Pre-Conference Workshop
Wednesday, February 3, 2010

The Thought Exchange®
1-5 pm
With multi-platinum recordings, Broadway shows, Disney animated films, and a teaching and lecturing career that spans the nation, David Friedman is truly someone who has made a major mark in all areas of show business as well as in the areas of personal and corporate empowerment. Over the years, Mr. Friedman has developed a unique method of looking at the world and changing lives called The Thought Exchange®. For this conference, Mr. Friedman has prepared a participatory workshop which offers attendees a firsthand experience of how this method can be applied to their business. Participants will not only learn a simple and effective method of changing the thoughts that are reflected in the world as we wish to see them there, but they will learn techniques that will allow them to stay with those thoughts even when they become uncomfortable. Using Thought Exchange principles, Mr. Friedman will also guide us through an experience called “Finding Our Own Inner Voice”, where we will experience how our singing voice is totally at our command by simply using our minds. Please join Mr. Friedman for this enlightening and entertaining workshop. You will have an experience personally tailored to your own issues and needs, as well as ample opportunity to ask questions specific to the situations you face in your own work environment.

David Friedman, President, The Thought Exchange®

Westin New York at Times Square
270 West 43rd Street
New York, NY 10036
Tel: 212 201 2700

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www.conference-board.org/coaching

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Conference    February 4–5, 2010    Westin New York at Times Square
Pre-Conference Workshop    February 3, 2010

Presented with assistance from:

Westin New York at Times Square
270 West 43rd Street
New York, NY 10036
Tel 212 201 2700

Save $200 when you register by 11.20.09!

Association: $1,995 ($2,195 after 11.20.09)
Non-Associate: $2,295 ($2,495 after 11.20.09)

Cancellation Policy
Full refund until three weeks before the meeting. $500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Hotel Accommodations
Fees do not include hotel accommodations. For discounted reservations, contact the hotel directly no later than the cut-off date and mention The Conference Board Executive Coaching Conference. Hotel Discount Cut-off Date: Wednesday, January 13, 2010

Westin New York at Times Square
270 West 43rd Street
New York, NY 10036
Tel: 212 201 2700

The 2010 Executive Coaching Conference
February 4–5, 2010
Westin New York at Times Square
New York, NY

Trusted Insights for Business Worldwide

The Future of Coaching: The possibilities are Endless

Registration Information
Online
www.conference-board.org/coaching

Email
customer.service@conference-board.org

Phone
212 339 0345

8:30 am to 5:30 pm ET Monday through Friday

Pre-Conference Workshop
B01010-1

Date: February 3, 2010
Location: Westin New York at Times Square
New York, NY
Associate: $495
Non-Associate: $595

Conference
B87010-1

Date: February 4–5, 2010
Location: Westin New York at Times Square
New York, NY
Associate: $1,995
Non-Associate: $2,295

Media Partner:
In collaboration with:

The Conference Board
845 Third Avenue, New York, NY 10022-6600
February 4-5, 2010
New York, NY
Pre-Conference Workshop
February 3, 2010

Promotion Code

The 2010 Executive Coaching Conference

The Future of Coaching: The possibilities are Endless

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Team Discounts per person
For a team of three or more registering from the same company at the same time, take $200 off each person’s registration.

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The Future of Coaching: The possibilities are Endless
Pre-Conference Workshop
Wednesday, February 3, 2010
Registration 10:30–1:00

The Thought Exchange®
1–5 pm

With multi-platinum recordings, Broadway shows, Disney animated films, and a teaching and lecturing career that spans the nation, David Friedman is truly someone who has made a major mark in all areas of show business as well as in the areas of personal and corporate empowerment. Over the years, Mr. Friedman has developed a unique method of looking at the world and changing lives called The Thought Exchange®.

For this conference, Mr. Friedman has prepared a participatory workshop which offers attendees a transformed experience of how to transform their lives by adopting and internalizing principles of The Thought Exchange®. Participants will not only learn a collective set of principles and techniques, but during the workshop they will adopt the tools to change the world as they wish to change it. They will learn techniques that will allow them to live with their thoughts even when they encounter uncontrollable circumstances.

