

In Collaboration with



THE CONFERENCE BOARD
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The 2014

Executive Coaching Conference

Leveraging the Impact of Coaching on
Business-Driven Talent Management Practices

Pre-Conference Seminar March 5, 2014

Conference March 6-7, 2014

The Westin New York at Times Square



ICF approved CCE program
HRCI re-certification credits applied for
No partial credit issued

Benefits of Attending:

- Learn how the #1 Company for Leadership uses coaching to impact business results
- Reap the benefits of organization practices that incorporate coaching into development of high potentials
- Be informed by the latest industry wide research on coaching
- Consider the future trends in leadership development and implications for coaching
- Hear what the PRISM Award winning best coaching programs have to say about developing leaders and increasing productivity
- Understand how neuroscience informs how we help managers to coach for performance improvement
- Learn about the next evolution in managing coaching engagements

Who should attend

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

Pre-Conference Seminar Wednesday, March 5, 2014

REGISTRATION AND CONTINENTAL BREAKFAST 8-9 AM

SEMINAR 9 AM-3 PM

Coaching Leaders in Turbulent Times

This interactive seminar explores new research, theory, and innovative ways that coaches can be dramatically more effective in helping leaders who are facing complex, unpredictable, and ever-changing business environments. David examines the new capabilities leaders require, new ways coaches can help them learn faster, and how coaches themselves may need to rethink and retool their approach. Demonstration, discussion, Q&A, and active practice will take place during the seminar.

David B. Peterson, Director, Coaching and Leadership, Google, Inc

Thursday, March 6, 2014

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

WELCOME AND INTRODUCTIONS 8:45-9:15 AM

Rene Carew, Conference Program Director, The Conference Board

KEYNOTE SESSION A 9:15-10:15 AM

How the #1 Company for Leadership Uses Coaching to Strengthen Business Driven Talent Management Practices

Jennifer Irwin is a Global HR Executive who is known for creating industry leading best practices that have contributed to Procter & Gamble being selected as the number one Company for Leadership in the 2013 Hay Group Global Top 20. This session will highlight best practices in leadership at P&G, how they align with business strategies, and the areas with the highest return on the use of coaching.

Jennifer L. Irwin, Ph.D., Formerly Strategic Business Culture & Leadership Effectiveness
Procter & Gamble

NETWORKING REFRESHMENT BREAK 10:15-10:30 AM

CONCURRENT SESSION B1 10:30 AM-NOON

Future Trends in Leadership Development – Implications for Executive Coaching

As the global business environment continues to be volatile, uncertain, complex and ambiguous, what is required of leaders is changing. As practitioners who provide methods for the development of these leaders, it is our responsibility to consider the future trends that will impact our work. This panel of experts and practitioners will present research and ideas on the future trends they believe will impact leadership and leadership development. They will discuss the implications for coaching including when and how we will use it in the future and in what ways it might look different.

Moderator

Jennifer Habig, Coaching Portfolio Manager, Center for Creative Leadership

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Panelists

Bonnie Hagemann, CEO, **Executive Development Associates**

David B. Peterson, Director, Coaching and Leadership, **Google, Inc.**

Nick Petrie, Senior Faculty, **Center for Creative Leadership**

CONCURRENT SESSION B2 10:30 AM–NOON

Through the Prism: A Multifaceted Look at High-impact Organizational Coaching Programs

SESSION SPONSOR



Each year, the International Coach Federation's International Prism Award program recognizes organizations that achieve high standards of excellence in the implementation of coaching programs. During this panel discussion, hear suggested practices from three organizations with programs that fulfill rigorous professional standards, address key strategic goals, shape organizational culture and yield discernible positive impacts.

