



CIPD Coaching for Business Performance Conference

26 September 2012, London

Book by
28 August
for a
discount

Proving coaching's value and its role
in growing business performance



Choice of
interactive
workshops

You will gain:

- increased organisational performance through successful business coaching
- the ability to prove coaching's worth to senior management
- new coaching techniques to boost effectiveness
- insight into the latest CIPD research on the future of coaching.

Gain insights from:

- NHS
- BT Group
- KPMG
- Balfour Beatty WorkPlace.

CIPD Coaching for Business Performance Conference

Workplace coaching is proven to increase productivity, so in a time of cost cutting how do you ensure that it remains within your organisation's budget?

Demonstrating coaching's ROI is key to embedding it into your organisation, enabling people to achieve their **maximum potential** and drive **business success**. Allowing the crucial work of coaches to progress is now more important than ever to ensure that performance is improved and targets reached.

The **CIPD Coaching for Business Performance Conference** features cutting edge techniques and advice on using coaching for business success. The conference offers **practical advice** on utilising coaching methods to improve the performance of your organisation, and the **latest CIPD research** into exactly how coaching supports business objectives. Join coaches and HR peers to grow individual capability and business results within your organisation.

Proving coaching's value and its role in growing business performance



This conference will help you to:

- measure and prove coaching's business value
- choose the right coach for your needs
- maximise line-managers' coaching ability
- improve your own coaching toolkit
- embed coaching for improved performance.

A range of formats to meet your needs:

- a choice of interactive workshops to develop your coaching skills
- expert case studies sharing best practice and experience
- networking opportunities and peer discussions
- practical activities to put learning into action
- CIPD research on the future of coaching.

Attend this conference

if you're: An HR professional or a coach, looking to embed coaching into your organisation and improve coaching results.

Also, join us for the **OD Conference** on 27 September, and **Organisation Design and Effectiveness Workshop** on 28 September. Find out more at cipd.co.uk/od



Driving change and taking your people with you

To book your place online visit cipd.co.uk/coachconf

09:20 Chair's opening remarks

Catherine Sandler, *Head*, **Sandler Consulting Executive Coaching Practice**

09:30 Using a Business Perspective to Prove the Importance of Coaching in your Organisation

- examining the impact coaching can have on performance and productivity
- developing your organisation's understanding of coaching and the benefits it can provide
- engaging senior management buy-in and demonstrating how coaching supports business goals
- putting forward a compelling business case for coaching and embedding it into your organisation.

Speaker: Caroline Waters, *Director of People and Policy*, **BT Group**

10:10 Getting to Grips with Team Coaching and Using it to Benefit your People

- developing a greater understanding of what team coaching is and how it works
- identifying when a group approach works better than individual conversations
- running group coaching sessions: examining the pros and cons of using external coaches versus team managers
- embedding team coaching for sustained use on a day-to-day basis.

Speaker: Gavin Book, *Head of Learning & Development*, **Balfour Beatty WorkPlace**

10:40 Gaining Buy-in: measuring coaching and using your results to demonstrate ROI

- outlining clear deliverables in your coaching programmes to make measurement achievable
- setting grading criteria that give measurable outcomes, and advice on collecting results
- translating your results into a business context to make a compelling case for coaching's return on investment.

Speaker: Jo Holliday, *ROI Evaluation Specialist*, **abdi ltd.**

11:10 Networking and refreshment break

11:30 Developing and Managing Internal Coaches for a Cost-Efficient Performance Boost

- examining practical ideas for developing coaches in-house
- exploring qualification options to ensure quality coaching training
- the value of supervision to enhance accountability and progression without breaching confidentiality.

Speakers: Clare Allen, *Senior Executive Coach*, and Anne Bates, *Senior Executive Coach*, **KPMG**
Sara Hope, *Director*, **The Internal Coach**

12:05 Updating Your Coaching Toolkit with Challenging Techniques to Drive Individual and Business Performance

- adopting a more challenging stance on coaching to unlock additional potential
- challenging the relevance of traditional coaching principles to the business goals of 2012
- coaching in action: examining new coaching techniques.

Speakers: John Blakey and Ian Day, *Authors of Challenging Coaching: Going Beyond Traditional Coaching to Face the Facts*

12:45 CIPD Research Launch – Coaching and Mentoring: the evidence base

- exploring the latest practical CIPD findings on the future of coaching and its context in psychology.