Using Thought Exchange principles, Mr. Friedman will also guide us through an experience of finding our own inner voice, where we will experience how our singing voice is totally at our command by simply using our minds.

Please join Mr. Friedman for this enlightening and entertaining workshop. You will have an experience personally tailored to your own issues and needs, as well as ample opportunity to ask questions specific to the situations you face in your own work environment.

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Thursday, February 4, 2010
Registration and Continental Breakfast 7:45–8:45 am
Welcome and Introductions 8:45–9 am
Rene Cena, Conference Program Director, The Conference Board
The Future of Coaching A 10:15–10:45 am
In this interactive keynote session, Dr. Marshall Goldsmith will discuss how coaching can be adapted to fit the needs of today and tomorrow. He will build on his work from his new book, MOJO, to discuss how work has become a central focus of life for most professionals—and how coaches can help their clients achieve not only greater professional success but also more meaning and happiness in life.
Choose B1 or B2 10:30–11:45 am
Lessons Learned In Building and Reorganizing Your Coaching Program B1 10:30–11:45 am
The attendees will be presented with an opportunity for those who have just started building a coaching practice in their organization or centralizing the coaching function. You will hear from experienced practitioners on a range of issues critical to managing your practice including: cultural considerations, who to involve in the planning process, senior level buy-in and sponsorship, target audience, team structure, and the on-going integration of coaching, matching coaches with coaches, and more.
Chairs: Chris Phillips, Program Manager for Executive Practice, Executive Development Group, Genentech Marc Dufresne, Vice President, Talent Management, Avon Products
Peak Personal Performance Coaching B1 12:00–1:15 pm
A 1 hour 15 minute workshop to introduce participants to the principles of Peak Personal Performance. In this interactive keynote session, Chris Pollino, Program Manager for EC Practice, Executive Development Group, Genentech will discuss Peak Personal Performance’s research-based coaching methodology, the opportunity to build an integrated coaching practice in your organization and the tools you will need to facilitate the personal achievement of everyone in your organization.
Speaker: Chris Pollino, Program Manager for EC Practice, Executive Development Group, Genentech
C 12:45–1:15 pm
The Value of Coaching: Linking Coaching to Talent Strategy and Business Outcomes C 1–2:15 pm
Many organizations have been seeking more proof of the effectiveness of coaching on the bottom-line. In this session, you will hear from senior leaders on the impact coaching has had on their organizations and consider implications for your business the to business and talent management strategies and to employee engagement.
Moderator: Debbie Schrader-Quayle, Senior Vice President-Global Solutions, Right Management Presenters: Brian Thies, Vice President, Senior Executive & Chief Financial Officer, AXA LIABILITY Management; John Richard-Chen, Human Resources Director, Commercial and Control Systems, Network Systems Systems, Raytheon Company
Networking Reception: 5:30–6:30 pm
Hosted by: MANAGING DIRECTOR
Friday, February 5, 2010
Continental Breakfast 7:30–8:30 am
How Coaching is Being Used With High Potentials E 8:30–9:30 am
As we look at the recent studies showing the use of coaching in organizations, it is clear that coaching continues to be a critical component of many organizations. This session will explore the number of successful approaches in the use of coaching with high potentials and offer insights from those who have been coaching.
Choose H1 or H2 9:45–10:45 am
The Continuing Growth and Use of Internal Coaches in Our Organizations F 11:45–12:15 pm
The use of internal coaches has grown in organizations as both a cost effective method to develop talent in the organization and to provide a barrier to talent loss in situations, and to build the strong growing demand for coaching at all levels in the organizations. How to manage the cost and contrast different ways of internal coaches in professionals doing coaching post-time, the leader as coach, and peer coaching.
Moderator: Dr. Gary Banker, Executive Coach, Co-Author, Political Dilemmas at Work
Networking Luncheon 11:45 am–12:45 pm
Keith Lawrence, Director of Human Resources, Global Beauty,
city to thrive in these challenging times and ‘perform in the storm’. their best in all aspects of life. This session will focus on building one’s own personal capa-
We live in a world of unprecedented change and uncertainty. This places heavy demands on
Peak Personal Performance
Chris Pollino, Program Manager for EC Practice, Executive Development Group,
target audience, fee structure, selection and on-going orientation of coaches, matching
Lessons Learned In Building and Reorganizing Your Coaching Program
B1 10:30–11:45 am
The authors provide an opportunity for those who are just starting out building a coaching practice in their organization or centralizing the coaching function. You will learn from experi-
Choose D1 or D2 2–3 pm
Coaching Globally – What You Need to Know, Learn, Do
D2 2–3 pm
As more and more organizations expand into global markets, coaching is becoming more important in assisting with cultural adaptation, personal development, and the professional growth of global leaders and will apply best practices to base studies from global companies to different
By Steve De Stefano, People Development and Talent Management,
Continental Breakfast 7:30–8:30 am
Along with cocktails and hors d’oeuvres, take the opportunity to have a speed coaching session with those who have been coached.

