



The Impact of Coaching Conversations
on Creating “The Future” for
Leaders, Teams, and Organizations



12th Annual
Executive Coaching
CONFERENCE

Conference

March 10 – 11, 2015
The Westin New York at Times Square
New York, NY

Pre-Conference Workshop

March 9, 2015

This Conference
is approved for
9 HRCI Credits

Sponsored by: **COACH** **bates**

We Coach Leaders

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COACHSOURCE
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To register | www.conferenceboard.org/coaching | +1 212 339 0345

Benefits of Attending

- ✦ Discover the power of coaching in helping our leaders, their teams, and their organizations create their future
- ✦ Learn how to transform the quality of development conversation throughout the organization
- ✦ Find out how coaching is accelerating leader transitions
- ✦ Consider the leader being coached and the organization as co-clients
- ✦ Reap the benefits of hearing about different approaches to team coaching
- ✦ Practice conversational rituals that strengthen our conversational intelligence
- ✦ Learn how CEOs view the unique role of coaching in developing a global mindset
- ✦ Learn about a breakthrough model that clarifies the 15 indisputable qualities of Executive Presence
- ✦ Find out how “Systemic Coaching” can transform your organization

Who Should Attend

The Executive Coaching Conference is a valuable source of information and insight for Senior Leaders in organizations who are responsible for the coaching practice in their organizations, and those in:

- ✦ Talent Management
- ✦ Leadership Development
- ✦ Human Resource Management
- ✦ Training and Learning Development
- ✦ Organizational Development
- ✦ Mentoring
- ✦ Line Professionals looking to implement coaching programs in their departments

How Are We Different?

This one-of-a-kind conference focuses on the needs of Senior Leaders who lead and manage coaching practices in their organizations to deliver best and next practices in running the business of coaching, as well as new coaching methods and approaches to meet emerging business challenges.

Companies Who Have Attended

- ✦ Adobe Systems, Inc.
- ✦ American Express Company
- ✦ Apple
- ✦ Bank of America
- ✦ Booz Allen Hamilton
- ✦ Bristol-Myers Squibb Company
- ✦ Capital One Financial Corporation
- ✦ Chevron Corporation
- ✦ Fifth Third Bancorp
- ✦ Genentech, Inc.
- ✦ General Electric
- ✦ Goldman Sachs & Co.
- ✦ Google
- ✦ Intel Corporation
- ✦ Johnson & Johnson
- ✦ Juniper Networks, Inc.
- ✦ L'Oréal USA
- ✦ Mayo Clinic
- ✦ Mazda North American Operations
- ✦ Medtronic, Inc.
- ✦ NutriSystem, Inc.
- ✦ Panasonic Corporation of North America
- ✦ Pfizer Inc.
- ✦ Philip Morris International Management S.A.
- ✦ Stryker Corporation
- ✦ Target Corporation
- ✦ TD Bank
- ✦ The Boeing Company
- ✦ The New York Power Authority
- ✦ Tyco International
- ✦ WalMart Stores, Inc.
- ✦ Wells Fargo & Company

NEW for 2015!

Best Practice Coaching Tools Exchange

If you have a tool, technique, or method that you find works in your coaching practice and you are willing to share with other attendees at the conference, send a one-page description to Rene.Carew@conferenceboard.org by **Friday, February 13** to include in our lively best practice tools exchange.

Pre-Conference Seminar – Monday, March 9, 2015

SPONSORED BY **COACHSOURCE**
Executive Coaching Excellence

REGISTRATION AND CONTINENTAL BREAKFAST 8-9 AM

9 AM-4 PM

Your Executive Coaching Program 2.0 – Manage, Measure, Maximize!

Corporate executive coaching requests have risen substantially over the past few years, now mostly aimed at the best and brightest talent. But there is an unexpected downside—the challenge in properly managing coaching. Practice managers in corporations are now spending extraordinarily large amounts of time screening coaches, handling new requests, tracking activities, processing purchase orders and expense forms, keeping up with the existing cadre of coaches—and doing the rest of their work too!

With this increased attention also comes heightened pressure to demonstrate results. Are our leaders actually improving? How do we measure the impact of coaching? How do we measure the return on investment?

This vital session is perfectly timed to meet the needs of busy coaching program managers. Can we manage larger and larger coaching programs, using less internal staff time along the way? Participants will learn how to:

- Streamline “intake” of coaching requests to move them through the system faster
- Oversee internal and external coaches under one approach
- Peek inside a web-based coaching management system (CMS)
- Determine which key activity metrics to track i.e., number of assignments, cost, etc.
- Identify the five ways to evaluate coaching
- Conduct a coaching conversation to contract for business impact
- Convert data to monetary value

Bring in your own data for a mini-ROI consultation during the conference on March 10 and 11!

