



ATENEIO DE MANILA UNIVERSITY  
GRADUATE SCHOOL OF BUSINESS  
CENTER FOR CONTINUING EDUCATION



CANADIAN CENTRE  
FOR BRIEF COACHING

Leadership and Management

ONLINE PROGRAM

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# APPLICATIONS OF BRIEF COACHING

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May 4 to June 24, 2021

Synchronous sessions via Zoom

Asynchronous sessions via access to the AteneoBlueCloud (Canvas LMS)





# CONTENT

About AGSB-CCE

About CCBC

Who Should Attend?

Objectives

Program Content

CBCC Faculty

Program Inclusions and Fees



# ABOUT AGSB-CCE

The Ateneo Graduate School of Business - Center for Continuing Education (AGSB-CCE) was established to complement the existing Ateneo-BAP Institute of Banking, a consortium between the Ateneo de Manila University and the Bankers Association of the Philippines. It was initially known as the Basic Leadership Program (BLP) until the name was changed to Continuing Professional Education (CPE) and then finally, to Center for Continuing Education (CCE).

Under AGBS, CCE takes an active role in addressing specific industry concerns that require immediate, purposeful, and focused response. As an industry resource and partner, CCE offers continuing professional development programs that are workplace-based with immediate take-away value. Methodologies are based on business simulation, practical exercises and applications, case analyses, and focused discussions. Courses are designed, developed and delivered by industry practitioners who are noted experts in their respective fields. Together, AGBS and CCE support the Ateneo mission to promote excellence, integrity and service.



