



ANALYTIC-NETWORK COACHING

Advanced Coach Training

Course Information

Training Course Information

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simon@analyticnetwork.com

Course Overview: Our philosophy

'Coaching leaders to act in good faith to create the good society'.

This training is unique in the coaching field. It offers an innovative and well-researched coaching methodology, the 'Analytic-Network Coaching System'. This coaching system draws on a broad range of theory and experience that has been successfully tried and tested in many diverse contexts. The A-N Coaching System has been designed to deliver an avant-garde and highly effective new approach to executive coaching; and in particular to coaching leaders.

Today's organizations are impacted by powerful and disruptive social and technological changes which demand new leadership and new organizational thinking. A-N Coaching was established specifically to address two of the biggest questions all organizations face in today's fast changing networked society.

- Firstly, what new leadership approaches are required to meet today's challenges?
- Secondly, how can we coach leaders to help them influence the changes that are required?

Analytic-Network Coaching provides new theories and thinking about what new leadership is required; and it then offers a coaching approach that focuses on delivering 'new leadership for new times', focusing specifically on answering these two questions.

Dr Simon Western, founder of A-N Coaching, draws on a deep expertise that bridges both leadership and coaching. His research and theorizing is published in two acclaimed academic books; *Leadership a critical text 2nd Edit* (Sage 2013) and *Coaching and Mentoring a critical text* (Sage 2012). Prior to his international coaching and leadership work, he brings experience of being a psychotherapist and family therapist. As President of the ISPSO (International Society for the Psychoanalytic Study of Organizations, www.isps.org) he is recognized as a leading figure in the field. Simon has worked with some of the world's leading companies, global banks, CEOs in the health and education sectors, family businesses and the CEOs in the not-for-profit sector. It is this breadth of experience that informs this highly insightful and innovative yet very practical coaching approach.

This training transcends traditional coaching and leadership approaches, bringing psychoanalysis, critical theory, organizational, leadership and network theory to inform this deep, yet very practical approach.

This three-day training is only the beginning of a collaborative journey we embark on together, not a one-off course which gives all the answers. Participants take away text books for further reading, and are invited to join our international network to maintain a learning community and business connections.

Our coaching and leadership approach is ethical, practical, theoretically rigorous and tried and tested in the field with great success.

Course Schedule and Location

Course dates and times are:

- 9.30 am-5.30 pm Friday, 8th December 2017
- 9 am-5.30 pm Saturday, 9th December 2017
- 9 am-4 pm Sunday, 10th December 2017

There will be an hour's lunch break each day, and we will start and finish on time.

The course location is 24 Greencoat Place, London SW1P 1RD UK.

Please see website for travel information www.greencoatplace.org

Course Content

You will be given some light pre-reading from the course training manual as course preparation.

You will experience these different modes of learning on the course:

- 1) **Theory Seminars:** These are supported by two research-based text books, one on coaching and the other on leadership that you will receive, as well as the course handbook.
- 2) **Coaching Practice:** You will practice coaching skills and practice your personal way of taking up each of the five-frames of the Analytic-Network Coaching System, and you will receive personal feedback on your coaching.
- 3) **Being Coached:** Each day you will personally be coached by others, to help you understand the client experience, and to develop deeper personal awareness and insights.
- 4) **Observing Coaching Practice:** You will observe coaching demonstrations from course leaders and observe peers undertaking coaching practice, followed by feedback and dialogue.
- 5) **Learning Dialogues:** These take place in small and large groups. You will get the opportunity to explore ideas, ask questions and share experience and knowledge. This is to maximize 'lateral learning' from each other.
- 6) **Working with the Unconscious:** We use innovative experiential learning methods such as the Free-Association Matrix to unlock individual and collective unconscious knowledge and *wisdom*. This approach permeates the course as our aim is to develop coaching approaches that work with the unconscious and with our associative and emotional capability as coaches.
- 7) **Informal Learning and Networking** during breaks and evenings.

Application Criteria for Attendance

Who is the course for?

We welcome professional coaches and consultants, and also managers, leaders, HR and OD professionals with informal coaching roles.

We believe that bringing a diverse mix of experienced participants from diverse backgrounds, places and across sectors, enriches the learning experience of all.

What are the entry criteria?

