



ATENEO 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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# **BRIEF COACHING: THE LANGUAGE OF COACHING POSITIVELY**

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**November 16, 18, 23, & 25, 2021**

Synchronous sessions via Zoom

Asynchronous sessions via access to Canvas LMS



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# 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.

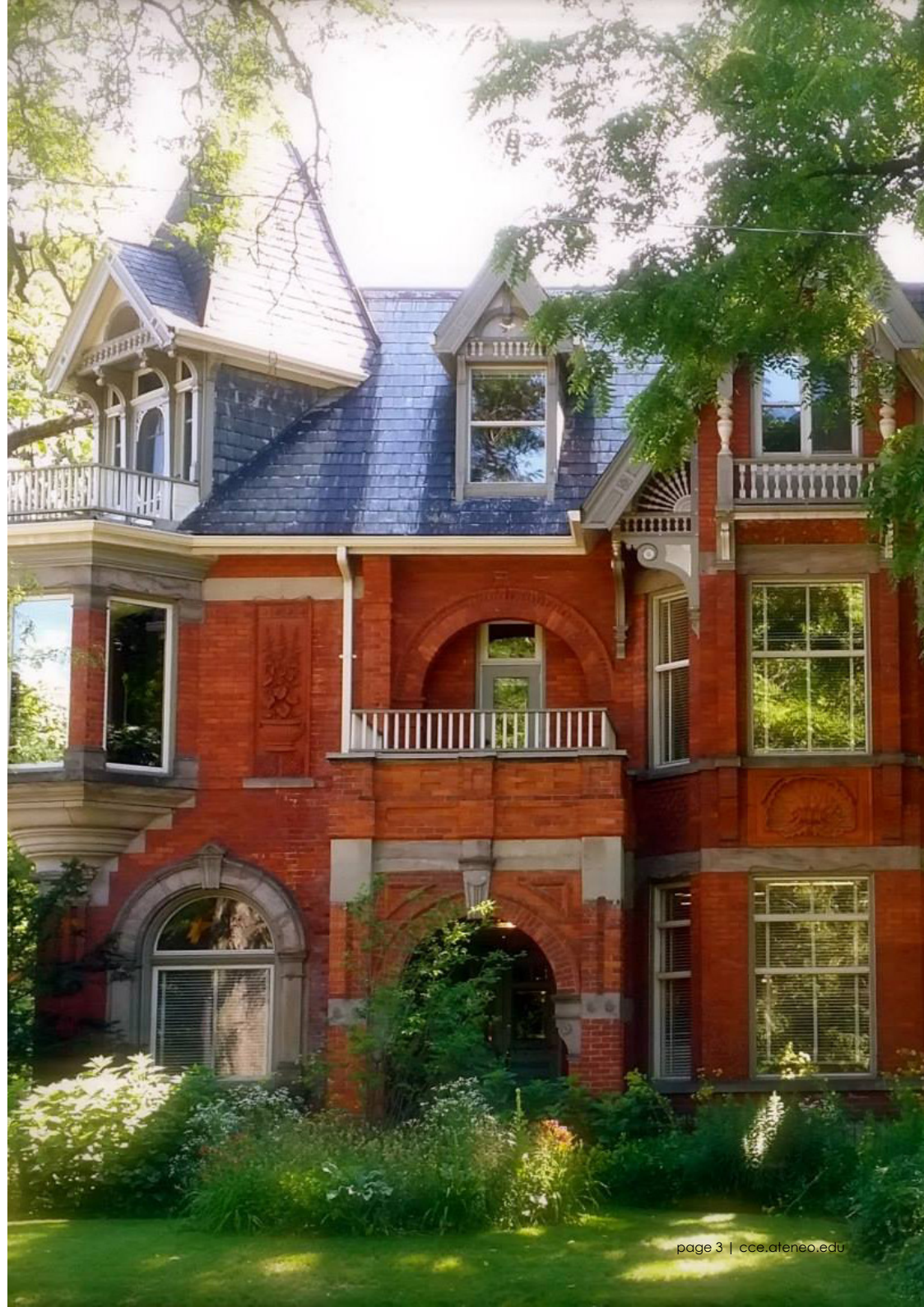


# ABOUT CCBC

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?

