



The 2012

Executive Coaching Conference

Cost Effective and Business Minded Approaches to Coaching

March 27-28, 2012 Westin New York at Times Square

March 26, 2012 Pre-Conference Seminar



- Discover how organizations use coaching to deliver real business value
- Find out how neuroscience has influenced the way we coach
- Reap the benefits of the latest study on trends in coaching rates and fees

In collaboration with



Presented with assistance from



Benefits of attending

- Discover how organizations use coaching to deliver real business value
- Find out how neuroscience has influenced the way we coach
- Reap the benefits of the latest study on trends in coaching rates and fees
- Determine how to measure what matters
- Learn about cost effective uses of coaching that create value
- Be inspired by a CEO's commitment to developing talent

Who should attend

The Executive Coaching Conference is a valuable source of information and insight for those in Coaching, Leadership Development, Human Resource Management, Training and Learning Development, OD, Mentoring, and Line Professionals looking to implement coaching programs in their departments.

Previous participants of the Executive Coaching Conference

Accenture	EMC Corporation	Microsoft Corporation
American Automobile Association	Gagen MacDonald	Papa John's
American Express Company	General Electric Company	PepsiCo, Inc.
Assurant, Inc.	Harvard Medical School	Polo Ralph Lauren
AT&T Services Inc.	Hewlett-Packard	Prudential Financial Inc.
Bank of America	Humana Inc.	Rockefeller Foundation
Best Buy Co., Inc.	IBM Corporation	S.C.Johnson & Son, Inc.
Campbell Soup Company	ING Americas	Saks Fifth Avenue
Chevron Corporation	Intel Corporation	Target Corporation
Citigroup	Johnson & Johnson	The World Bank
Coach, Inc.	Korn/Ferry International	Tyco Electronics
CVS Caremark	Kraft Foods, Inc.	UNISYS Corporation
Darden Restaurants Inc.	Lockheed Martin	Wal Mart Corporation
Dr Pepper Snapple Group	MasterCard Worldwide	Walt Disney Parks & Resorts
	MetLife, Inc.	

Pre-Conference Seminar, Monday, March 26, 2012

REGISTRATION AND CONTINENTAL BREAKFAST 8-9 AM

SEMINAR 9 AM-4 PM

Brief Coaching for Lasting Solutions

How can you be brief and yet highly effective in your coaching conversations? Brief Coaching is not just another problem solving method. On the contrary, it represents a paradigm shift in how to get to solutions in a radically different way. The approach can also be applied in other disciplines of organizational change. This one day workshop will provide you with the toolset and the experience of increasing your choice of options when you coach. The day will consist of experimenting with the key components of Brief Coaching in small groups and professionally reflecting on the effects of this paradigm change and the learning. You will receive a toolkit so you can start implementing the very next day.

Peter Szabó, Director of Brief Coach Trainings

Solutionsurfs International, MCC, (doctorate in law)

Co-author with Insoo Kim Berg, *Brief-Coaching For Lasting Solutions*

Tuesday, March 27, 2012

REGISTRATION AND CONTINENTAL BREAKFAST 8-8:45 AM

WELCOME AND INTRODUCTIONS 8:45-9 AM

Rene Carew, Conference Program Director, **The Conference Board**

KEYNOTE SESSION A 9-10:15 AM

New Directions, New Perspectives

After 25 years as an external executive coach, David Peterson took an internal role at Google as head of executive coaching. One year later, he reflects on what he's learned and how his perspective has changed. He'll also share new insights about how Google uses coaching as part of its broader talent development strategy and initiatives.

David B. Peterson, Ph.D., Director, Learning and Development, **Google, Inc.**

NETWORKING REFRESHMENT BREAK 10:15-10:30 AM

CONCURRENT SESSION B1 10:30-11:45 AM

Delivering Real Business Value in Developing Leaders Globally

Drawing from experience and insights from top HR leaders of global organizations, this interactive panel discussion will:

- Share experiences in deploying globally consistent, experienced-based coaching to accelerate leader development, build leadership bench strength, boost performance, and plan and manage succession.
- Provide guidance on how to interview and select globally astute coaches and leverage their expertise across cultures and borders.

Moderator

Barbara Klein, Vice President, Talent Management Consulting, **Right Management**

Panelists

Ronald S. Ettinger, Director Global Human Resources, **Quaker Chemical**

Cathy Hearld, Director Organizational Development, **Brown-Forman Corporation**

Dan Coombes, Leadership Development Lead, **Monsanto**

CONCURRENT SESSION B2 10:30-11:45 AM

2012 Coaching Practices Survey

The Conference Board and Council on Executive Coaching will present the results of the latest benchmark "2012 Coaching Practices Survey," which includes trends on coaching rates and fees, engagement length and terms, and types of coaching engagements. The study also examined the development, supervision, and management of internal coaches within organizations. Best practices will be shared from member case studies.