We are not prescriptive about the criteria for who can attend the program, and we welcome those from diverse backgrounds. However, this course is not a beginner guide to learning coaching and leadership skills. It is for advanced practitioners who wish to utilize their current training and experience in a new framework that guides them, and also be open to learning new approaches to coaching and leadership.

The course is for coaches and leaders who have realized that quick fixes and the unrealistic promises are part of the problem, not the solution. It is for those who are serious about delivering real change at individual, team and organizational levels. It also offers participants rich conceptual and theoretical learning, political-social analysis, and opportunities for self-development and for networking with other advanced practitioners from different international backgrounds.

We aim to ensure that each learning group has the right balance of experienced individuals so that high quality peer-peer learning can take place. We also aim to maintain the high standard of our Registered Analytic-Network Coaches and Leaders.

We are looking for people to join our network who come with an interesting life and work experience, who have the ability to be self-reflective and have a strength in coaching and leading people.

For those with a curious mindset, who are willing to engage with conscious and unconscious dynamics, and who are ethically minded and wish to help create the 'good society', then please fill out the short booking form and return it to us.

When accepted onto the course, we will hold a place for you and send you payment details and our training agreement for you to sign and return.

On successful completion of the course

Upon successful completion of training you become a **Registered A-N Coach** and are:

- Certified to use A-N Coaching System on a 1-1 coaching basis
- Certified to coach and debrief the Wild Leadership Questionnaire; see www.hiddenleadership.com
- Encouraged to join the Analytic-Network International Coaching Network
- Advertise your personal coaching practice on the A-N website www.analyticnetwork.com 'Find-a-Coach' page.

Coaches

- Become certified to use the *A-N Coaching System* and to debrief the Wild Leadership Questionnaire
- Become a *Registered A-N Coach*
- Join our *International Coach Network*- for on-going learning and for new business opportunities
- Learn the most advanced coaching theory and practice
- Develop new personal insights and exciting new ways of working
- Learn new depth approaches drawing on new applied psychoanalytic theory
- Learn new leadership theory and practices for the networked society
- Learn how to coach leaders to influence change in today's VUCA world

Leader-Coaches

- Develop advanced leadership practices
- Learn to coach team members to influence change in today's networked society
- Learn how to distribute leadership and create adaptive organizational cultures
- Learn how to develop strategies that deliver organizational change when others are stuck
- Learn how to influence networks through connecting people, & creating clusters and nodes of change
- Learn to apply advanced coaching theory and practice to your leadership role
- Become certified to use the *A-N Coaching System* and to debrief the Wild Leadership Questionnaire
- Become a *Registered A-N Coach*
- Join our *International Coach Network*, for on-going learning and for new business opportunities

Fees

There are different fee rates for those paying as an individual, being sponsored by a company, and whether you are paying the early bird price or full fee. Please select the appropriate fee in the box on the booking form.

The fee includes:

- Course Training Booklet and two hard copy text books valued at £70.
- Full course attendance, including coffee and tea.

The fee **does not** include:

- **Accommodation** – participants will need to arrange their own accommodation.
- **Lunches** – There are excellent local options for eating, and we encourage participants to ‘walk and talk’ during lunch breaks.
- **Wild Leadership Questionnaire:** 40 Euro Fee. You will need to pay the 40 euro’s when you take the Wild leadership questionnaire which is an essential part of the course. See website www.hiddenleadership.com . We ask you to experience how the questionnaire works, so you can offer it to others you are coaching.

TABLE OF FEES

Please select your fee and fill in your rate and category on the Booking Form

FEE CATEGORY	EARLY BIRD RATE	FULL FEE RATE
	Before September 1 st 2017	After September 1 st 2017
INDIVIDUAL FEE	£ 1,450	£ 1,650
EMPLOYER PAID INDIVIDUAL FEE Individual paid for by their sponsoring organization	£ 1,750	£ 1,950
GROUP RATE FEE (Per Person) 3 -6 people attending from a sponsoring organization that pays their fee. Sending more than one person can help transfer greater organizational learning back to the company.	£ 1,550 Please contact us to inform us of your requirements	£ 1,750
Note: An additional 40 Euro payment is required to take the WILD Leadership Questionnaire which is a mandatory part of the course	There are no VAT or extra charges	Fees do not cover accommodation or lunches



ANALYTIC-NETWORK COACHING

Testimonials

From Previous Course Participants

Frans Cilliers: Professor in Psychology, University of South Africa

This three-day coaching training experience was one of the most rewarding training experiences I have ever attended. This course is extremely well based in scientific thinking and conceptualisation. It is based on very interesting philosophy, depth psychology and other appropriate behavioural paradigms, theory and models. Prof Western has integrated his thinking into a comprehensive training model which constantly challenges and stimulates the mind and the practice of professional leadership coaching.