Moderators

Magdalena N. Mook, Executive Director/CEO, **International Coach Federation**

Mark Ruth, Director of Research and Education, **International Coach Federation**

Panelists

Richard Hansen, ACC, Director of Executive Coaching, **Defense Acquisition University (DAU)**

Al Jessa, ACC, Chief Operating Officer, **Joey Restaurant Group**

Kristen Bruner, Director, Talent Management and Organization Effectiveness
Director, **Boeing**

LUNCHEON ROUND TABLE DISCUSSIONS NOON–1:30 PM

Taking Our Coaching Practices to the Next Level of Operational Excellence

LUNCHEON SPONSOR



KEYNOTE SESSION C 1:30–2:30 PM

Recognizing and Managing Unconscious Bias

Organizations that have invested in diversity are finding that the new frontier in making a difference in filling our pipelines with diverse talent is trying to manage unconscious bias. This interactive session will look at innovative ways on how to mitigate unconscious bias and will be followed by round table discussions on implications for coaching.

Howard Ross, Founder and Chief Learning Officer, **Cook Ross Inc.**

Author, *ReInventing Diversity: Transforming Organizational Community to Strengthen People, Purpose, and Performance*

NETWORKING REFRESHMENT BREAK 2:30–2:45 PM

CONCURRENT SESSION D1 2:45–4 PM

Fresh Insights for Transforming Performance Management and Turning Managers into Coaches

SESSION SPONSOR



NeuroLeadership Group

Transform thinking & performance

Improving the quality of conversations that managers have with their teams continues to be the hardest challenge in the performance management space. This session explores the deeper neuroscience of why these conversations are so hard, and then shares new

www.conferenceboard.org/coaching2

insights for how we can turn managers into coaches. The session includes case studies from major organizations embarking on this journey. Discover a whole new way of thinking about building a coaching culture as scale that truly transforms performance.

David Rock, Ph.D. Director, NeuroLeadership Institute; Founder and Chief Executive Officer, **The NeuroLeadership Group**

Steven Rice, Executive Vice President, Human Resources, **Juniper Networks**

CONCURRENT SESSION D2 2:45- 4 PM

Steps to Improve Coach Quality & Control Spend

Bristol Myers Squibb (BMS) improved their successful executive coaching program by introducing a global rate card and multi-vendor coach cadre. This included interviewing over 100 coaches. BMS will share lessons and insights to improve how coach vendors engage buyers and how buyers can improve efficiency and quality in their programs.

Cody Martin, Manager, Talent Management, **Bristol Myers Squibb**

Dia Ganney, Senior Buyer, Corporate Goods & Services, **Bristol Myers Squibb**

NETWORKING REFRESHMENT BREAK 4-4:15 PM

E1 4:15-5:15 PM

How Does Your Coaching Practice Compare? 2014 External and Internal Coaching Survey Results

The Conference Board and Council on Executive Coaching will present the results of the latest benchmark “2014 Coaching Practices Survey,” which includes trends on coaching rates and fees, engagement length and terms, and types of coaching engagements. The study also examines the development, supervision, and management of internal coaches within organizations. Best practices will be shared from member case studies.

Amy Lui Abel, Ph.D., Director, Human Capital Research, **The Conference Board**

Jennifer Wallace, Coaching and Development Program Manager, **Intel Corporation**

E2 4:15-5:15 PM

Coaching Your C-Suite to Think and Act Globally

Developing a global mindset is no longer a “nice thing to do” – it is becoming a necessity to understand customers, colleagues, partners and suppliers from different cultures and markets in order to lead effectively. Being able to do business – to influence decisions and outcomes – our leaders must understand the culture, mores, business and political environment of organizations in many cultures. The world needs more of our business leaders to have a global mindset. And the need is urgent. This panel of coaches and CEOs will share stories, antidotes and suggestions to overcome your global leadership challenges and help your organization grow talent at a global level. In addition to the case examples we will address the following:

- What is Global Mindset Coaching?
- How does it get coached?
- Why is it important?