Amy Lui Abel, Ph.D., Senior Researcher, Human Capital, **The Conference Board**

Jackie P. Bayer, Director, Americas' Coaching Leader, **Ernst & Young, LLP**

LUNCHEON SPEAKER C 11:45 AM-1:15 PM

Coaching From the Senior Leader Perspective

SPONSORED BY **COACHSOURCE**
Inspiring Leadership

Tracey Doucette, Senior Vice President, Customer Strategy, Field & Shopper Marketing, **PepsiCo**

Call Customer Service at 212 339 0345

CONCURRENT SESSION D1 1:15–2:30 PM

How Neuroscience Research Has Influenced the Results Coaching System Model of Coaching

SPONSORED BY



NeuroLeadership Group

Transform thinking & performance

David Rock has been at the forefront of applying neuroscience discoveries about how the brain works to the field of coaching. Based on his years of study and application in his work with organizations, Dr. Rock will share how the Results Coaching Systems Model of Coaching has changed and developed. He will also provide case examples and a demonstration of his coaching model.

David Rock, Ph.D., Chief Executive Officer, **NeuroLeadership Group**
Executive Director, **NeuroLeadership Institute**

CONCURRENT SESSION D2 1:15–2:30 PM

What You Need to Know About Starting a Coaching Program in Your Organization

This session is designed for organizations who are in the early stages of setting up a coaching program. You will have the opportunity to:

- Use the “Organizational Levels of Coaching Model” to assess how coaching can best meet organizational needs
- Understand the key elements involved in creating a coaching practice in your organization
- Learn ways to set up an internal coaching program

Winnie Lanoix, Ed.D., Senior Consultant and Coaching Lead, **Right Management**
Douglas Riddle, Ph.D., Global Director Coaching Services & Assessment Portfolio
Center for Creative Leadership

Valerie A. Grillo, Vice President Global Leadership Development, **American Express**

NETWORKING REFRESHMENT BREAK 2:30–3 PM

E 3–4 PM

Coaching Ensures the Talent to Drive Specific Business Initiatives

Using real case studies, this panel will share experiences in how executive coaching was used to achieve high-performance and improve the collective contributions of a leadership team to drive a specific business initiative. It will also showcase how coaching was used to develop formidable talent bench strength and support succession management at all levels of leadership, including CEO levels and high potentials, utilizing a leadership academy as part of an assessment center.

Moderator

Dennis O'Brien, Psy.D., Senior Consultant and Regional Coaching Lead, Talent Management-Northeast, **Right Management**

Panelists

Barry V. Elswick, Vice President Coke Operations, **SunCoke Energy, Inc.**

C. Dean Woods, Vice President, Human Resources, **CenterPoint Energy, Inc.**

Julie Bell, Senior Officer Talent Management, **Cleveland Clinic**

NETWORKING REFRESHMENT BREAK 4–4:15 PM

CONCURRENT SESSION F1 4:15–5:30 PM

The Current State of Certification, Credentialing, Training, and Education Programs for Executive Coaches

There are many options now available for training, educating and certifying organizational coaches. What does it take to train and educate a coach? What are the key requirements and forecasts for certification and credentialing? What is most important when selecting internal and external coaches? This panel of representatives from certifying and credentialing bodies, and training and educating programs will share their perspectives on coach development and qualification. They will open the dialogue with our delegates who manage and lead coaching initiatives in organizations.

Moderator

John L. Bennett, Ph.D., PCC, McColl School of Business, **Queens University of Charlotte**; President, **Graduate School Alliance for Executive Coaching (GSAEC)**

Presenters

Janet Harvey, President, **International Coach Federation (ICF)**

Shawn O'Brien, Executive Vice President, **Center for Credentialing and Education (CCE)**

Laura Atwood, PCC, President, **Association of Coach Training Organizations (ACTO)**; President, **Adler Learning-USA**

Lise Lewis, President, **European Mentoring and Coaching Council (EMCC)**

CONCURRENT SESSION F2 4:15–5:30 PM

Full-Spectrum Assessments for Executive Coaching

Often, assessment tools can only be used in one aspect or application in coaching. This session showcases three assessment tools that can be used at multiple levels for a range of executive coaching applications in an organization. Representatives from three companies: 5 Dynamics, The Leadership Circle, and Cultural Navigator, will share the purpose and main features of their product, and discuss how it is currently used in organizations and with executive coaching. They will also outline the requirements for using their assessment.