Speaker: Dr. John McGurk, *Adviser, Learning and Talent Development*, **CIPD**

13:00 Lunch

14:00 Please select one of the following practical workshops: (these sessions include a 20 minute coffee break)

Stream A

Using Executive Coaching to Develop Business Leaders and Enable Organisational Change

This interactive workshop will address the challenges of **coaching senior leaders**, through:

- discussing ways of using coaching to build leadership capability and empower leaders in times of change
- practical advice and pitfalls when working with senior executives
- developing an awareness of the best type of coach for your organisation's goals and employees.

Sharon Millar, *Leadership Consultant, National Leadership Unit*, **NHS Education for Scotland**
Yvonne Cuthbertson, *Organisational Development Consultant*, **NHS Lothian**

Stream B

Helping Line Managers to Apply Simple Coaching Principles to Improve Employee Performance

This interactive workshop will equip you with the skills to bring **coaching techniques to middle managers** through:

- identifying how coaching behaviours and tools 'fit' into the role of a busy manager
- activities to equip managers with the skills to coach simply and effectively
- helping managers to move between the roles of coach, manager and leader.

Julie Starr, *Managing Director*, **Starr Consulting**

16:30 Close of conference

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Book your place online at cipd.co.uk/coachconf or fill out the booking form below

Booking Form BLOCK LETTERS PLEASE Photocopies of this form are acceptable

Please quote: M12 #

Please tick the interactive workshop stream you wish to attend (Failure to do so will result in a delay in the registration of your booking).

Stream A

Using Executive Coaching to Develop Business Leaders and Enable Organisational Change

or

Stream B

Helping Line Managers to Apply Simple Coaching Principles to Improve Employee Performance

Participant's details

Title Mr/Mrs/Ms/Miss _____

Surname _____

First name _____

Name for badge _____

Job title _____

CIPD membership no. _____

(Membership number quoted must be that of above named. Non-members are welcome on events.)

Organisation _____

Organisation address _____

Country _____

Postcode _____

Work tel _____

Fax _____

Mobile _____

Email _____

NB. Please write your email address clearly as we will be sending your joining instructions electronically.

Special needs

Please tell us about any special needs or dietary requirements that you may have and we will contact you as soon as possible to discuss.

Payment details

Cheque enclosed (payable to CIPD Enterprises Limited)

Please invoice my organisation

For the attention of _____

Purchase order number (if applicable) _____

Invoice address (if different to Organisation address) _____

Please debit my credit/debit card:

   

Card no: _____

Security code (CV2) _____ *(last 3 digits on back of card or 4 on front of AMEX)*

Valid from: ____ / ____ / ____ Expiry: ____ / ____ / ____

Maestro Issue no: _____

Name on card: _____

Signature: _____

Payment must be received before the start of the conference.

If the card billing address is different from the correspondence address then please notify us on a separate sheet of paper.

A VAT invoice/receipt will be returned to you which you can use as your tax invoice.

Book by 28 August 2012 for an early booking discount

Fees

CIPD members

*Early Booking Price £445.00 + VAT

Standard Price £540.00 + VAT

Non-members

*Early Booking Price £495.00 + VAT

Standard Price £600.00 + VAT

*Bookings received by 28 August 2012 will qualify for the early booking rate.

I AGREE TO ABIDE BY THE BOOKING TERMS AND CONDITIONS BELOW

Signature _____

Print name _____

Job title _____

Date _____

Please detach this form and send/fax/email to:

Events Registrar
CIPD Enterprises Limited
151 The Broadway
London SW19 1JQ

Fax 020 8612 6231

Email eventsregistrar@cipd.co.uk

Enquiry Hotline 020 8612 6248

Where did you hear about the Conference? Mail Website Colleague Email Advert/Insert Editorial Other

Conference venue: Hallam Conference Centre, 44 Hallam Street, London W1W 6JJ

Booking Terms and Conditions

Completion of this booking form constitutes a legally binding contract and our terms and conditions take precedence over those of any other organisation in every case.

- All payment must be in pounds sterling.
- Payment for the conference must be received within 30 days of invoice or before the start of the event, whichever is sooner.
- All bookings from international delegates must be accompanied by payment. We will not be able to guarantee you a place unless payment has been made.
- Cancellations must be received in writing (letter or email) and will be acknowledged in writing.
- Cancellations received 40–20 days before the start of the event, regardless of date booked, will incur a 25% administration charge, based on the original fee paid.
- Cancellations received 19–0 days before the start of the event, regardless of date booked, will incur a 100% cancellation charge, based on the original fee paid.
- One change to your booking arrangements can be made without charge (substitutions and seminar changes). Otherwise, an administration charge of £40.00 will be charged.

Disclaimers

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