This series is a timely learning experience for:

- HR, OD and Training Practitioners with or without coaching experience
- Newly trained or experienced Internal or External Coaches
- Supervisors, Middle Managers, Executives who use coaching in their leadership work
- Freelance Consultants who work as External Coaches and Consultants

Participants need at least 2-3 years of management or leadership experience in any industry or field. Individual Contributors who function as Internal Consultants responsible for coordinating across departments, training, or coaching others in the organization, managing projects, and the like will also benefit from these workshops.

## COMPLEMENTARY COURSES

### **Module 2: Curating Hope in Crisis: Coaching for Wellness at Work**

December 2, 7, 9 & 14, 2021

Early Eagle Rate valid until November 22, 2021

### **Module 3: Career Reinvention: Coaching for Effective Transition**

February 15, 17, 22 & 24, 2022

Early Eagle Rate valid until February 1, 2022

### **Module 4: Strength-Based Consulting Skills and Learning Design**

March 22, 24, 29 & 31, 2022

Early Eagle Rate valid until March 8, 2022

# BRIEF COACHING: THE LANGUAGE OF COACHING POSITIVELY

This coaching workshop examines the psychology of Brief Coaching and the language of coaching positively. The theories and techniques in Solution-Focused model as applied to conversations at home and in the workplace. This module presents the foundations of contemporary coaching practice with empirical evidence. Participants will analyze the conceptual framework of Solution-Focused practice with the micro-skills of coaching language.

## OBJECTIVES

By the end of this course, professionals will have demonstrated the ability to apply Brief Coaching techniques by leading all phases of a simulated coaching session with a practice-Client.

## LEARNING OUTCOMES

To achieve the critical performance described above, professionals will have demonstrated the ability to:

- Describe the Solution-Focused theory and

the components of a Brief Coaching framework including contract, preferred future, instances, and progress;

- Establish a contract with practice-Clients as per their desired outcomes and Brief-Coaching framework;
- Apply positive listening, intentional responding, effective questioning techniques and feedback techniques to explore and elaborate practice-Client's preferred future;
- Differentiate solution-building process from problem-solving modalities in a coaching context; and
- Articulate how mindset and assumptions deliberately inform the language used in a coaching dialogue.

## PROGRAM OUTLINE

### I. Solution Focused Approach to Conversations

- A. Five Key Components of Better Conversations
- B. Interactive Scenario Based Studies

### II. Listening like a Coach

- A. Dialogic Orientation Quadrant
- B. Theory of Hope Activation

### III. Responding like a Coach

- A. Assumptions and Opportunities
- B. How Words Create Worlds

# 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 CAJUCUM**

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.

# ORGANIZATIONS WHO HAVE EXPERIENCED SOLUTION-FOCUSED DIALOGUES FOR THEIR TEAMS, DIVISIONS, AND MORE.



## OTHER INTERNATIONAL PARTNERSHIPS (IN 2019)

- ROHEI, Singapore
- Beijing University, China
- IPCAS, China
- Petronas Leadership Institute, Malaysia
- Hangzhou National Centre for Wellbeing, China

## WHAT WORKS WELL?

- Recruitment (Target Audience)
- Format of events/training
- Marketing Channels
- Financial Arrangement
- Ongoing support
- Re-engagement
- Sustainable community development

# BRIEF COACHING: THE LANGUAGE OF COACHING POSITIVELY

## PROGRAM DETAILS

November 16, 18, 23, & 25, 2021

Tuesdays & Thursdays

8:00am - 9:30am

**Synchronous sessions via ZOOM**

**Asynchronous sessions via access to Canvas LMS**

## PROGRAM FEE

Php 20,000 (*Early Eagle Rate Until Nov. 3*)

Php 22,500 (*Regular Rate*)

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

## INCLUSIONS

- Digital copies of the materials can be accessed through Canvas
- Digital Certificate of Attendance

**REGISTER NOW!**

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**SCAN CODE  
TO REGISTER**



*Experience*  
**EXCELLENCE**