Jen Gash: Director at Craft Your Life, OT Coach and Discovery Party UK

Simon's Analytic-Network Advanced Coach training has, quite frankly, transformed my coaching practice as well as having significant impact on my personal and business development. I am an experienced coach and therapist and can truly say that what Simon has created is the best coach training I have attended and goes beyond what is usually encountered and explored. It is academically robust but also highly sensitive and fluid. I cannot recommend it highly enough.

Djura Prins: Coach and Consultant Dutch

This coaching practice stimulates us to connect with the world from my personal ethics and make it a better place now and for future generations. The course Analytic-Network Coaching generated new personal coaching lenses and immediate new practice. I still feel very much inspired.

Dr. Lynne Sedgmore CBE: Executive Coach, Previously CEO Centre for Excellence in Leadership, a National Education Leadership center, + CEO of 2 other organizations and a non-Executive Director on over 25 Boards
Having worked with a range of coaching approaches I find Simon Western's training the most comprehensive, stimulating and expansive approach of all. Most importantly it is practical and fosters workable and deep change within individuals and addresses the reality of organisational life. I highly recommend this training programme.

Monisha Singh India; Leadership & Personal Development Coach, MBA Stanford University

NEVER HAS A COACHING FRAMEWORK BEEN AS HOLISTIC and Powerful as Analytic-Network Coaching. As a trained Executive Coach from Colombia Teachers College, I wasn't sure what else I needed to add to my repertoire given the esteemed Institution. But I couldn't have been more surprised. I left with a vastly more expanded and complete framework, that allows me to be far more effective and complete in my coaching.

Its holistic approach is informed by a cross disciplinary approach – of psychoanalysis and family systems, leadership and organizational theory, social movement theory, religious studies and environmentalism. Thus, offering a very complete and all rounded approach to individual development.

Unlike traditional Coaching approaches, this is a non-reductive approach. The framework brings to fore the importance being an individual and balancing that with being part of an interconnected society. Training in the ANC framework, proved to be the best decision I ever made.

Mark Nobbs: Executive Coach UK.

The feedback I got at the end of the session was incredible :)

I started coaching a new exec today and deliberately used the A-N approach. The Depth Analysis session worked brilliantly. It was 90 mins of fantastic self-discovery for the client and 90 mins of living the dream for me!.....

Martin Vogel, director, Vogel Wakefield, The Counter-consultancy London, UK

The Analytic-Network Advanced Coach Training is one of the most integrative approaches to coaching that I have come across. Simon addresses, as you would expect, the psychological dimensions of coaching. But he also includes cutting edge thinking on how our construct of leadership needs to adapt to the networked society in which influence is as important as formal authority. The course challenges coaches to reflect upon the role they play in organisations – whether they help business to be a force for positive change or collude in the aspects of business that keep us stuck in dysfunction.

Nevena Radovanovic, MSc Psychologist; HR Manager, BDK Advocate Serbia

Really unique, value based and excellent opportunity to explore, learn and develop yourself, people and society as a whole. During March 2016, I had an opportunity to attend Analytic-Network Advanced Coach Training, held by Professor Simon Western. This training provided me with a possibility to connect my work as counselor and my HR experience, and to broaden my scope of work in order to offer variety of possible individual work with my clients. What I liked most is that A-N Coaching is heavily connected with renowned and recognized psychotherapy approaches but is also in pace with contemporary leadership styles. This gives you numerous possibilities to help people to grow, helps you as a professional to broaden your skills and knowledge, and makes you and your coachees as leaders-in-change.

Annette MacArtain-Kerr, Systemic Consultant & A-N Coach, Postgraduate Researcher Development Programme, Queen's University Belfast.

