



**Association for Coaching UK presents  
"Time for Coaching to face the FACTS  
- Advanced coaching skills for the post recession  
economy"**

**Date:** Tuesday 14<sup>th</sup> September 2010

**Time:** 6.30-9pm

**Venue:** Wallacespace, 22 Dukes Road, London WC1H 9PN (Tel: 0207 395 1265)

**Venue Website (for directions):** [http://www.wallacespace.com/location\\_sp.html](http://www.wallacespace.com/location_sp.html)

**Price:** £20.00 members (£17.02 exc VAT), £35.00 non-members (£29.79 exc VAT)

**Speaker:** John Blakey and Ian Day

**This is classified as a: Coaching skills development** - A fresh, original approach to coaching

**You will learn:** How to explore the skills required for coaching to stay relevant and impactful in the post recession economy. To reflect on what, as a profession, we are going to learn from the economic crisis and explore the evolution of our coaching approach to meet the demands of current organisational needs.

**About this event:** Executive coaching as a profession and leadership style grew up in a period of unprecedented economic growth. This backdrop has influenced the training that coaches and coaching leaders have traditionally received. We are now in the most difficult economic environment for fifty years. What does it take to be an effective coach or coaching leader in these more challenging times? Is there a methodology beyond the GROW model that is better suited to the new environment? Are there different skills and behaviours that coaches and coaching leaders need to deploy?

John Blakey and Ian Day, the authors of "Where were all the coaches when the banks went down?", will shine the light on ourselves and our coaching profession and ask "how are we going to adapt to ensure that coaching stays relevant and what are we going to learn about our coaching approach as a result of the most difficult economic environment for fifty years?" They will introduce and explore the FACTS coaching approach with its emphasis on the 'tough love' skills of coaching.

**A unique opportunity for you to:**

- Reflect on what it takes to be an effective coach in these challenging times?
- Explore the FACTS (Feedback / Accountability / Challenge / Tension / Systems Thinking) coaching approach and assess whether it is better suited to the new environment
- Practise new skills and re-assess your own coaching presence in relation to the FACTS approach
- Review survey findings that explore the current reality of coaching practice as related to the FACTS approach

"Promoting Excellence and Ethics in Coaching"

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

The workshop is for experienced executive coaches and buyers of executive coaching who are supporting leaders in large, complex organisations.

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

- Show greater understanding of the implications of the economic crisis for the coaching profession.
- Demonstrate awareness of the skills that are required to remain relevant and impactful in the post-economic climate
- Show an understanding and critical assessment of the FACTS coaching approach
- Assess and refine your own coaching presence in relation to the principles of the FACTS approach

**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 110 people. To book, visit the 'events' section in our website, or through [This Link](#). Book early as we expect to sell out!

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 Bios:**

John Blakey and Ian Day are lead partners at 121partners, a leadership transformation consultancy that specialises in the performance improvement of 'Top 100' leaders in FSTE250 organisations. They are both ex-'Top 100' leaders themselves with John having been International Managing Director at Logica, the global IT services organisation and Ian having been Head of Talent at Severn Trent, the leading international utility group. They combine their strong business pedigree with extensive qualifications in the coaching world. John is a credentialed coach with the International Coach Federation (ICF) and served on the UK ICF Board between 2007 and 2009. He is a member of the editorial panel of 'Coaching at Work' and a frequent presenter and writer on the topics of leadership, coaching and personal transformation. Ian is a chartered member of the Institute of Personnel and Development, a member of the Association for Coaching and is coordinator of the AC in the West Midlands. He is accredited in a wide range of psychometric testing and personality profiling tools which he uses extensively in his coaching practise. Both Ian and John live in Solihull, West Midlands and share a passion for martial arts. John is a ten year practitioner of t'ai chi having mastered a number of hand and weapon forms. Ian practices Kendo (Japanese fencing) after many years of practicing karate. Their martial arts learning informs their coaching work in many different ways.

**Association for Coaching**

Established in 2002, The Association for Coaching ® (AC) is an independent, not-for-profit body with the goal to advance the profession of coaching worldwide. This includes promoting best practice and raising the awareness, standards and ethics of coaching, with members made up of professional coaches, trainers/providers of coaching, and organisations building coaching cultures.

Don't miss the AC's new book, *Leadership Coaching*, which provides a rich collection of different models, approaches, and techniques to use when coaching Leaders. This book is part of the successful Association for Coaching series, edited by Jonathan Passmore and published by Kogan Page, which includes *Excellence in Coaching*, *Psychometrics in Coaching* and *Diversity in Coaching*. Order from the AC website.

To sign up to the AC Mailing and receive updated information on events and other developments within coaching, click onto "Mailing List" from the website at [www.associationforcoaching.com/home/list.htm](http://www.associationforcoaching.com/home/list.htm)

"Promoting Excellence and Ethics in Coaching"  
[www.associationforcoaching.com](http://www.associationforcoaching.com)