

The Training for Professional Coaches (NLP)



Take Confident Steps To
Become a Professional Coach (NLP).

Teach your client **how** to:

- Learn for a life time, living a self-directed life.
- Be outcome oriented.
- Achieve faster results more efficiently.
- Work at the level of aligning knowledge and intuition.
- Focus on their process of 'how' rather than 'what'.
- Work within their own patterns of thought and action rather than having to take on new or different patterns.

LEADERVISION PTY LTD
3 Bastings Street
Northcote
Victoria 3070
Australia

Telephone: +61 3 9482 5841
Facsimile: +61 3 9481 6219
office@leadervision.com.au
www.leadervision.com.au

The Training for Professional Coaching (NLP)

PROFESSIONAL COACHING TRAINING

Professional Coaching is an on-going relationship that enables people to produce extraordinary results in their lives, careers, businesses or organisations.

Professional Coaching helps people to extend their learning, deepen their understanding, develop their performance, and boost their quality of life.

Professional Coaching is fast becoming the cost effective way to develop leadership and excellence in people and to help them to get the results they want.

“In one coaching session, Fiona was able to assist me to go from some vague ideas about career options to a definite and clear choice. Since then, I have now successfully pursued my career and from having no income I now have a business which is so successful that I am having to turn clients away – all this in an unbelievable eight months.”

Lyn Cavanagh, Marriage Celebrant.
Choices Plus

Neuro Linguistic Programming provides most of the skills necessary to become a full time coach or a manager who coaches. This training with its NLP pre-requisite will facilitate all those looking to have any level of involvement in coaching. NLP enables the coaching process to be faster, more effective and with fewer meetings, a great benefit in today's time-pressured industries.

Neuro Linguistic Programming (NLP) has become an integral part of many Coaching courses all over the world. Coaching institutions have always known that it is imperative to have a profound grasp of the complexities of human behavioural models to be able to assist people in achieving their goals and outcomes in life. NLP as a behavioural art and science is an increasingly accepted field of understanding in the international coaching community.

Most coaching schools offer a modicum of NLP as part of their training. This course is different. To become a Professional Coach (NLP) you are required to have already attended and

successfully completed a course in Practitioner of NLP. To become a Professional Master Coach (NLP) you will also be required to complete a Master Practitioner of NLP training.

The reason for this difference in our thinking is profound. Many people who deal with others – as coaches or consultants – have learned their business in a dissociated, content-based way. They rely on personality and business formulas, questionnaires and scripts.

Our coaches will have a deep ecological and epistemological basis for their training. They will have the skills to precisely determine the unique needs of their clients and the flexibility and resourcefulness to assist them to discover their own individual solutions.

Professional Coaches (NLP) will not rely on external coaching aids to help others, but will have an integrated understanding of the human and organisational structures they are coaching and will have the ability to bypass their own personal biases, attentions and values to give the client the assistance they most need in a language and values set that allows the client to gain value and put it to work immediately and effectively.

LeaderVision's Training for Professional Coaching is designed by Fiona Knobel and based on her experience of over twenty years in the executive and personal coaching of corporate leaders and business managers as well as those of her clients striving for excellence in any field of endeavour. Fiona is a professional member of the ICF, the International Coach Federation, and this program supports the ICF philosophy, ethics and competencies.



The Training for Professional Coaching (NLP)

Fiona Knobel's "hands on" experience both as a professional coach and as an organisation development consultant combines with her qualifications as an internationally certified trainer in Neuro Linguistic Programming to provide you with a program which elegantly interweaves the art and science of professional coaching with NLP and Spiral Dynamics-integral to deliver the highest quality coaching training available.

"Fiona coached our executive management team and coached us individually. We were impressed with Fiona's ability to achieve with us in months results which we had not been able to achieve by ourselves in years. As an executive team we are now performing together in alignment with our vision and values. We are 'walking our talk' as leaders of our organisation and in our industry. We are delivering successful results to our people and our customers."

