



Association for Coaching presents
UNDERSTANDING COGNITIVE BEHAVIOURAL COACHING
with
Gladeana McMahon

Date: Tuesday 27th March, 2012

Time: 6.00pm – 6.30pm Registration and refreshments
6.30pm – 8.30pm Guest Speaker
8.30pm – 9.00pm Networking

Venue: Holiday Inn Leeds-Garforth, Wakefield Road, Garforth Leeds, LS25 1LH
(Tel: 0113-2866556)

Website: for [directions](#).

Price: £37.00 (inc VAT) non-members, £21.00 (inc VAT) members
(Includes light refreshments.)

Speaker: **Gladeana McMahon**

This is classified as a: *“Coaching Skills development” session.*

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. An approach that enables individuals to use a range of strategies to identifying and challenging 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:

- 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

“Promoting Excellence and Ethics in Coaching”
www.associationforcoaching.com

2. Organisations, whether members or non-members of the Association for Coaching
3. Coaching Service/Training Providers
4. HR Practitioners and those responsible for managing/implementing Coaching Programmes within Organisations
5. Academics working in the Coaching related field
6. 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](#).

Book early as we expect to sell out!

For additional workshop queries, email workshops@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 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.

Speaker Bio



Gladeana McMahon is a three time award winning coach 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 Vice President. 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 20 popular and academic books on Coaching and Counselling. An innovator, Gladeana is one of the UK founders of Cognitive Behavioural Coaching 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*)

Gladeana McMahon Associates, 9 Streetfield Mews, Blackheath Park, London SE3 0ER. Tel: 020 8852 4854 Mb: 07711 896 185

Email: info@gladeanamcmahon.com

www.cognitivebehaviouralcoachingworks.com www.gladeanamcmahon.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 new book, *Supervision in Coaching*, which examines how coaches can use a range of professional development tools to improve and develop their coaching supervision. 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*, *Diversity in Coaching* and *Leadership Coaching*. Order from www.associationforcoaching.com.

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