



## Association for Coaching presents "Business Coaching for Corporate Execs"

**Date:** Thursday 1<sup>st</sup> November 2007

**Time:** 6:00pm – 6:30pm registration & networking, 7.00pm – 9.00pm workshop

**Venue:** The Gallery, Thistle Victoria, Buckingham Palace Road, London SW1W 0SJ  
(Tel: 0870 333 9120, E-mail: [victoria@thistle.co.uk](mailto:victoria@thistle.co.uk) )

**Website:** [directions](#) to Victoria hotel

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

**Speaker:** Darren Shirlaw

**You will learn:** How to utilise Business Coaching Frameworks (as distinct from Executive Coaching) to service the Corporate Client. This is classified as a "Master-class"  
*Master-class events are short evening workshops delivered by the very best experts in their field, covering leading-edge coaching topics in a participative manner.*

### **About this event:**

This session is geared toward understanding the Shirlaws Coaching Business Model - and how to utilise Business Coaching Frameworks to service the Corporate Client. In the short space of 3 years Shirlaws UK office has grown to £4m in revenues and are growing rapidly. Their coaches are ex-corporate executives who are trained in coaching methodologies.

The Association has asked Darren to share his Vision of the Coaching Industry with us, and to share their Coaching Methodologies.

This session will suit the HR/Training Managers/Directors who want to view a completely different Coaching Service, and for Coaches with a commercial background who have an interest in working in this field.

### **By the end of this session, Darren will demonstrate how to:**

- Create a Distinction between Business Coaching and Executive Coaching issues for the client
- Demonstrate to the client the value of Business Coaching Services
- Identify who the real client is – the Executive or the Business
- Build Business Coaching Frameworks for Senior clients
- Build Leadership/Future Leaders Programmes around Business Issues

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

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

## How to Book:

This is another very special event, and definitely one not to be missed! Places are limited to 100 people. To book, visit the 'events' section in our website, or through this link: <http://www.associationforcoaching.com/event/event2.htm>.

For additional workshop queries, email [workshops@associationforcoaching.com](mailto:workshops@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](mailto: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.

## Speaker Bio

Darren Shirlaw commenced Shirlaws in 1999 and has grown rapidly since inception with Global revenues now exceeding 12m. The company now resides in 5 Countries: UK, USA, Spain, Australia and NZ. Our company motto – Love Business.

Darren's background is Fund Management and as such he takes a completely different view of how coaching can be delivered to the Corporate Executive. "Many of our clients come to us having already used Executive Coaching, and they ask "what's next". Our view is that once they have obtained the personal skill development from the Executive Coach they then want to translate these skills into Application on Business Topics – this is the gap we work in – our client is not the individual Executive it is the **Business**. HR/Training Managers love this approach."

Darren Shirlaw: [www.shirlaws.biz](http://www.shirlaws.biz) 0208 912 0230.  
email: [dshirlaw@shirlawscoaching.com](mailto:dshirlaw@shirlawscoaching.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 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.

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>

"Promoting Excellence and Ethics in Coaching"

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