Di Russell-Taylor
Executive Manager Corporate Services
Health Care Industry

In this program, not only will you get methods, procedures, models and frameworks for professional coaching, you will learn the **structural processes underlying human behaviour** to allow you to acquire the essence of coaching so that you can effectively facilitate every unique individual to achieve the outcome they want.

Through the process of enabling people to become more conscious of which patterns work and which don't work for them; by helping them to learn what it takes for them to be in their own high performance "zone"; they become more in tune with choices they want in life and more connected with their spirit in the interplay between how they think, feel and behave. **As a result, your clients will gain the skills to relate to themselves and to others in any way they want.**

In the context of organisations and corporations – developing competent people, building high performance teams and creating aligned organisational cultures are critical for long term employee / customer / stakeholder satisfaction. **Improvements in bottom line results** then become the automatic by-product of people working within an organisational

framework that enables them to be **peak performers**.

This program is unique in its design. It incorporates the excellence of models, theories and practices learnt from a variety of international disciplines and leaders with Fiona's own results and experiences as an Executive Coach. The emphasis is on **practical behavioural integration** and learning to facilitate the education of individuals enabling them to achieve the highest levels of excellence in professional coaching.

The **Spiral Dynamics-integral** component of the program is taught by Roger Deaner, principal trainer for LeaderVision, Trainer of SDi, Master Trainer of NLP.

Spiral Dynamics-integral can most easily be thought of as Social DNA. Blending the understanding of how our life conditions affect us with the study of how the idea, mind and value sets communicate themselves through the minds of people and cultures. It is a description and understanding of the different world views held by different people – and indeed by individuals in different contexts. This powerful human science makes it easier to understand and relate to others, enabling us to communicate within their values and the values of their work environment. Spiral Dynamics-integral is applicable to individuals, organisations and entire cultures.

"Fiona's coaching has really enabled me to develop my confidence in my ability to relate and develop business with new clients. My marketing degree gave me the knowledge, Fiona's coaching gave me purpose, direction and the motivation to go and do it!"

Michael Ferritto,
Director, Engineering Consultancy



The Training for Professional Coaching (NLP)

Overview of Content

- **The Professional Context for Coaching**
 - Recent Research and Results of Professional Coaching in Organisations.
 - Models of Leadership, People Management and Organisational Behaviour.
 - The Coaching Relationship.
 - Coaching for effective and measurable results.
 - Critical Success Factors for Professional Coaching.
- **Personal Identity and Mission as a Coach**
 - Who am I?
 - Learning as a process for life-long learning.
 - Basic NLP modelling for understanding human patterns of excellence.
- **The Science of Coaching**
 - Models, Frameworks and Techniques for Professional Coaching.
 - Models of Adult Learning and Development.
 - Meta Programs and other content Models for understanding perceptual filters.
 - Spiral Dynamics-integral. The model and its applications in coaching.
 - Understanding the human brain and how people think, feel and behave.
- **The Art of Coaching**
 - Relating to the client with their unique map of reality.
 - The art of building and maintaining rapport.
 - Facilitating the 'whole person' – mind, body, spirit.
 - Facilitating the conscious/unconscious minds.
- **The NLP Coach**
 - Setting well formed outcomes.
 - Facilitating basic change patterns.
 - Asking generative questions for generative learning.
 - Ericksonian Language patterns for facilitating unconscious mind.
 - Emotional Intelligence.
- **The Spirit of Coaching**
 - Self Relations Theory.
 - Aligning the conscious and unconscious minds.
 - Our generative self.
- **The Business of Coaching**
 - The coaching contract.
 - Setting up business systems.
 - Choosing the right client.
 - Personal effectiveness as a coach.
 - Evaluating.
- **Business Essentials**

This optional extra is a 2-day training for beginners in business who are uncertain where to start. This course will be taught by an experienced business consultant and trainer and will attract an additional fee of \$770.

Tentative dates are – 30th & 31st July 2005.

- Creating your business.
- Guidelines for business planning.
- Sales and marketing for a new business.
- Financial management in a new business.

The Training for Professional Coaching (NLP)

Frequently Asked Questions.

What Is Coaching?