Donny Huang, Managing Partner, **4stones Cross Cultural Consulting Group, Beijing**

Dr. Gary Ranker, **The Global CEO Coach, New York City**

Jay Gould, President & Chief Executive Officer, **American Standard Brands, New Jersey**

Ann Whyte, Managing Director, **WhyteCo Pty Ltd** and Chair

Standards Australia Human Resources and Employment Committee

Jan Van Ekeren, Chief Executive Officer, **Bank of Ayudhya, Bangkok**

Conference KeyNotes

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

Friday, March 7, 2014

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

F 8:30-9:30 AM

Developing Managers' Ability to Coach for Change

In these times of unparalleled change, many organizations are exploring how to leverage managers as coaches who can take individuals and teams through the many changes that are occurring. Coaching for Change introduces a model that shows why coaching is the intervention of choice for driving organization change and helps us to make the connection between principles and theories, practices and processes that are at play both in coaching and in change.

John L. Bennett, Ph.D., PCC, BCC, Associate Professor, Business & Behavioral Science; Director, MS in Executive Coaching; Director, MS in Organization Development; **McColl School of Business, Queens University of Charlotte**
Mary Wayne Bush, Ed.D., Professor of Management, **Colorado Technical University**
Co-authors of *Coaching for Change*

NETWORKING REFRESHMENT BREAK 9:30-9:45 AM

CONCURRENT SESSION G1 9:45-11 AM

Genentech: Next Evolution in Managing Coaching Engagements

Genentech has had a well-developed executive coaching practice for over a decade. However, the program now needed to scale globally, increase efficiency, and move internal resources from laborious administrative tasks to more high-value added actions. The company has now consolidated its coaching management globally under one partner, while continuing to use the current coaching cadre, and greatly reducing the administrative burden on internal staff. Topics to be covered include:

- Challenges in integrating all existing coaches in the new Preferred Coaching Network
- Gaining buy-in from independent professional coaches and internal HRBPs to support the new management services and process
- Determining workload that can be outsourced vs managed internally
- Encouraging executives to use the new "corporate approach" vs. contracting directly on their own
- Measuring executive satisfaction and coaching effectiveness
- Providing comprehensive, consolidated data and reporting (e.g., costs, # engagements, most frequent leadership competencies addressed in coaching)

Brian O. Underhill, Ph.D., Founder and Chief Executive Officer, **CoachSource, LLC**
Chris Pollino, Executive Development, **Genentech, Inc.**

CONCURRENT SESSION G2 9:45-11 AM

Innovations in Coaching High Potentials as Part of the Succession Management Planning Process

As we look at ways to think more systemically about where coaching can be tied to business goals and make the most impact, we look at how coaching is used in developing our high potentials and how it is built into the succession management process. A panel of organizations will tell us about their innovative coaching programs with high potentials and dialogue about how coaching is being used throughout the succession management process.

Moderator

Dr. Marti Smye, President, **Leaders Matter, LLC**

Panelists

Angela Colon-Mahoney, Director, Leadership Capability Development, **Tyco International**

Dr. Victor Settergren, Director of Global Talent Development, **Raytheon - RMS**

Louisa Stead, Senior Director, Talent Planning and High Potential Development, **Pfizer Inc**

NETWORKING REFRESHMENT BREAK 11-11:15 AM

11:15 AM-NOON

“Here is What I’m Coming Up Against” – a Feedforward Opportunity for Input from Colleagues

As we conclude our conference, each attendee will have an opportunity to do a final networking event with their colleagues. Each attendee chooses one issue related to your coaching practice (as a Coaching Leader or Coach) and receives input from a number of your colleagues. It is amazing what happens - how solutions may appear, thoughts and approaches may shift.

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

Call Customer Service at 212 339 0345



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 2014 Executive Coaching Conference

Strengthening the Impact of Coaching on Business-Driven
Talent Management Practices

The Westin New York at Times Square

Conference (B87014-2)

March 6-7, 2014

Associates **\$2,295** Non-Associates **\$2,895**

Pre-Conference (B01014-2)

March 5, 2014

Associates **\$1,015** Non-Associates **\$1,215**

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 866 837 4183

Reservations 866 837 4183

Hotel reservations cut-off date:
Friday, February 14, 2014

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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Promotion Code