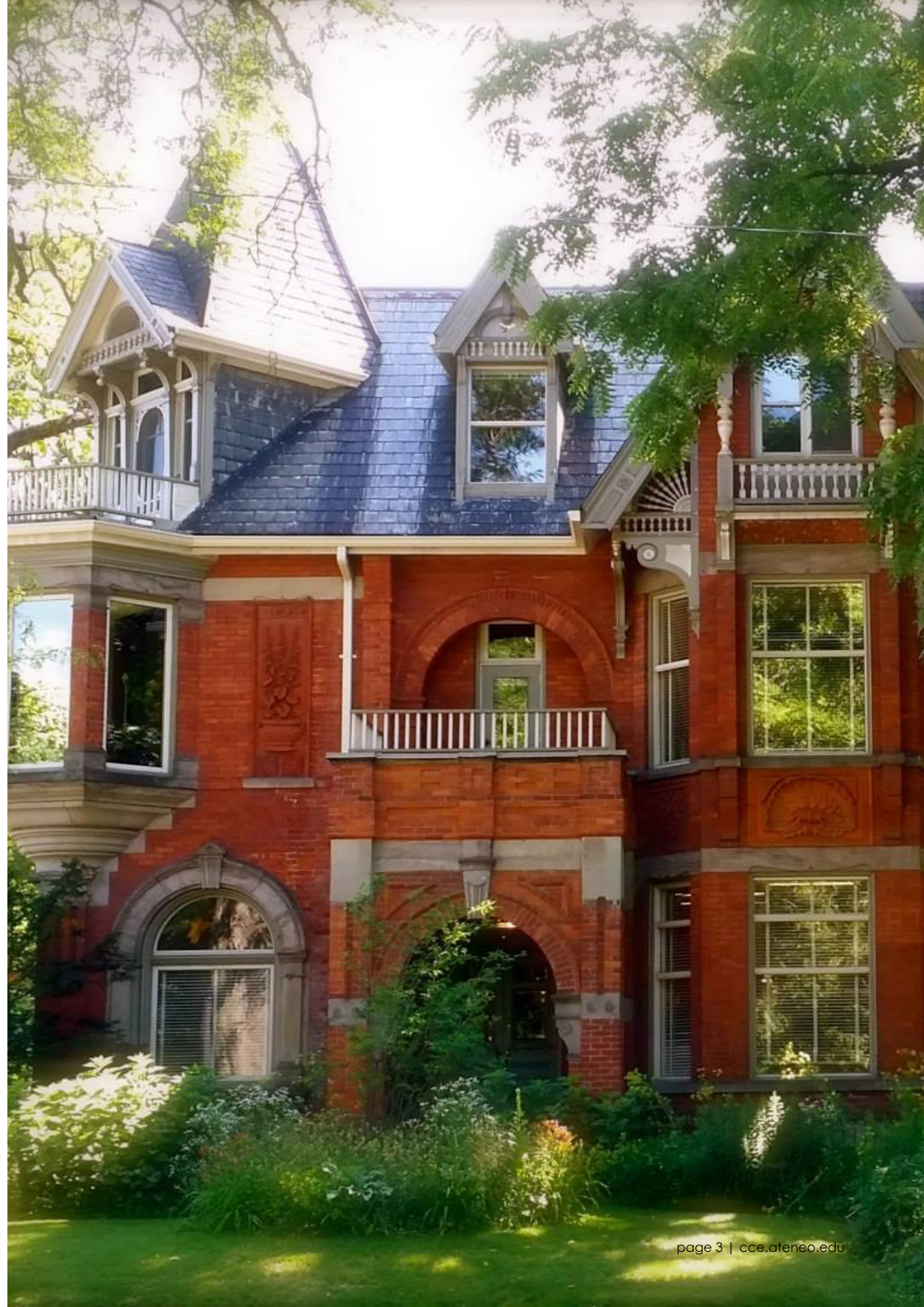


# ABOUT CCBC

The Canadian Centre for Brief Coaching, a global leader in dialogic education for teams and leaders in the 21<sup>st</sup> century. Their learning content and teaching methodology are strictly evidence-based and learner-centred so that each person learns what they need to learn in the way most conducive to their learning.

The CCBC specialize in Solution-Focused dialogues at work. The CCBC apply this particular lens to each and every part of our practice areas - executive education, organizational effectiveness, and team coaching. The process focuses on co-creating the preferred future and discovering existing power sources to move people toward what they truly value as an individual, a team, and an organization.

It is the process that transforms the traditional problem solving approach into a highly generative designing process that engages hidden possibilities and potentials.





# WHO SHOULD ATTEND?

1. Workplace Learning: People Managers, Learning/OD Consultants, Executive Coaches, Consultants
2. Post-Secondary: Student Life Professionals, Teaching & Learning Support Centre Professionals, HR and Organizational Development Teams
3. PK-12: School Principals, Principal-Coaches

## OBJECTIVES

Successful completion of this program enables the participant to:

- ➔ Become a more influential communicator with coaching principles and techniques while receiving peer and facilitator feedback;
- ➔ Differentiate solution-building processes from problem-solving modalities in a coaching context;
- ➔ Understand how mindset and assumptions deliberately inform the language used in a coaching dialogue;
- ➔ Apply coaching skills to co-construct a preferred future, and techniques that leverage collective competence and strengthen relationships;
- ➔ Conduct Solution-Focused performance conversations with emphasis on progress and preference; and
- ➔ Conduct a brief coaching session with Solution-Focused approaches and provide feedback to peers using the MasterClass competencies and PlusDelta method.

# SOLUTION-FOCUSED BRIEF COACHING PROGRAM

Workplaces are facing unprecedented challenges in the VUCA (volatile, uncertain, complex, and ambiguous) world where new technologies and globalized markets put increasing competition on workforce to be ever more productive, efficient and effective.

Responding to the surging demands for leaders to focus on talent development, opportunity optimization, and workforce engagement, Brief Coaching techniques equip leaders to be agile while navigating complex leadership, change management and performance challenges.

This Brief Coaching program is designed with the Solutions-Focused approaches and techniques that leverage existing competences, strengthen interactions, and promote preferred outcomes. These skills will equip leaders and education professionals with new tools to advance the capacity and capability of teams, as well as their own capacity and capability as leaders.