Historically, coaches were tutors, advanced students at a University who helped under-graduates and schoolchildren to pass exams. The institute of tutoring is still with us.

BRW Oct 2004 states: "In using business coaches, the Fast 100 are at the forefront of a wider trend. Although there are no figures for Australia, in the United States it is estimated there were 2000 business coaches in 1996, 10,000 in 2002, and the number is expected to reach 50,000 by 2007."

In sports, coaching is seen as essential to bring together the talented individuals in a professional team to work together as a team, motivated into giving their best performance each time. The more successful the coach, the more successful the team. Team coaches gave rise to personal trainers in individual sports like athletics, swimming, golf, tennis and boxing, first for the trained athletes and later for anyone who could afford the luxury.

Personal coaching became available to individuals for everything from getting fit or improving a golf swing to losing weight, maintaining a healthy lifestyle, having a baby, getting a relationship back on track or simply getting the best out of life. With the fast pace of life today, the longer life span people can expect and the enormous volume of information available – sometimes we get lost. Family, social and friendship groups are not as strong or as available as they once were to many of us – and a coach becomes an empathic yet dissociated partner.

"The program is fantastic. I have used the techniques Fiona has taught to benefit me professionally. This course has assisted me to improve my business bottom line and increased the ease I experience in dealing with my colleagues and clients.

Fiona's style is inclusive and fun. I would recommend her program to anyone who wishes to have a difference in their business and life"

Aileen Armstrong
Achieving Synergy

Business Coaching is fast becoming the norm. Business coaches are able to provide an affordable, collaborative and enthusiastic part of an organisation, and yet are still able to provide an external perspective. Coaches are employed to facilitate leadership, detect patterns of behaviour in individuals and teams and to pull teams together.

The role of the coach is complex: Observer, Communicator, Partner, Behaviourist, Teacher, Pattern Detector, Goal setter, Team builder, Mediator, Facilitator, Motivator, Strategist, Negotiator, and Successful producer of extraordinary results and increased profits.

"I have experienced Fiona as both a facilitator and a trainer who delivers a great deal of insight within the framework of coaching. I leave a session with Fiona feeling excited by new insights and possibilities for myself and inspired to take up the potential for organisational transformation. I recommend her and her trainings, she demonstrates the kind of connection with, and belief in, her clients that is so fundamental to the coaching relationship."

Grace Minton
Innovation Partners Australia

What Is NLP and Why Is It A Valuable Addition To Coaching?

Neuro Linguistic Programming is a powerful methodology for replicating excellence in one self and others. Focusing on the structure of human behaviour, NLP helps you understand how and why people behave the way they do, how they take in information, how they deal with it, and how they act on it. It is both a communication process and a set of tools which enables you to influence, communicate and respond so effectively that you can empower every aspect of your life.

NLP provides most, if not all, of the skills necessary to become a full time coach or a manager who coaches. This training with its NLP pre-requisite will help all those looking to have any level of involvement in coaching. NLP enables the coaching process to be faster with fewer meetings, a great benefit in today's time-pressured industries.

The Training for Professional Coaching (NLP)

Explain The Difference Between Teaching, Training, Facilitating & Coaching?

Teaching: is more to impart information to people for whom this information is new and different. It is the assisting of others to learn – usually in a closed environment. The learning outcomes are usually determined by the teacher.

“I couldn’t have achieved what I have done over the past 12 months without Fiona’s coaching. She was key.”

Sharon Cork, Financial Planner
Grange Resources Limited

Training: can be described as an enhancement of learning. The assumption here is that people have already learnt from first principles (teaching) and are now acquiring further development in a field of their choosing. Both the teacher and the trainer need to have a great deal of expertise in their chosen field. The framework of training outcomes are determined by the trainer – with input from the clients within that framework.

