

## Facilitator Certification

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

This event offers a full day experience of the **Coaching & Accountability Workshop** on day one and the Certification process on days two, three and four. We end at Noon on Friday. This limited seating event will be held at the beautiful **Marina Village in San Diego, CA on June 22-25, 2010.**

- ✓ **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 and implementation**
- ✓ **Join a committed learning community – NO ongoing licensing fees**



Thomas G. Crane, MBA, has facilitated organizational and leadership development for over 20 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 – experience the coaching workshop as a Participant**

- ✓ The Business and Human Case for Coaching
- ✓ The Philosophy of the Transformational Coaching Methodology
- ✓ Hands-on coaching practice with feedback
- ✓ The Coach's Toolkit – 7 Conversation Strategies for Results
- ✓ The Transformational Coaching Skills Assessment
- ✓ Behavioral Change and the Coaching Contract
- ✓ The Coaching Scorecard and Goal Planning
- ✓ Implementation Activities

#### **Days Two through Four – deliver the workshop modules as a Facilitator/Consultant**

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

## Registration:

**Four-day Workshop fee: \$2250** – includes Facilitator Kit – fully refundable if cancelled by June 1, 2010, 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 day one.)

**"Refresher"** – if you are already certified and want to refresh skills, invest **just \$600** for the Facilitator Guide with all new materials, including the four days.

*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. Your "pre-work" consists of reading "The Heart of Coaching" book and preparing to deliver your assigned modules.*

**One-day Coaching Workshop only: Fee: \$295** is for individuals who wish to significantly improve their coaching skills, yet may not be interested in becoming certified. Includes *"The Heart of Coaching"* and session Workbook.

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

[tgcrane@craneconsulting.com](mailto: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:

**Tuesday, Wednesday, and 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](http://www.marinavillage.net)) **PLUS** group rates will be available at the Dana Hotel across the street.

[www.craneconsulting.com](http://www.craneconsulting.com)