

Facilitator Certification

“The Heart of Coaching” Workshop Creating a High Performance Coaching Culture

This event offers a full experience of the **Coaching & Accountability Workshop** on days one and two, and the Certification process on days three, four, and five – ending at Noon on Friday. This event will be held at the beautiful **Marina Village, San Diego, CA on February 20-24, 2012.**

- ✓ **Designed for internal or external OD/HR/Training Professionals, Change Agents, Executive Coaches and Consultants**
- ✓ **Become certified to deliver powerful coaching workshops**
- ✓ **Learn how to create a "High-Performance Coaching Culture"**
- ✓ **Learn “Best Practices” for workshop delivery and implementation**
- ✓ **Join a committed “online” learning community**
- ✓ **NO ongoing licensing fees**



Thomas G. Crane, MBA, has facilitated organizational and leadership development for over 24 years. His Transformational Coaching Roadmap guides a powerful and emotionally intelligent coaching process that transforms working relationships within an organization from "boss/subordinate/competitor" to "partner/collaborator/teammate."

Based on his highly successful book, **"The Heart of Coaching"** this workshop offers you the tools to help facilitate an organization in using Transformational Coaching as a comprehensive, systematic and compelling way for leaders and their teams to deliver performance-related feedback and coach one another. You will learn how coaching can become a way of life within an organization so that people are able to leverage "feedback-rich, coaching conversations" to create true high performance and create a sustainable *coaching culture*.

Day One & Two – experience the full workshop as a Participant

- ✓ The Business and Human Case for Coaching
- ✓ The Philosophy of the Transformational Coaching Methodology
- ✓ Hands-on coaching practice with feedback
- ✓ How to constructively “hold” someone Accountable
- ✓ The Coach's Toolkit – 7 Conversation Strategies for Results
- ✓ The Transformational Coaching Skills Assessment & Coaching Contract
- ✓ The Coaching Scorecard and Goal Planning and Implementation Activities

Days Three through Five – deliver the workshop modules as a Facilitator/Consultant

- ✓ Workshop modules (pre-assigned) delivered to the group with feedback
- ✓ Consulting/Business Development and assessment tools for the development of a Coaching Culture

Registration:

Five-day Certification: \$2500 – includes Facilitator Kit – fully refundable if cancelled by February 1, 2012, after which a \$150 cancellation fee will apply. (Contact us for group rates OR to learn how you can earn a reduced registration fee by referring clients to attend the "coaching workshop only" offered on days one and two.) Upon registration and receipt of your payment, you will receive your Facilitator Guide and Workbook (as depicted on the website) and your facilitation assignments for the certification. "Pre-work" consists of reading "The Heart of Coaching" book and preparing to deliver your assigned modules.

"Refresher" – if you are already certified and want to refresh skills, invest **just \$300** for the Facilitator Guide with all new materials, including the five days.

Two-day Coaching Workshop only: Fee: \$395 is for individuals who wish to significantly improve their coaching skills, yet may not be interested in becoming certified. Includes "*The Heart of Coaching*" book and 218 page Coaching & Accountability Core Skills Workbook.

To register and/or process your credit card payment contact:

tgcrane@craneconsulting.com or (858) 487-9017

To register and pay by mail:

Print this form and mail with your check (made payable to Crane Consulting) to:

Crane Consulting 11052 Picaza Place San Diego, CA 92127

Your Name: _____ Title: _____

Organization: _____

Mailing Address: _____

Email: _____

Phone: _____ Fax: _____

Schedule:

Monday through Thursday: Continental Breakfast 7:30 AM; Session 8:00 AM to 5:00 PM; Hosted Reception with (non-hosted) group dinner each evening. **Friday:** Continental Breakfast 7:30 AM; Session 8:00 AM to 12:00 Noon

For driving directions: Visit (www.marinavillage.net) **PLUS** group rates will be available at the Dana Hotel across the street.