@philrosinski.com for more information!

Learn how to become and develop a new breed of leadership... that will benefit you, customers, employees, shareholders and society.

For further information about the seminar, email seminar@philrosinski.com.

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