This program is developed and delivered by a team of leading experts at Canada's leading university and research institute including Dr. Haesun Moon. This program is delivered in online format and can be completed in less than a year.

This program includes three core courses, each 24-hours in duration.

## PROGRAM OUTLINE

- I. MODULE 1: FOUNDATIONS OF BRIEF COACHING**
- II. MODULE 2: APPLICATIONS OF BRIEF COACHING**
- III. MODULE 3: COACHING MASTERCLASS**

# APPLICATIONS OF BRIEF COACHING

This course provides a series of stories, techniques and strategies of Solution-Focused Brief Coaching in the multiple contexts where it is applied - conflict management, team development, change management, and performance conversations - just to name a few.

You will explore each application, review case studies, and practice Brief Coaching techniques with other participants while receiving feedback from your peers and facilitator(s). You will also have an opportunity to reflect on your practice in your own setting.

## PROGRAM OUTLINE

- I. Performance Talk: Progress-focused performance conversations at work and at schools**
- II. Team Talk: Designing preferred interactions in team-based conversations**
- III. Change Talk: Transforming from the inevitable conversation to the irresistible**
- IV. System Talk: Creating organizational conditions for workplace resilience and agility**
- V. Conflict Talk: Five Steps to Peace-Focused Approaches at Work**

## OBJECTIVES

By the completion of this course, learners will have demonstrated the ability to:

- 1. Identify strategies to explore positive differences in the successful past and desired future when coaching through a change situation;**
- 2. Apply techniques for promoting safety and increasing positive possibilities using the SCARF framework and Solution Focused interventions in coaching dialogues;**
- 3. Apply coaching techniques that leverage collective competence and strengthen relationships with a team;**
- 4. Conduct Solution-Focused performance conversations with emphasis on progress and preference; and**
- 5. Approach conflict situations with solution focused lens in planning, managing, and communicating shared perspectives and mutual values.**

# CCBC FACULTY



**HAESUN MOON**  
**PHD. MCC(C). CSFC.**

Haesun has extensive experience in leadership coaching, team coaching and organizational development in the public sector. She currently serves as Executive Director at the CCBC and OISE/University of Toronto in Brief Coaching certificate program.

## **Recent Major Project**

Leadership Learning and Development (Corporate Sector) 2020  
Team Coaching through Change and Transition (Non-Profit Sector) 2019  
Strength-Based Approach to Performance and Engagement (Healthcare) 2019  
Improving Employee Engagement / Satisfaction (Public Sector) 2019  
Change Conversations in Crucial Moments (Corporate Sector) 2019  
Facilitating Collective Growth (Higher Education Sector) 2019

## **Designations**

Ph.D. in Leadership, Higher and Adult Education, University of Toronto  
Master Certified Coach (c), International Coach Federation  
Faculty Member, Institute of Coaching, Harvard Medical School (2019-2020)  
Associate Faculty, TAOS Institute



# CCBC FACULTY



**PETER DE JONG, PH.D.**

Peter is the co-author (with Insoo Kim Berg) of many journal articles and four editions of the book *Interviewing for Solutions*. He is an emeritus professor of sociology and social work and a former adjunct at BFTC. He has been an outpatient therapist, case worker, and led trainings with practitioners working in mental health, child welfare, family services, juvenile corrections, and school settings.

He currently teaches, consults, and conducts microanalysis research on therapy conversations with several colleagues. He is especially interested in using the tools and concepts of microanalysis to enhance the teaching and supervision of Solution-Focused practices.



**GINA CAJUCOM**

Gina has extensive experience in human resources management (HR) and organizational development (OD). She has been passionately serving to develop emerging leaders and work-life integration, and her current involvement includes coaching emerging women leaders all over the world through the Coaching Fellowship.