Thursday, February 4, 2010
Registration and Continental Breakfast 7:45–8:45 am
Welcome and Introductions 8:45–9 am
Thursday, February 4, 2010

Networking Reception: 5:30–6:30 pm
Hosted by:
Networking Luncheon 11:45 am–12:45 pm
Keynote: The Rise of Virtual Coaching—Pros and Cons
C 12:45–1:45 pm
Professor David Clutterbuck is one of Europe’s most respected writers and thinkers on lead-

D1 2–3 pm

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www.conference-board.org/coaching

Thursday, February 4, 2010
Registration and Continental Breakfast 7:45–8:45 am
Welcome and Introductions 8:45–9 am
Reina Cama, Conference Program Director, The Conference Board

The Future of Coaching
A 8–10 am
In this interactive keynote session, Dr. Marshall Goldsmith will discuss how coaching can be adapted to fit the needs of the client. He will discuss what he has learned from his work with many companies on a range of issues critical to managing your practice including: cultural adaptations, who to involve in the planning process, senior level buy-in and sponsorship, the use of internal coaches has been growing in organizations as both a cost effective method...
Networking Luncheon 11:45 am–12:45 pm

Many organizations have been asking for more proof of the effectiveness of coaching on the bottom-line. This year, you will hear from senior leaders on the impact coaching has had on their business and the various strategies they are putting into place to make coaching the business and talent management strategy and to engage employees.

Moderators:
Debbie Schniedersen-Saunders, Senior Vice President-Global Solutions, Right Management
Ayaan Thomsen, Senior Vice President & Chief Financial Officer, AXA Liability Managers, Inc.
Richard O’Hara, Human Resources Director, Command and Control Systems, Network Centric Systems, Raytheon Company
Shirley-Joan Di Stefano, People Development and Talent Management, International Finance Corporation

Networking Reception: 5:30–7:30 pm
Hosted by: MANAGING DIRECTOR Corporate Coaching (Global) CCL®

Thursday, February 4, 2010
Registration and Continental Breakfast 7:45–8:45 am
Welcome and Introductions 8:45–9 am
Rene Came, Conference Program Director, The Conference Board
The Future of Coaching 9–10:15 am
In this interactive keynote session, Dr. Marshall Goldsmith will discuss how coaching can be adapted to fit the needs of individuals and organizations. He will build on work from his new book, WWID, to discuss how work has become a central focus of life for most professionals and how to help their clients achieve not only greater professional success but also more meaning and happiness in life.

Panelists:
Mark Goldsmith, Author and Executive Coach, Marshall Goldsmith, Inc.
Marc Effron, Vice President, Talent Management, Procter & Gamble
Shirley-Joan Di Stefano, People Development and Talent Management, International Finance Corporation

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Thursday, February 4, 2010
Registration and Continental Breakfast 7:45–8:45 am
Welcome and Introductions 8:45–9 am
Rene Casa, Conference Program Director, The Conference Board
The Future of Coaching: A 9–10:15 am
In this interactive keynote session, Dr. Marshall Goldsmith will discuss how coaching can be adapted to fit the needs of the future workplace. He will build on work from his new book, _Adapt_, to fit the needs of an increasingly challenging work environment. He will build on the success of his previous books and offer insights into the world of coaching.
Dr. Marshall Goldsmith, Arthur Lazman, and David Clutterbuck, Clutterbuck Associates, a Division of General Physics (UK) Ltd.

