

# Certified Ontological Coaching and Leadership Program

*Asia 2018*



## CERTIFIED ONTOLOGICAL COACHING AND LEADERSHIP PROGRAM

### OVERVIEW

The **Certified Ontological Coaching and Leadership Program (COCLP)** is the most in-depth and comprehensive coach training program available in South Africa, Europe and the Asia Pacific region.

The ontological approach is an extraordinarily powerful methodology for effecting real change at the individual, team and organisational level. It is highly effective because it is based on a new practical understanding of the power of language, moods and conversations for behavioural and cultural change. As such, the program is highly relevant to the professional fields of coaching, organisational consulting, management and leadership.

Coaching and leadership is not something that is learned in a few months. Like any profession, it requires a curriculum that gradually builds key competences that are acquired through extensive experience and supervised practice. COCLP is an 18 month program that enables the development of full professional competence.



**COCLP is designed for those seeking both personal and professional mastery in their lives. Participants are able to integrate major advances in understanding the nature of human existence and co-existence into their personal and professional lives, as the necessary experiential basis for professional coaching. They are able to simultaneously experience significant personal, professional and leadership development, along with the development of substantive coaching competence.**

The learning context is highly interactive and experiential. Full advantage is taken of the richness and depth of learning that occurs in face-to-face interactions. This is supplemented by phone conversations and email exchange. Each participant is deeply respected as a learner who brings a diversity of skills and experiences to the course. Full support is provided to ensure that learning opportunities in the program are maximised and individuals can grow and apply their leadership and coaching skills immediately.

**In Asia, the Certified Ontological Coaching and Leadership Program is offered in association with CFT Asia.**



## INTRODUCING A UNIQUE AND POWERFUL APPROACH TO LEARNING, LEADING AND COACHING

In a world of increasing complexity and uncertainty, generated by what seems like relentless and accelerating change, coping effectively and living a meaningful life have become central issues in our everyday existence. Dealing with these issues requires learning and addressing a critical question: **“What learning is necessary to live and work well?”**

Ontological coaches and leaders are skilful facilitators of profound learning that generates genuine transformation and more powerful and constructive ways of engaging with different aspects of life and work.

**Ontology** focuses on our **Way of Being**, which is a dynamic interrelationship between three areas of human existence – **language, emotions and body**. Way of Being contains our often deep-seated perceptions and attitudes and is the underlying driver of our behaviour and communication. Ontological Coaching has a holistic orientation that respectfully generates learning in all three areas of language, emotions and body as the catalyst for substantive and sustainable change.

COCLP will assist coaches, leaders and business consultants to develop a uniquely powerful way of observing and working with organisations. An organisation is seen as a network of conversations, relationships and commitments. How well people converse, relate, and manage their commitments, has a major bearing on performance and productivity. Leadership and management effectiveness is fundamentally about conversations and relationships. Shifts in Way of Being, individually and collectively, underpin the enhancement of conversational and relational competence, and are central to improved work practices, cultural change and lasting organisational transformation.





## HOW YOU WILL BENEFIT FROM THIS PROGRAM

The distinctions provided in the Certified Ontological Coaching and Leadership Program will enable you to become a more powerful observer of yourself and others. You will acquire a new set of distinctions and competences for working with individuals and teams. These will enable you to observe the continuous interrelationship between how people speak, listen and converse with each other, their moods and the language of their bodies. These new ways of observing will enable you to open up possibilities for others which, even though were there before them, they could not see.

### ***On successful completion of the program, you will be able to:***

- Coach to a high level of competence across a wide range of personal, professional and organisational issues, and at a deeper level than is available in other coaching programs
- Lead authentically with greater influence and impact
- Facilitate and consult with organisations in ways that result in improved productivity, collaboration and trust
- Greatly increase your ability and capacity for masterful living and action
- Develop more constructive and mutually fulfilling relationships in both your personal and professional life

As a graduate of the program, you will also be eligible to become part of an international network of ontological practitioners working as Executive Coaches and Organisational Consultants and experience the benefits of continual professional learning, support and business opportunities.