Moderator

Mary Wayne Bush, Ed.D., Professor of Management, **Colorado Technical University**

Panelists

Daniel B. Kerr, CPA, Ph.D., Director of Business Development, **TMC/Berlitz**

Andrew Bennett, Director of Practitioner and Product Development

The Leadership Circle

NETWORKING COCKTAIL RECEPTION 5:30–6:30 PM



Conference KeyNotes

Registration includes this summary of conference highlights
and a post-conference interactive webcast

Wednesday, March 28, 2012

REGISTRATION AND CONTINENTAL BREAKFAST 7:45-8:30 AM

G1 8:30-9:30 AM

Coaching with Compassion:

Applying the Intentional Change Theory to Leadership Development

Learn how a Fortune 500 company harnesses the power of positive emotions; develops Emotional and Social Intelligence (ESI) competencies; discovers the process of renewal (mind, body, heart, spirit) and develops leaders through a process of sustainable change. Leaders receive 360° feedback, develop their personal vision, and receive executive coaching helping them to realize their "Ideal Self." After 12 to 18 months of personal leadership reflection and development, the leaders continue by refining their coaching skills as they coach others through the Intentional Change Process®.

Lauris Woolford, Executive Vice President, Organization Development & Planning
Fifth Third Bank

CONCURRENT SESSION G2 8:30-9:30 AM

Preparing Tomorrow's C-Suite, Today

SESSION SPONSOR *Merryck & Co*

Executives who have already benefited from coaching on their way to the top, but who could now use next-level refinement in leadership, strategy, operations, or Board exposure, present a particular talent development challenge. Increasingly, with generational shift pending in the C-Suite, this challenge faces a hard deadline. Merryck & Co's session focuses on what major organizations and CEOs are doing to assist emerging executives whose performance will not only impact 2012 results, but help determine the organization's future success.

David Reimer, Chief Executive Officer, **Merryck & Co**

Dave Goebel, Lead Director for Jack In The Box, and former Chief Executive Officer
Applebee's

Tanya Clemens, Chief Learning Officer, **Pfizer**

NETWORKING REFRESHMENT BREAK 9:30-9:45 AM

CONCURRENT SESSION H1 9:45-11 AM

Measuring What Matters

It's clear that the demand for demonstrating coaching effectiveness is increasing, but knowing **what** to measure and **how** to make it both simple and relevant is often a challenge. This session will present both the theory and practice involved in cutting-edge coaching evaluation. You will learn two approaches to measuring what matters and leave with a guideline to understand the best approach for your organization.

Lisa Ann Edwards, Former Senior Director, Talent Management, **Corbis**, Founder **Bloom Coaching Institute** and Co-Author with Dr. Patti P. Phillips of *Measuring Success of Coaching: Application, Impact and ROI*

Jennifer Habig, Coaching Portfolio Manager, **Center for Creative Leadership**

Brian O. Underhill, Ph.D., Founder of **CoachSource**, author of *Executive Coaching for Results: The Definitive Guide to Developing Organizational Leaders*

Presentations

Available online in advance of the conference

CONCURRENT SESSION H2 9:45–11 AM

Cost Effective Approaches That Create Value

Today's organizations are facing decreasing budgets and generally doing more with less resources. While trying to develop high potentials, help leaders get up to speed in times of growth and transition: and move the needle on executive team performance, our coaching programs are under the same restrictions to decrease costs. This panel of senior leaders in charge of coaching programs in their organizations will share the many creative and successful ways their organizations are being cost effective and still creating value and will engage delegates in a networking exercise to share their own cost effective practices.

Jeff Nally, SPHR, Organization Developer - Executive Coaching | Human Capital Consulting Center, **Humana**

Melinda J. Pearson, Manager, Talent Management Strategy, **Deere & Company**

Rena Dickson, Coaching Programs Manager, **Google, Inc.**

NETWORKING REFRESHMENT BREAK 11–11:15 AM

I 11:15 AM–12:15 PM

Coaching with a Technology Twist

This hands on closing experience will use technology to connect attendees with others who share common success experiences related to conference themes. Once connections have been made, small groups will be formed and coaching questions applied to further explore and inspire more in-depth success factors and solution details. The option of on-line collaboration on related topics of interest will be available through a social network site. Uses of this technology in allowing semantic search of experiences will be demonstrated and practical and cost effective uses explored.

Peter Szabó, Director of Brief Coach Trainings, **Solutionsurfers International, MCC**, (doctorate in law), Co-author with Insoo Kim Berg, *Brief-Coaching For Lasting Solutions*

Registration Information

Online www.conferenceboard.org/coaching2

Email customer.service@conferenceboard.org

Phone 212 339 0345 8:30 am to 5:30 pm ET Monday through Friday

The 2012

Executive Coaching Conference

Cost Effective and Business Minded Approaches to Coaching

Conference (B87012-2)

Dates: March 27-28, 2012

Location: Westin New York at Times Square

Associates \$2,250

Non-Associates \$2,550

Pre-Conference Seminar (B01012-2)

Date: March 26, 2012

Location: Westin New York at Times Square

Associates and Non-Associates \$995

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**.

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

Hotel reservations cut-off date:
Wednesday, March 7, 2012

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.

Team Discounts per person

For a team of three or more registering from the same company at the same time, take \$300 off each person's registration.

One discount per registration. Multiple discounts may not be combined.



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THE CONFERENCE BOARD
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The Conference Board
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Approaches to Coaching



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Promotion Code