

# Shifting Corporate Culture

- the inside story

19 June at Bristol Zoo

## Evolving the Coaching Conversation in Partnership

... the third in this series of cross sector conferences

- Designing and implementing a strategic coaching initiative – how do you do it?  
And how do you do it so that it is sustainable?
- How to ensure that the model is robust and that the choices are rigorous?
- Measuring and evaluating – is this possible? How can it be achieved?

Join in the debate on how to use best practice in corporate coaching to achieve your organisation's objectives. Discover how two very different organisations did it.

### Keynote speakers:

- Sally Bonneywell VP Organisational Development, Global Manufacturing and Supply at Glaxo SmithKline  
with
  - Sheena Reid, PCC from Talent Dynamics Ltd
  - Elizabeth Crosse, PCC Head of Learning Development at the Legal Services Commission  
with
  - Elizabeth Ferguson, MCC from DMA Ltd
- \* Speakers will share their practical experiences.
  - \* Have your chance to contribute your experience; raise questions; benefit from answers in interactive discussions.
  - \* ICF will provide insight into skill sets and core competencies to look for when appointing coaches.

### The day is tailored for Executives and Leaders responsible for:

- People development
- Implementing programmes that use executive coaching
- Change managers using, or thinking of using, coaching to achieve organisational objectives

The International Coach Federation [ICF] is the global professional body for coaching and stands for excellence in professional coaching. This conference, organised by the UK Chapter of ICF in the series 'Evolving the Coaching Conversation in Partnership' which will focus on cascading best practice in coaching in organisations. UK ICF has very successfully created a conversation place not a market place throughout this series of cross sector conferences which has been valued tremendously and freed up discussion.

*"ICF is a vibrant, growing and ever-changing organisation. Its purpose, however, remains the same: to promote the art, science and practice of professional coaching."* Kay Cannon, MCC Global ICF Past President 2007.

The cost for the day is £195 for ICF members and £295 for non members which includes lunch and the opportunity to relax in the zoo gardens during the breaks.

Registration is from 9.15am, the conference starts at 10am and finishes at 3.45pm followed by time for informal conversations.

**Special earlybird discounted** registration available until May 18<sup>th</sup> is £150 for ICF Members and £225 for non members. Please give your ICF membership number for member rate.

Places are limited so reserve your place now by calling **Halina Jaroszewska**, UKICF Director of Professional Development, on **0845 166 2321** or email her at **conference@coachfederation.org.uk**.