## WHO WILL BENEFIT FROM ATTENDING THIS PROGRAM?

COCLP is highly applicable for:

- Existing and aspiring coaches
- Leaders and managers
- Organisational consultants
- Professionals operating in highly people-focused environments
- Individuals interested in substantive personal development

## ICF ACCREDITATION

This program has been granted Accredited Coach Training Program (ACTP) status by the International Coach Federation (ICF).





## PROGRAM CONTENT

COCLP is conducted over three progressive levels. By fully engaging in the course, participants will embody key ontological distinctions to substantially enhance their own lives, and apply them with increased competence in coaching conversations.

### LEVEL 1: THE LINGUISTIC BASIS OF ONTOLOGICAL COACHING

This level focuses on learning to utilise a new understanding of language in everyday interactions and coaching. Although the primary focus is on language and the application of specific linguistic tools, there is a continual integration with the domains of emotions and body.

#### ***At the end of Level 1 you will be able to:***

- Understand the conceptual framework and principles of Ontological Coaching
- Apply a different and deeper approach to the role of listening in coaching and leading
- Understand how specific linguistic actions shape reality and how they are used effectively in coaching to shift behaviour in individuals, teams, and organisationally
- Ask powerful questions that shift the client's perspectives, and create new possibilities for living, working and learning
- Utilise powerful conversational strategies for dealing with change
- Apply the ethics of Ontological Coaching to generate deep trust and rapport in coaching conversations and as a leader

### LEVEL 2: EMOTIONAL LEARNING AND ONTOLOGICAL COACHING

Humans are much more than rational beings. Equally important, if not more so, we are emotional beings. Neuroscience shows that emotional experiences have a powerful impact on human behaviour and communication. Being able to lead others and coach competently in the emotional sphere is an integral part of being an ontological coach. This requires participants to engage in emotional learning.

#### ***At the end of Level 2 you will be able to:***

- Understand the pivotal role of moods and emotions for deep and sustainable change
- Recognise, work with and shift the ways moods and emotions impact on communication, behaviour and performance
- Observe and work with the interconnection between basic moods, body posture and language
- Provide people with strategies to manage their moods and emotions
- Ensure you are in the most appropriate emotional frame for coaching and your leadership role
- Understand the connection between emotions, energy and health, their link to coaching and for creating a culture that gets the best results

### **LEVEL 3: THE PROFESSIONAL PRACTICE OF ONTOLOGICAL COACHING**

Level 3 is about consolidating and extending the distinctions and competences learned in the previous two levels. In addition, a deeper practical appreciation of the role of the body in Ontological Coaching is developed, along with the application of an ontological framework for working in organisations as a coach, leader or consultant.

#### ***At the end of Level 3 you will be able to:***

- Coach effectively in all three areas of language, emotions and body
- Effectively apply the ontological framework to generate organisational improvement and cultural change
- Engage in effective self coaching to generate learning and change
- Build your identity as an ontological practitioner and be clear about post-course applications

In addition to participants coaching each other throughout the program, essential practical learning occurs in this level through coaching conversations with people outside the course and facilitating culture and leadership development workshops outside the course. Participants report on these experiences and their clients submit evaluation forms to course leaders/mentor coaches.

### **PROGRAM STRUCTURE**

Full advantage is taken of the richness and depth of learning that occurs in face-to-face interactions. Participant learning and engagement in the 18-month program consists of the following:

- A total of 26 intensive and experiential workshop days with program leaders
- Participation in learning groups conducted on a fortnightly basis
- Individual assignment work
- Participation in at least 55 supervised coaching conversations throughout the program

A Mentor Coach will be available to provide ongoing support, which includes coaching.

An average of 6-8 hours per week is required to engage comprehensively in the course to maximise learning.