Facilitating: Is the eliciting of knowledge inherent in people in order for them to re-organise and re-structure their knowledge. The facilitator – unlike the teacher or trainer – does not have to be a master of their chosen field, they do have to be able to create a state in which the intuitive or inherent knowledge can surface and be used. The facilitators outcomes are determined by the group dynamics within the framework of the stated purpose of the facilitation

Coaching: focuses on accessing internal resources and developing skills and behaviours for successful attainment of agreed goals and outcomes. Coaching relationships are unique to each client or client group. The client drives and determines the outcomes and scope of the relationship, the coach drives the rhythm and tempo of the sessions

A Professional Coach (NLP): is an expert in facilitation and in detecting the patterns of behaviour and thinking which we use, helping us to create better, more supportive patterns which will enable us to reach our outcomes. What makes an NLP Professional Coach stand out from the crowd is the ability to see all sides of a situation and the ability to put their own value sets and interpretations to one side.

Specifically - How is Coaching Different from NLP Professional Coaching?

One of the critical differences is that a by-product of the NLP Professional Coaching relationship is that the client learns how to ‘coach’ themselves; i.e. they learn how to observe, detect and model their own patterns of thinking, behaviours and emotions AND be able to learn and make the choices for themselves in how they change or respond.

People who have been coached by a Professional Coach (NLP) typically learn, grow and move into many stages of their life journey with confidence and ease.

The NLP Professional Coach makes it possible for their clients to ‘bust’ limiting patterns and to expand their personal and business model at every session. The NLP Professional Coach is conscious of facilitating the expanded epistemology of their client. Coaches who do not have a strong NLP foundation typically work at the level of content and conscious mind and with the symptom rather than the ‘cause’.

The Professional Coach (NLP) achieves faster results more efficiently because they can teach their client how to:

- Learn for a life time, living a self-directed life.
- Be outcome oriented and realise their outcomes more rapidly and resourcefully.
- Work at the level of aligning knowledge and intuition.
- Focus on their process of ‘how’ rather than ‘what’.
- Work within their own patterns of thought and action rather than having to take on new or different patterns.

BRW Oct 2004 in an article on coaching claims:

“But the Fast 100 say, to make the relationship work, business owners must choose someone with whom they have a rapport ...

Maurice Goldberg, CEO of the financial planning firm Ark Financial (ranked 54 on the BRW Fast 100 growing small and medium enterprises), has no doubt the \$70,000 he spent on a coaching program was worth it.”

The Training for Professional Coaching (NLP)

Benefits You Can Expect From This Course.

- **This program is recommended for:**
 - **coaches** who are looking for excellence in coach training,
 - **managers** looking to blend NLP with coaching skills,
 - **people** who are interested in becoming coaches – in life or business,
 - **department heads** interested in setting up a coaching culture in their organisation.
- **Affordability. Think of what you receive** all for the one payment:
 - 12 days tuition,
 - 3 individual coaching sessions,
 - all your assignment work marked reviewed and debriefed,
 - a mentor coach to assist you as you go,
 - listing on the LeaderVision website as a Professional Coach (NLP) with all your details,
 - belonging to a coaching community
- You will receive a comprehensive coaching manual.
- On-going personal coaching and mentoring.
- Each student will receive a minimum of three individual coaching sessions.
- The highest quality coaching training with all the tools and resources you will need as a coach.
- Earn as you learn.
- Modular format to allow project work and coaching to be accomplished between each module and to allow students to practice and develop their coaching as well as develop their conceptual understanding of professional coaching.
- Avoid most of the difficulties experienced by others with our advanced successful learning methodology.
- Train with people who care as much about your success as you do.
- Be mentored by experienced coaches and trainers.
- Avoid the trap of scripts, treat each client as the unique individual they are.
- Learn and expand with the professionalism and integrity you have learned to expect from LeaderVision.

- Get your questions answered in an environment that invites inquiry and supports you as an individual.
- Develop basic, advanced and systemic coaching skills enabling you either to start a coaching practice or to use in your current profession.
- Develop, integrate and strengthen your coaching skills.

BRW Oct 2004 in an article on coaching claims:

“Coaching in any field is about producing high performance; in business it is often about producing fast growth. 40% of the companies surveyed for the Fast 100 say they engaged a business coach in the past three years; 39% say they will engage a business coach in the coming years.