Brian O. Underhill, PhD., Founder and CEO, **CoachSource, LLC**

Lisa Ann Edwards, M.S., Partner, **Bloom Coaching Institute**

This pre-conference seminar is approved for 5.5 HRCI Credits

12th ANNUAL EXECUTIVE COACHING CONFERENCE

MARCH 10 – 11, 2015 ♦ THE WESTIN NEW YORK AT TIMES SQUARE

Tuesday, March 10, 2015

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

WELCOME AND INTRODUCTIONS: 8:45 – 9 AM

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

GENERAL SESSION A: 9 – 10:15 AM

Creating the Future and Building Engagement

Dr. Marshall Goldsmith is a world authority in helping successful leaders achieve positive, lasting change in behavior—for themselves, their people, and their teams. In this fast-paced, interactive keynote, Dr. Goldsmith will begin with a discussion of why employee engagement is so important and one key reason it is not happening. He will describe the classic delusions that keep us all from becoming the person that we know we want to become and connect his work to the classic philosophical debate between “fate”—what we cannot change—and “choice”—what we can change. He will share a very practical model for planning that coaches can use with individuals, teams, or even organizations and show how we need to continually balance (and re-balance), creating, preserving, eliminating, and accepting as we journey through life. Finally, Dr. Goldsmith will share his latest research on active questions and show how coaches can use the daily question process to help their clients increase effectiveness and build engagement.

Dr. Marshall Goldsmith, Best-selling Author and Executive Advisor,
Marshall Goldsmith Group

NETWORKING BREAK: 10:15 – 10:30 AM

CONCURRENT SESSION B1: 10:30 – 11:45 AM

How .07 Seconds Transforms an Organization! Conversational Intelligence™ at Work

Judith E. Glaser, author of *Conversational Intelligence—How Great Leaders Build Trust and Get Extraordinary Results*, combines her extensive client experience with new insights from her research into the “Neuroscience of WE” to produce powerful frameworks and rituals that activate your hardwired conversational agility and ability for coaching individuals, teams, and organizations to get to their next level of greatness. This session will engage participants in “speed exercises” to:

- Develop the “Experimentor’s Mindset” at every level of the organization.
- Activate wisdom, innovation, strategy, empathy, as well as foresight, insight, and trust—to have Level III conversations.
- Practice conversational rituals that will turn foes into friends and transactions into transformations, elevating coaching, peer-coaching, and innovation in every organization.

Judith E. Glaser, CEO and Chairman,
Benchmark Communications, Inc./The Creating WE Institute

CONCURRENT SESSION B2: 10:30–11:45 AM

The Complexity of Coaching Teams

As organizational coaches continue to create positive outcomes for executives and leaders, it is becoming more and more commonplace for sponsors to invite coaches to expand their expertise by offering coaching to their internal teams. But coaching teams is significantly more complex compared to coaching individuals. Organizational coaches who commit to team engagements need to be prepared to deal with this added complexity.

Join Dr. Laura Hauser, a global leadership and team coach, educator, and researcher, who will reveal a new four-lens framework used for coaching in the complex environment of work teams. The new framework is based on solid research and practical experience. Explore the differences between coaching individuals, groups, and teams. Engage in an interactive case study, draw upon your own team experiences, and apply the four-lens framework to the case study. Participants will walk away with a broader understanding about team coaching, and feel confident about using this powerful yet simple framework when coaching in the complex environment of work teams.

Speaker

Laura L. Hauser, PhD., PCC, Founder, **Leadership Strategies International**

SESSION C: 11:45 AM – 1 PM

Luncheon Discussions: Best Practice Coaching Tools Exchange

Tools, techniques, methods—every coaching practice leader is looking for these to enhance their coaching practice. If you have a tool, technique, or method that you find works in your coaching practice and you are willing to share with other attendees at the conference, send a one-page description to Rene.Carew@conferenceboard.org by Friday, February 13 to include in our best practice tools exchange.

