

# ***“The Heart of Coaching”* Symposium**

October 1-3, 2008

Event: San Diego Marina Village – Marine Room

Hotel: The Dana on Mission Bay

**October 1 – 5 PM to 8 PM** – Hosted (hors d'œuvres) Welcome Reception – The Dana

**October 2 – 8 AM to 5 PM – Day One:**

**Welcome:** Tom Crane (purpose, agenda review, introductions)

**Purpose:** To gather international consultants, facilitators, and clients to share experience, insights and lessons learned during your use of “The Heart of Coaching” skill-building and culture-changing processes.

**Updates: AM**

- Global Strategic Partnerships, CC Website, The Virtual Team
- Coaching Culture and Coaching Skills Assessments
- Current articles and books related to Coaching Culture development
- Workshop designs – new 2 day basic, new 2 day advanced, one day, half-day sessions, and how to construct an infinite number of ongoing follow-on sessions
- New products – posters, videos, webinars, new slides
- THOC Enrollment Agreements and TTF Certifications, 2009 Pricing

**Sharing and Group Dialogue: PM**

- “Creating a High Performance Coaching Culture” whitepaper – the consultative process that supports change
- The dilemma of Coaching Skills Development vs. Culture Change – implications for positioning and ongoing client engagement
- Client Success Stories – format to be suggested
- Marketing to the CEO – the ROI and other things senior executives are interested in – the “itch they cannot scratch” without coaching skills present in their culture
- Other items as requested by the attendees (see preparation)

**Group Dinner? – TO BE DETERMINED BY GROUP**

## **October 3 – 8 AM to 2 PM – Day Two**

### **Sharing and Group Dialogue: AM**

- Debrief Day One – take-aways, value received
- Competitive Review – other workshop providers and how to differentiate THOC from others
- How THOC connects and supports other major bodies of work (The Leadership Challenge, Situational Leadership, Appreciative Inquiry, Emotional Intelligence, Non-Violent Communications, etc.)
- The important role for pre-work and follow-through implementation in getting the most value from the skills development workshop
- Best practices in creating, supporting and measuring sustainable change in your client systems (part of pre-reading)

### **Your Advanced Preparation:**

- Pre-reading advance copies of the HPCC whitepaper; Best Practices in measuring culture change (for group dialogue); and completing a survey of other culture change or coaching skills development (AKA training firms) service providers
- Completing suggestions for other topics of keen interest to cover to gain insight from colleagues

### **Registration:**

1. RSVP by August 15 to confirm attending. ([tgcrane@craneconsulting.com](mailto:tgcrane@craneconsulting.com)) 858-487-9017
2. Contact The Dana on Mission Bay if you desire a hotel room. We have a preferred rate of \$120 per night (starting Sept. 30<sup>th</sup>) for reservations made by August 31<sup>st</sup>. Ask for this under Crane Consulting “The Heart of Coaching” Symposium. Their number is: (619) 222-6440. You can also book online at: [www.thedana.com](http://www.thedana.com) – “Group Reservations” code is CRANE. Address: 1710 W. Mission Bay Drive, San Diego, CA 92109. They have complimentary shuttle service to and from the airport. They are also located directly across the street (walking distance) to the Marina Village venue.
3. Anticipate receiving the pre-work/pre-reading when you confirm.

**Costs:** The THOC Symposium is free. Crane Consulting is hosting the reception on Wednesday evening (October 1), and breakfasts and lunches on Thursday and Friday. Travel, hotel, and dinners are paid for by the attendees.