

# COACHING FOR DEVELOPMENT 2023



**Coaching for Development (CfD)** is a three module programme in the study and application of Integral Coaching. It is a coach training and apprenticeship program designed for participants to emerge as coach practitioners, able to see the world through someone else's eyes, and at the same time able to skillfully coach them to greater capability. This course is ideal for those who are interested in supporting the growth of others while also developing themselves.

## THIS COURSE IS INTENDED FOR

- Leaders/managers/team leads wanting to support the development of people
- Learning or HR specialists looking to expand capability in their organisations
- Consultants/advisors/coaches/facilitators/salespeople wanting to deepen or develop coaching skills to better understand and support their clients
- Changemakers wanting to learn integral coaching skills to support shifts in individuals, groups and system

***"The CfD enlightened me about my own growth and offered practical frames for me to help others on their development paths. Best of all, it brought together a wonderful community of fellow seekers who have become friends"***

***Senior Partner, Global Management Consulting Firm***

## COURSE BACKGROUND AND CREDENTIALS

CfD is offered by Bamboo Being in Singapore in association with our Integral coaching friends and learning partners **New Ventures West** (USA) and the **Centre for Coaching** (South Africa) who have developed and refined the programme over several decades.

Bamboo Being is offering this programme in Asia in a **unique format limited to twelve people per cohort** in order to allow for rich and deep discussions plus individualized support in a small like-minded community.

On completion of all the course work, participants will receive :

- A **coaching certificate** from the Centre for Coaching, as well as the University of Cape Town's Graduate School of Business Executive Education department, and New Ventures West (USA)
- **90 hours of ICF Approved Coach Specific Training Hours (ACSTH) and 10 hours of mentoring** to apply to the ICF for a coaching credential
- Ongoing access to the rich **local community** in the Bamboo network and to the wider **international network of Integral Coaches** in the Centre for Coaching alumni network and the New Ventures West graduate community

***"The CFD program offered me a broader level of coaching framework that helped me build a strong and stable team during the global crisis. Learning from fellow cohort participants was also a highlight. I enjoyed building connections among passionate coaches in the community. I gained new found insights about myself, my relationships to those around me and my intention in this coaching journey***

**Director, Large Technology Company**

## COURSE DESIGN

- Participants meet as a group of twelve for three modules over eight months
- Each Module consists of 3 full days
- Between modules there are **four 90-minute** group mentoring sessions with a maximum of six participants
- Each participant also receives **four 60-minute** individual mentoring sessions with the lead faculty
- **Self study** includes written assignments and three case studies, requiring application of this coaching method with clients
- Participants also meet in small **learning groups** (pods) with a pod guide between sessions to discuss their learnings
- Course participants are **pro-actively supported** throughout the course

We will meet virtually for modules, however individual mentoring and pod meetings may be held in person subject to guidelines and comfort of those attending. The small cohort size and design of the course ensures that, even within a virtual environment, participants are able to forge connections within the cohort and with faculty

## SELF STUDY AND PRACTICE

In addition to the modules, participants typically spend an average of two to four hours per week on activities (reading, writing, coaching) related to the programme.

However, participants who engage with the course materials and community will find that they are sources of support in the rest of their own busy lives.

***"I've done a fair amount of training - management, coaching, leadership you name it - during my time at work. I can honestly say, this was the most beneficial and transformative work I've done. I've seen the benefit not just for me as a person, but also my working life, my family life and my friends***

***Regional Product Head, Large Technology Company***

## COURSE CONTENT

### Module 1

#### FOUNDATIONS OF COACHING (3 FULL DAYS)

Introduction to course and participants

Immersion in:

- The philosophical underpinnings of Integral Coaching
- The sequence and flow of coaching conversations
- Coaching models

### Module 2

#### EXTENDING COACHING IMPACT (3 FULL DAYS)

- Understanding who YOU are and how you show up in the world and the impact on your coaching
- Coaching through language and refining coaching interactions
- Continuing live coaching case studies

### Module 3

#### DEEPENING COACHING PRACTICE (3 FULL DAYS)

- Somatics: Dealing with the body and behaviour in coaching
- Learning to design complex coaching interventions through real-time practice and supervision
- Exploring ongoing ways to develop as a coach

***“If there is anything we learnt in the last year it is the power of human potential when it is enriched with love, connection and purpose. The CfD process creates a safe space to unlock the best of us by reaching into our inner worlds, connecting us with terrific co-leaders and giving us practical tools to be better leaders in future”***

***Director, Social Innovation Organisation***

## 2023 CFD PROGRAMME DETAILS

**Venue:** All modules will be **in-person**

### Course Dates :

<b>Module 1</b>	<b>25, 26 and 28 August 2023</b>	<b>9am - 6pm</b>
<b>Module 2</b>	<b>24, 25 and 27 November 2023</b>	<b>9am - 6pm</b>
<b>Module 3</b>	<b>12, 13 and 15 April 2024</b>	<b>9am - 6pm</b>

***You are required to be present for all days of all modules to certify. Please make sure you are available for the FULL sessions for each of these modules.***

***"The Coaching for Development (CfD) program is one of the best courses I have attended. If you are a coach, I highly recommend CfD for its holistic person-centric approach in helping coachees / clients re-imagine the way forward and how they lead their lives. For leaders, managers and HR specialists in corporate organisations, CfD offers an unique perspective into how to engage and work with your employees and talents, transforming how teams can achieve success. The course has also provided a significant lift to my personal development as a coach, friend and leader.***

***Head of Strategy and Operations, Government Affairs and Public Policy, Large Technology Company***

***We will use an online platform for small group sessions in between modules, so you will need a reliable and high-speed internet connection.***

Tuition fees : S\$10,200 (comprising S\$7,000 course fees, S\$3000 mentoring fees & S\$200 for performance evaluation ( for ICF certification purposes )

These fees include all three modules including extensive faculty engagement, textbook, electronic materials provided on our online platform, monthly pod meetings, group mentoring calls and individual mentoring calls.