I recommend the Analytic-Network Advanced Coach Training because it is an excellent fit with the challenges of a diverse, global work environment. It was also well-structured, thought-provoking and stimulating. The training was enhanced by good course materials, a comprehensive reading list and the opportunity to network with other professional coaches in a variety of settings.

Nevenka Aleksić, HR Consultant & a Business Coach Belgrade, Serbia

Very powerful and a must-do for every coach in their development process. I recommend the Analytic-Network Advanced Coach Training because it's a high-level systematic training. It emerged at the right moment to bring the new life and quality to coaching. With Dr. Western's avant-garde thinking, depth and clarity of thoughts, knowledge and wisdom, the five frames of A-N Advanced Coaching are the most systematic and logical approach in the coaching process. It can help turn coaching into a dance floor where the art of the A-N coaching approach helps you successfully float with your client through the five frames.

Philip JH Crocker PCC - United Kingdom

The outcome for self is surprising and the impact on my practice has been profound. I would recommend ANC to any established professional coach as a way of exploring motivation and leadership at a deeper and more strategic level

Comments from Course Feedback Forms

Analytic-Network Advanced Coach Training

'One of the most powerful learning experiences I have had.'

'Stimulating, absorbing, disturbing, new perspectives put together in new ways. I got what I expected and wanted.'

'Very interesting. It has brought together a lot of what I know and do within one structure.'

'Enriching. Brought back so many things into my conscious awareness to look at them again and stretch my thinking.'

'A really great experience. Thank you.'

'I believe in your model, Simon, it fits with everything we need to do.'

'Timely, powerful, nourishing, exhausting.'

'Affirming, enlightening, freeing and empowering. Content very clear, well-structured and very well-explained. Massive thank you. I've learnt a huge amount and am thinking differently.'

'Excellent. Met expectations fully.'

'I find techniques I can use in my coaching practice.'

'Profound, stretching, intriguing. Deep work. Useful interlinking frames. Too important to miss.'

'Very challenging but affirming at the same time. Huge shifts for me, personally and professionally.'

'I do love the model and am excited by the community.'

Testimonials

Leaders on their personal coaching from Simon Western

Christopher Yates, former Group Head of Organisational Development, HSBC

Simon Western has coached both teams and individuals at HSBC. His coaching enables individuals and groups to think about their personal purpose and center their authentic leadership effectively and consistently in the networks that make up their personal and professional lives. His unique perspective helps individuals to achieve harmony between different aspects of life, and thus authenticity.

Sabine Vinck, Associate Dean, Executive Education, London Business School

Simon Western completed a very effective assignment at London Business School. At the very beginning of my tenure, he worked with me to help form my management team. I found his facilitation style incredibly effective at making sure that individual members of the team felt comfortable expressing where they were at personally and what issues they saw in what we were trying to accomplish. As a result of Simon's facilitation, we were able to address these issues and to move forward successfully.

Lynne Sedgmore CBE, CEO of Centre for Excellence in Leadership (UK Further Education)

Simon Western advised and supported me in my role as the CEO of the UK National Centre for Excellence in Leadership.

He was an outstanding strategic advisor, organisational facilitator and coach. He made significant impact at every level and I highly recommend him. His combination of expertise and talents are unusual in one person and ensure powerful outcomes.

His roles included:

- i) Strategic advice on the national leadership strategy for Further Education working with CEO, Board and Senior Management Team.
- ii) Facilitating CEL's development as a national educational agency
- iii) Acting as coach to myself and other CEL staff.
- iv) Training our leadership coaches

Eva Freedman HSBC Bank Head of Organisational Development, Asia Pacific Region

Thank you so much for providing me with such an empowering opportunity and helping me access so much of what's within me that will help make me successful in the new role.

Graham Hackett BAE Systems - Submarine Solutions Project Management Manager

Changes to my management style have been most noticeable to myself and colleagues. I am no longer as directive or dogmatic in the way that I deal with others, as I had been.... Overall my people management skills have made a significant step forward and my Annual 360 Behavioral Performance Review rated my "Developing Others" capability as "exemplary and a role model to others."

Luciana Biscaia, Regional Head of Learning HSBC Middle East

The coaching sessions I did with Simon were fundamental in helping me get back to my most 'resourceful' self and enjoy working again. Simon is challenging without being rude, he really connects to the emotions and that's why I think it works so well...!