Facilitators

Rene Carew, Ed.D, Conference Program Director,
The Conference Board

Denise G. Kasper, PCC, SPHR, Executive Coach, **Capital One**

CONCURRENT SESSION D1: 1 – 2:15 PM

Transforming the Quality of Development Conversations at Scale

Companies everywhere are searching for ways to improve employee performance. Many look to ratings and bonus systems for a solution, but find this isn’t moving the needle as desired. Perhaps the problem is we’ve been tinkering around the edges rather than tackling the issue where it’s hardest: improving the quality of conversations that managers have with their teams about performance. Join Lisa Rock, Director and COO of the **NeuroLeadership Institute**, for a deep dive into the latest neuroscience research and industry data around “connecting better.” Discover how brain-based models and tools can be used to transform managerial conversations at scale, engaging employees and unlocking new possibilities for real performance improvement company-wide in as little as 30 days. In this session, participants will explore research-driven insights that make having conversations easier, including:

- Refocusing conversations to promote a growth mindset
- Minimizing threat in the brain during difficult conversations
- Facilitating insight, motivating action, and developing sustainable new habits in others

We will also explore a recent case study where these insights helped to significantly improve the quality of conversations of a large group of managers, using solely digital learning solutions.

Lisa Rock, MCC, Director and COO, **NeuroLeadership Institute**
Stacy Picklesimer, Senior Director, Org Design and Development,
Time Warner Cable

CONCURRENT SESSION D2: 1 – 2:15 PM

How Coaching is Accelerating Leadership Transitions, Effectiveness, and Impact

In rapidly changing markets, leaders need to be agile to adapt to new functions, roles, and business objectives. A panel of talent management executives will discuss how coaching is used to improve leadership capability and accelerate leaders transitioning into the organization or to new assignments with increased responsibilities. Learn how coaching acts as a lever to ensure the retention and success of both internally promoted and externally hired leaders.

Moderator

Amy Lui Abel, PhD., Managing Director, Human Capital,

The Conference Board

Jeff Nally, PCC, RPCC, SPHR, Executive Coach | Talent Management and Development, **Humana**

Elizabeth Walker, Vice President Global Talent Management, **Campbell Soup Company**

Katie Beavan, Managing Director, Global Head of Talent (IB) and Head of Talent Americas, **UBS Bank**

NETWORKING BREAK: 2:15 – 2:30 PM

CONCURRENT SESSION E1: 2:30 – 3:45 PM

The Next Big Conversation—The Leader and Organization as Co-Clients

Organizations are moving toward greater contextual alignment in coaching engagements as they increasingly acknowledge that the true client is the relationship between the organization and the leader being coached:

- Executive coaching must produce a benefit for the sponsoring organization that is consistently equal to the benefit for the leader being coached.
- The leader being coached and the organization must be considered co-clients to ensure the voices of both are heard and honored in coaching engagements.
- As multiple engagements take place across the global enterprise, the leadership patterns and trends that emerge must be captured, analyzed, and reported without compromising confidentiality to gain full organizational value.

Harris R. Ginsberg, Vice President, Executive Leadership and Talent Development WW Talent & Organization Capability (WTOC), **Pfizer, Inc.**

John Hoover, Senior Vice President, **Partners International**

David J. DeFilippo, Chief Learning Officer, **BNY Mellon**

CONCURRENT SESSION E2: 2:30 – 3:45 PM

Successful Approaches to Development of Senior Leaders

Executive Coaching started at the top of the organization, bringing in external coaches to work with the most senior leaders. Today, organizations have expanded their approach to development—starting earlier in career trajectory, focusing on development for advancing levels of leadership, using internal coaching methods as well as external to provide ongoing development. This panel of experienced practitioners will discuss their approaches to senior leader development and dialogue about successful practices as well as challenges.

Moderator

Moira Garvey, Co-Founder & Principal Consultant, **Jupiter Consulting Group**

Alyson Margulies, PhD., Senior Director, Global Organization Development, **PepsiCo, Inc.**

Renee Schlechta, Senior Manager, **Talent Management** and Organization Effectiveness, Integrated Solutions, **The Boeing Company**

Marci Heerman, Coaching Practice Lead, **Cargill**

Priscilla Gill, Manager, Leadership and Organizational Development, **Mayo Clinic**

NETWORKING BREAK: 3:45 – 4 PM

GENERAL SESSION F: 4 – 5 PM

Organizational Change Through “Systemic Coaching”

COACH A has provided effective coaching services leading to organizational change and reform in over 350 companies worldwide. Their unique method, “Systemic Coaching,” involves fostering dialogue between employees, thus giving life to the company vision and mission and allowing them to spread to every corner of the organization. To drive organizational growth, all levels of management receive coaching, from top executives to supervisors in the field. This session presents the details of the ‘Systemic Coaching’ method, looking at its benefits and at evidence validating its effectiveness. A case study demonstrating the successful implementation of “Systemic Coaching,” in an international company which involved the coaching of over 800 managers in 12 countries and regions, will be featured.