**Course fees are payable in full before the start of the course.**

## **APPLICATIONS**

Please email **[Pauline@bamboobeing.com](mailto:Pauline@bamboobeing.com)** to receive details of application.

## **COURSE HOSTS AND FACULTY**

This course is provided and hosted in Asia by **Bamboo Being Pte Ltd** which exists to connect people to experiences that cultivate growth, purpose and community.

The learning experiences we offer pay attention not only to individual learning and insight but to connecting a community of learners on a journey together.

We believe that learning journeys that are creative, lively and authentic allow for deeper learning and development. As coaching can be a lonely journey, we also believe that a community of practice is an essential part of continuing to develop as a coach, providing an ongoing exchange of ideas and support.

***“I undertook the CFD as an experienced leader looking to enhance my coaching capability and to gain a professional ICF accreditation. I found the course extremely valuable in adding to my overall capability as a leader and to deepen understanding of myself and others. I gained a good foundation to become a professional coach in the future. The teaching style was informal and creative and a good balance of teaching, group work with classmates and on the job coaching in between sessions. I’d recommend to anyone passionate about developing themselves and others”***

## **Vice President, Pharmaceuticals**

**CfD** is led by Sue Adams and Cathy Johnson, both experienced integral coaches and experienced facilitators who are also ICF certified coaches holding the PCC credential.



**Sue** is an experienced Professional Certified Coach, certified by the International Coaching Federation and has taught coaching and mentored and supervised coaches for the last 12 years. She is also a trained facilitator designs and facilitates learning and development experiences.



Prior to founding Bamboo Being in 2007, Sue had a 20 year career first as a lawyer and then regional manager and ultimately MD in the TV industry leading a large cross-cultural team across seven Asian offices.

She was a board member for several Pearson and Bertelsmann Asian subsidiaries and continues to serve on the boards and advisory boards of nonprofit and for-profit enterprises and is a certified Advisory Board chair.

Sue has a BA in Philosophy, Politics and Economics from Oxford University and an MBA from INSEAD. She is qualified as a lawyer in the UK and a Mediator in Singapore.

Her coach training includes certification training in Coaching for Results, Integral Coaching, Positive Organisational Psychology and Coaching Supervision.



**Cathy** is an experienced Professional Certified Coach, certified by the International Coach Federation, and has taught coaching for the past 12 years in both professional certification programs and in businesses.

Besides coaching, Cathy designs and facilitates leadership development programs and is a keynote speaker focused on authenticity, effective communication and presence. Prior to this, she worked in the business world for 28 years, with her most recent role as Head of Marketing of a NASDAQ-listed company.

Cathy has lived in Singapore for the past 24 years, and has an MBA from the Kenan-Flagler Business School and a BA in English Education from the University of North Carolina at Chapel Hill.

She is Past President of the Asia Professional Speakers Singapore Association and does keynote speaking on the side.

***I researched various coaching courses before deciding that CfD would be the best one for me, and I was 100% right. I was looking for a course that would support me to become qualified as a coach without being a formulaic, box-ticking exercise. The CfD course achieved this and also gently and firmly supported my own development. I learnt a lot not only from the skill and expertise of Sue & Cathy, but also from the diverse group of participants – some of whom I now count as friends. CfD is very good value for money and I can recommend it to anyone interested***



*in learning how to support themselves, their teams, and their organisations to develop and grow.*

*Senior Managing Director, Large International Financial Institution*

## ABOUT OUR LEARNING PARTNERS



Under the auspices of New Ventures West, CfD is recognised by the International Coach Federation (ICF), the largest coach trainer accreditation body in the world, as delivering 90 hours of ICF Approved Coach-Specific Training Hours (ACSTH).



In addition, through our learning partners, the Centre for Coaching, the programme is certified by the Graduate School of Business at the University of Capetown.



The Centre for Coaching is based at the UCT Graduate School of Business (GSB) – one of Africa's leading business schools. Its courses form part of the GSB Executive Education suite of offerings and are informed by both academic rigour and coaching practice.

[www.gsb.uct.ac.za](http://www.gsb.uct.ac.za)



New Ventures West (NVW), founded in 1987 and based in San Francisco, is one of the leading coaching schools in the USA and an organisation dedicated to having people be both effective and fulfilled in their work as integral coaches

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

The International Coach Federation is the leading global organization dedicated to advancing the coaching profession by setting high standards, providing independent certification and building a worldwide network of trained coaching professionals. For more information on how to become an ICF-credentialed coach, please visit

[www.coachfederation.or](http://www.coachfederation.or)