These fast-growing businesses go to coaches for support, advice and feedback on their ideas and strategies. Some use them for setting and monitoring personal and business goals. Others seek inspiration or motivation, a fresh perspective on issues, or a new way of thinking about a problem.”

- Further develop your ability to communicate within your client's personality style.
- Persuade, inspire and influence your clients.
- Empower your clients with insight into how they create and maintain their reality.
- Overcome procrastination in yourself and your client and create unstoppable momentum toward your goals.
- Create outstanding and synergistic relationships with your clients to accelerate success.
- And a bonus option. For those who have never been in business for themselves before, for the amount of \$770 extra you can attend the **Business Essentials** weekend on 30th & 31st July 2005. ... And Learn:
 - o How to create your business
 - o Guidelines for business planning
 - o Sales and marketing for a new business
 - o Financial management in a new business

The Training for Professional Coaching (NLP)

Qualification as a Professional Coach (NLP) with LeaderVision

The standards for listing as a Professional Coach (NLP) with LeaderVision are demanding. Already a Practitioner of NLP, your coaching qualifications will meet the high standards of the International Coaching Federation (ICF), the professional organisation for coaches.

To qualify as a Professional Coach (NLP) with LeaderVision -

Applicants will need to:

- Have acquired a recognised certificate as a Practitioner of NLP.
- Have attended and participated in all 12 days of our Professional Coaching training.
- Have demonstrated the required competencies throughout the Professional Coaching Training.
- Successfully completed all required learning assignments, based on real coaching with real clients.
- Successfully complete a final examination/integration. Focus is on coaching competencies, tools, skills, communications, distinctions and coached/coaching experience and includes a live coaching session.
- Provide documentation indicating their detailed assessment and effectiveness with 3 clients, together with a letter from each client.
- Have undergone a minimum of 8 coaching sessions themselves (3 of these will be provided as part of this course – applicants will need to organise the remaining 5 themselves).
- Have had at least 3 coaching sessions monitored by the applicant's mentor coach which is attested to by a letter of recommendation.
- Agree to uphold the Coaching Ethics and Standards set forth by the ICF.

To qualify as a Professional Master Coach (NLP) with LeaderVision -

Applicants will need to:

- Have acquired a recognised certificate as a Professional Coach (NLP).
- Have completed and obtained certification as a Master Practitioner with LeaderVision or an NLPTRB training organisation.
- Agree to uphold the Coaching Ethics and Standards set forth by the ICF.
- Provide evidence that they are engaged in the practice of coaching as an internal or external professional coach. This evidence can be presented as a Coaching Time Log and should indicate a minimum of 500 hours of individual or team coaching, in person or via teleconference call.
- Provide documentation indicating their detailed assessment and effectiveness with 5 further clients, together with a letter from each client.
- Agree to participate in at least one personal or professional development program each year – to ensure they are continually expanding their performance base.
- To be earning a significant part of their income from their coaching practice.
- Final determination will take place as an interview.

“Coming from the fierce pace of trading and financial markets, Fiona Knobel has taken me to a place I have always wanted to be. A place that allows me to enjoy every moment and every experience of every day. Fiona has coached me to new levels of understanding and has trained me in using NLP and Coaching with my staff and others. These management and personal skills have increased business profitability and staff productivity.”

Craig O'Brien

Head of Foreign Exchange and Commodities
W.A Banking and Financial Market Industry.

The Training for Professional Coaching (NLP)

The ICF Standards of Ethical Conduct

Professional Conduct At Large

1. I will conduct myself in a manner that reflects well on coaching as a profession and I will refrain from doing anything that harms the public's understanding or acceptance of coaching as a profession.
2. I will honour agreements I make in my all of my relationships. I will construct clear agreements with my clients that may include confidentiality, progress reports, and other particulars.
3. I will respect and honour the efforts and contributions of others.
4. I will respect the creative and written work of others in developing my own materials and not misrepresent them as my own.
5. I will use ICF member contact information (email addresses, telephone numbers, etc.) only in the manner and to the extent authorized by the ICF.