Lessons Learned In Building and Reorganizing Your Coaching Program
B1 10:30–11:45 am
The session presents opportunity for those who are just starting or building a coaching program in their organization or centralizing the coaching function. You will learn from experienced professionals the range of issues critical to managing your program including: selecting the right coaches; who to involve in the planning process, senior level buy-in and sponsorship, target audience. We will structure, selection and ongoing innovation of coaches, matching coaches with coachees, and more.
Chris Polkas, Program Manager for Executive Coaching, Executive Development Group, G eccentric Marc, CEO, President, Talent Management, Avon Products

Measuring the Impact of Coaching: How Is This Growing in Importance and How Do We Do It?
B2 11 am–12:15 pm
The conference Board Council on Executive Coaching will present the results of their latest executive coaching survey examining the practices of executive coaching across industries and locations. Discover how diverse are your practices:
• selected and used internal and external coaches
• vary their practice by international location
• focus on coaching in their organization and work with them and their organizations through the application of a coaching model that demonstrates business value.
• developing servant leadership competencies, and provide insights into the world of coaching.
Jack Phillips, Chairman Executive, Clutterbuck Associates, a Division of General Physics (UK) Ltd.

Coaching Globally – What You Need to Know, Learn, Do
D1 2–3 pm
As more and more organizations expand into global markets, coaching in those cultures must be understood in the context of the broader cultural landscape as well as the organizational culture. This session will present an overview of the global growth of coaching and will apply these best practices to case studies from global companies in different cultures/countries.
Marc Effron, Vice President, Talent Management, Procter & Gamble

Creating a New Identity for a New Destiny
H2 9:45–10:45 am
Humana created a new approach to coaching to first identify the capabilities of its talented women leaders so that they could then transform the industry. Learn how group coaching specifically developed, and how Humana leader share their coaching experience and leadership journey.
Leland Sandler, Executive Director, Organizational Strategy, Humana Inc.

Identifying and Developing Coaching Competencies for Managers
I 1 1 am–12:15 pm
What are the competencies needed by your leaders now and in the future? This stimulating session will:
• help you develop a framework for assessing leadership and coaching needs
• help you develop a framework for assessing leadership and coaching needs
• develop a coaching practice that helps your organization meet its goals and objectives
Lori O’Day, Director of Human Resources, Farmers Insurance

The Value of Coaching: Linking Coaching to Talent Strategy and Business Outcomes
F 4:15–5:30 pm
Many organizations have been seeking to more fully integrate the power of coaching and many organizations are looking to reposition coaching through the application of a coaching model that demonstrates business value.

The Continuing Growth and Use of Internal Coaches in Our Organizations
H 1 9:45–10:45 am
The use of internal coaches has grown in organizations as both a cost effective method to develop future leaders and a way to have more customized coaching experiences with a better understanding of client situations, and to more fully identify the coaching potential at all levels in your organization.

Networking Reception: 5:30–6:30 pm
Hosted by: Manpower Group

Renewal Effort: 5:30–6:30 pm
Networking Reception: 5:30–6:30 pm
For more information, please call Conference Service at 212-339-0345 or visit www.conference-board.org/coaching.
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For this conference, Mr. Friedman has prepared a participatory workshop which offers attendees a transformed experience of how the mind can be used to change the world, both physically and emotionally. Participants will learn to use the principles that he will teach us to live a life as we want to live it, and to maintain this disposition even when we encounter uncomfortable situations.

Using Thought Exchange principles, Mr. Friedman will also guide us through an experience of finding our own inner voice, where we’ll improve our singing voices and learn how our singing voice is totally at our command simply by using our minds. Please join Mr. Friedman for this enlightening and entertaining workshop. You will have an experience personally tailored to your own issues and needs, as well as ample opportunity to ask questions specific to the situations you face in your own work environment.

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