Adrian Gen Tsukamoto, Director, **COACH A Co., Ltd.**

NETWORKING RECEPTION WITH SPEED-COACHING OPPORTUNITY: 5 – 6 PM

Wednesday, March 11, 2015

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

GENERAL SESSION G: 8:30 – 9:30 AM

Executive Presence—What is It and How Do We Coach our Leaders to Develop It?

As the pace of business quickens, companies expand globally, and markets grow more competitive, Executive Presence is more important than ever. Leaders with presence and influence will be best prepared to guide their organizations through rapid change and complexity. However, many companies lack a consistent definition of executive presence. Those of us in coaching and development often don’t have a clear roadmap for helping leaders develop the qualities of “EP” that will allow them to align teams, inspire others, drive performance, and get results. In this session, leading communications coach and best-selling author Suzanne Bates will reveal a new, breakthrough model that clarifies the 15 indisputable qualities of Executive Presence. Based on years of research conducted by her firm, this new view of EP takes the concept beyond “stage presence” to encompass the inner facets of a leader’s character, substance, and style. During this interactive keynote, you’ll not only learn about this breakthrough model and approach, you’ll also participate in activities to learn how to foster executive presence in leaders. Suzanne will give you practical tips and strategies for changing the conversation about executive presence within your organization.

Suzanne Bates, CEO, **Bates**

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NETWORKING BREAK: 9:30 – 9:45 AM

GENERAL SESSION H: 9:45 – 10:45 AM

The Unique Role of Coaching in Developing a Manager's Global Mindset

The globalization of business has intensified and a global mindset is a requirement for success. Dr. Gary Ranker will lead a discussion of the research findings from his new research focused on the global CEO perspective of the central role of executive coaching in preparing for today's hyper connected world. Attendees will receive a copy of his book, *Global Mindset Leadership* and may sign up to receive *Global Mindset Coaching* upon its publication.

Dr. Gary Ranker, Global CEO, **Coach NYC**
Teresa Ressel, Prior CEO, **UBS Securities, LLC**, Member of
Multiple Corporate Boards and Directorships, **NYC**

NETWORKING BREAK: 10:45 – 11 AM

GENERAL SESSION I: 11 AM – 12 PM

What Breakthroughs are on the Horizon for Executive Coaching?

In the last few years, we have listened, and learned, and experienced the application of neuroscience discoveries to the advancement of coaching methods and approaches. As Coaching Practice Leaders and Executive Coaches, we continue to look toward the horizon to see the advancement of scientific disciplines that can inform our work and contribute to the methods we use to coach and develop our leaders. For this experience, we have chosen three interdisciplinary approaches to explore: neuroscience, complexity, and integration of coaching models, and holism. This panel of experts and practitioners will explore the following questions from their various viewpoints and backgrounds:

- How do all of these approaches impact the success of leaders in a VUCA world?
- What influences and discoveries will continue to inform our work with leaders at all levels in our organizations?
- How can these disciplines inform coaching and create even more impact on individuals, teams, and organizations?

Moderator

Brian O. Underhill, PhD., Founder and CEO, **CoachSource, LLC**
Panel

Carol Kauffman, PhD ABPP, Assistant Professor, **Harvard Medical School**, Founder/ Executive Director, **Institute of Coaching**
Josh Davis, PhD., Director of Research and Lead Professor, **NeuroLeadership Institute**

Margaret Moore, MBA, CEO, **Wellcoaches Corporation**,
Co-founder/ Co-director, **Institute of Coaching**



Join the Conversation:

@conferenceboard; #tcboaching

Get Involved!

For more info on sponsorship opportunities, please contact Michael Felden at michael.felden@conferenceboard.org

For more info on becoming a media partner, please contact Allison Nilsen at allison.nilsen@conferenceboard.org

Registration Information

Online www.conferenceboard.org/coaching

Email customer.service@conferenceboard.org

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

12th Annual Executive Coaching Conference

The Impact of Coaching Conversations on Creating “The Future” for Leaders, Teams, and Organizations

Conference (B87015-2)

March 10 – 11, 2015

The Westin New York at Times Square

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

Pre-Conference Seminar (B01015-2)

March 9, 2015

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 Executive Coaching Conference**.

The Westin New York at Times Square

270 West 43rd Street

New York, NY 10036

Tel 212 201 2700

Hotel reservations cut-off date:

February 16, 2015

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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Program subject to change. January 2015