A Certified Human Resources Leader (CHRL) in Canada, Gina has completed a Master's Certificate in Organizational Development (MCOB) from the Schulich School of Business at York University. Her dedication to training and coaching is rooted in her studies in Psychology and early career in educating young Indo-Chinese refugees while working with the International Catholic Migration Commission. Her extensive training in solution-focused coaching with the Canadian Centre for Brief Coaching inspired her to bring Brief Coaching to the Philippines, hosted by the Ateneo - Center for Continuing Education.

# CCBC FACULTY



**PATRIZIA KOHLY**

Patrizia specializes in Solution Focused practices in organizational leadership. She is currently coordinating leadership learning and coaching programs with numerous educational institutions and corporate partners to develop and operationalize HR strategy in the areas of leadership development, and women in leadership.

Her professional background is capital markets and project finance professional specializing in Infrastructure , Power and Renewable Energy. With over a decade of experience at one of the leading Canadian banks as a Director (in Investment Banking), she was primarily responsible for structuring, negotiating and bringing large scale Infrastructure and Renewable Energy credits to market.

Patrizia combines her experience as a Finance Executive with her knowledge and training as a Solution Focused Brief Coach to provide her clients with exceptional leadership coaching and facilitation.



**MARY GAUTHIER**

Mary Gauthier is the Executive Director of the Greenwood Centre for Teaching and Learning at Greenwood College School in Toronto. The mandate of the Centre is to support and celebrate great teaching, knowing the positive impact this collective teaching has on student learning and well being.

With this in mind, Mary has been dedicated to building inclusive classrooms and school communities based on respecting all members of the school community (administrators, teachers, students and primary caregivers) and helping them articulate and realize their hopes for the future.

Through her coaching and mentorship, Mary continues to provide ways to listen and bring all voices and actions together as they contribute to the positive growth in her school community and communities worldwide.



# CCBC FACULTY



**KEITA DEMMING, PH.D.**

Keita is an Associate Coach and Faculty at the CCBC. He also serves as the Head of Innovation and Development at The Covenant Group (TCG). At TCG, Keita and his team have built an online coaching platform that acts as a virtual coach for advisors and business builders.

When he is not building new products for the emerging future, Keita helps organizations identify and implement plausible innovation opportunities. He transforms companies into places and spaces that are idea-driven and people-centered.

Keita work with various organizations to foster high performing cultures that embrace design, accountability, foresight, strategy, and innovation. You can also visit Keita's podcast, Disruptive Conversations, where he unpacks how people who are working to disrupt a sector or system think.



**JESSICA HAWKINS**

Jessica's formal education is in Psychology and Conflict Management while she worked at the United Nations. This combined experience informed her sophisticated understanding of key psychological concepts related to HR and effective leadership.

During her tenure at the UN as a consultant, Jessica provided integrated service aimed at building National Staff Capacity. Her collaboration with the Chief of Human Resources and the Chief of the Integrated Mission Training Department directly impacted UN's Comprehensive Strategy that defined the strategic direction, objectives, roles and commitment of the UN Mission in Darfur (UNAMID).

As a facilitator, Jessica is passionate about creating an open and safe learning environment in which learners can critically and confidently examine themselves and build solutions through open exchange, reflection, and support.

# APPLICATIONS OF BRIEF COACHING

## PROGRAM DETAILS

### Applications of Brief Coaching

May 4, 6, 11, 14 18, 20, 25, 27

June 1, 3, 8, 10, 15, 17, 22, 24

Tuesdays - Thursdays

8:00pm - 9:30pm

**Synchronous sessions via ZOOM**

**Asynchronous sessions via access to Canvas LMS**

## PROGRAM FEE

Php 80,000.00 (*Early Eagle Rate*)

Php 90,000.00 (*Regular Rate*)

*\*Schedules and prices may change without prior notice.*

## INCLUSIONS

- Certificate of completion
- Digital Certificate of Attendance

**REGISTER NOW!**

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**SCAN CODE  
TO REGISTER**





*Experience*  
**EXCELLENCE**