Professional Conduct With Clients

6. I will accurately identify my level of coaching competence and I will not overstate my qualifications, expertise or experience as a coach.
7. I will ensure that my coaching client understands the nature of coaching and the terms of the coaching agreement between us.
8. I will not intentionally mislead or make false claims about what my client will receive from the coaching process or from me as their coach.
9. I will not give my clients or any prospective clients information or advice I know to be misleading or beyond my competence.
10. I will be alert to noticing when my client is no longer benefiting from our coaching relationship and would be better served by another coach or by another resource and, at that time, I will encourage my client to make that change.

Confidentiality/Privacy

11. I will respect the confidentiality of my client's information, except as otherwise authorized by my client, or as required by law.
12. I will obtain agreement with my clients before releasing their names as clients or references or any other client identifying information.
13. I will obtain agreement with the person being coached before releasing information to another person compensating me.

Conflicts of Interest

14. I will seek to avoid conflicts between my interests and the interests of my clients.
15. Whenever any actual conflict of interest or the potential for a conflict of interest arises, I will openly disclose it and fully discuss with my client how to deal with it in whatever way best serves my client.
16. I will disclose to my client all anticipated compensation from third parties that I may receive for referrals or advice concerning that client.

The Training for Professional Coaching (NLP)

Your Coach Trainers



Fiona Knobel has over twenty years experience developing people and organisations to be the best they can be. As Director of her own coaching practice, Fiona has coached senior executive managers of large

international organisations, directors in small business as well as individual people in their unique personal development.

Internationally certificated as a Trainer of NLP (NLPTRB) (NLPU) and NLP Consultant (University of California), a fellow trainer with IANLP, Fiona integrates NLP in her coaching, training and presenting style to facilitate excellence for each person.

Fiona delivers **Professional Coach Training** in Melbourne – through LeaderVision – and in Perth with her own company. This uniquely designed program incorporates the art, science and business of coaching with the fundamental philosophies and tools of NLP. Coaches are able to facilitate clients in re-patterning and behavioural change in order for their clients to truly empower themselves.

Through her Perth-based company, Knobel Executive Coaching, Fiona also offers NLPTRB approved Practitioner of NLP and Master Practitioner of NLP courses.

Having held senior management positions in organisations around Australia (including KPMG, HBF and Queensland Rail), Fiona has a Master in Business (Human Resource Management), is a certified Fellow with AHRI and is accredited to use various personality type tools including Myers Briggs Type Indicator, Disc, Clare Graves Values Systems and Meta Programs. She currently holds a position as an adjunct lecturer, teaching Organisational Behaviour with the Graduate School of Management, University of Western Australia.

You will also meet your coach mentors during the program.



Roger Deaner BSc (Hons), is a Master Trainer of Neuro Linguistic Programming and an Endorsed Trainer of Spiral Dynamics-integral. He specialises in teaching the combined applications of Neuro Linguistic Programming and Spiral Dynamics-integral to businesses.

Associated with implementing change all his working life, Roger, as a research chemist, piloted the use of new synthetic fibres in novel industrial, medical and apparel applications. His career as international trouble shooter and Divisional Managing Director for the multi-national corporate giant Courtaulds Ltd, involved implementing technological change to meet the demands of the mining and textile industries; and organisational change through mergers and acquisitions with various divisions. His success was largely due to his skills as a negotiator and mediator as well as his ability to train leaders to succeed him in each division.

It is these skills of influential leadership and his consummate style as a teacher that Roger brings to those who attend his trainings. Roger, a true master of the technology he teaches, now combines his distinguished business experience and an extensive corporate practice with ongoing research into communication technologies to provide outstanding trainings, mentoring and consultations. He offers a unique insight into the needs and drives of the corporate world advising business and community leaders.

Either **Barbara or Alistair Wait** will conduct the **Business Essentials** weekend. They both have an extensive background in business development and training with an interest in researching and developing programs in organisational development and change. Their community development consultancy has involved them in public consultation and training associated with immigration, tourism development, international and local economic development and educational design. They have consulted in central Asia and Asia, New Zealand and the Pacific.