### **ASSESSMENT**

There are five main areas of assessment required to complete the program:

- Attendance at national conferences and regional workshops
- Completion of structured assignments
- Learning group participation
- Development and delivery of two public workshops
- Competence in coaching interactions

Whilst participants are encouraged to keep up to date with assignments, it is recognised that commitments outside the program may not always make this possible. The flexible nature of the program means that a suitable time frame for assignment submission can be negotiated whilst ensuring continued progress towards coaching competence.



## WHAT OUR GRADUATES SAY ABOUT THE PROGRAM

"After all my years of training and being exposed to many top drawer leadership perspectives and frameworks the likes of Scharmer, Wheatley, Senge, Kantor, Colin's, etc., I can honestly say that Ontology of the Human Observer as a body of wisdom is fundamental and is the foundation upon which the rest finds its depth, place and value."

*Vicky Coates*  
*Consultant and Coach*  
*Cape Town*

"I attended the Ontological Coaching in Action Workshop in March 2013. I never knew that such deep change could happen in three days. To my delight I discovered that the OCIA Workshop was just the tip of the iceberg, that there is so much more beneath the surface and so much more to learn. The Ontological Coaching Program is a soul-enriching learning experience that brings with it deep, lasting change."

*Cindy Hancock*  
*Senior Sales Manager and Coach*  
*Johannesburg*

"I have been astounded at the impact the program has made so far in my personal life and in my profession as an executive coach. The mix of learning through reading, reflection and group discussions, practical coaching, observational activities and public audience sessions I have found to be exciting, stimulating and immediately applicable in my work with clients and in my personal contexts. I highly recommend this program to both experienced and aspiring coaches."

*Julia Bonadei-Thorns*  
*Certified Integral Coach*  
*Johannesburg*

"If I'd known about the COCLP before I completed an MBA, I would've chosen to do the program first. Why? Because it speaks to the very core of what it is to be human, and without better understanding and observing our human condition, how can we seek to understand and influence others both in our personal lives and as leaders in organisations. The learning never stops because the COCLP journey changes the way you learn and observe in everyday life."

*Ben Sheppard*  
*Learning and Development Coordinator*  
*Local Government Authority*  
*Queensland*

"My intention for engaging in the Ontological Coaching Program was to enhance my ability as an executive coach. My expectations have been far exceeded and the learning has proven to be applicable at a much broader level. As an executive coach and trainer it has provided me with insights into how I can work more effectively to assist clients in dealing with change. The program content has given me the depth of knowledge to feel both confident and comfortable in dealing with any level of coaching client or challenging situation."

*Oliver Love*  
*Director and Executive Coach*  
*CFT Asia*  
*Hong Kong*

More testimonials from previous participants can be found at [www.ontologicalcoaching.com.au](http://www.ontologicalcoaching.com.au)

Past participants are also available for personal conversations to speak first hand of their experiences of doing the program and applying their learning.



## ABOUT THE ONTOLOGICAL COACHING INSTITUTE

The Ontological Coaching Institute (OCI) is an international educational, coaching and consulting company specialising in the application of Ontology for:

- Coach Training
- Executive Coaching
- Leadership Excellence
- Organisational Consulting

Ontology is an in-depth framework that gets to the heart of how people function, learn and change. Based on an advanced practical understanding of the power of language, moods and conversations Ontology is the new knowledge for genuine individual and organisational transformation. Application of the methodology generates profound learning for sustainable behavioural and cultural change.

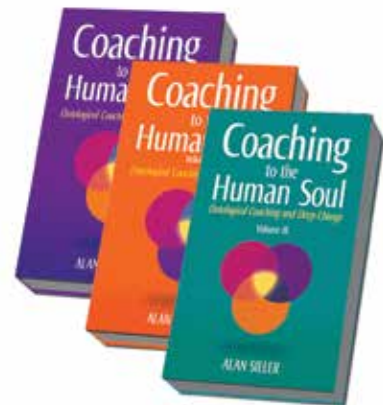
Whilst there is substantial intellectual foundation to Ontological Coaching, the OCI's coach training programs are highly practical, experiential and 'hands on'. Since 1996, the OCI has trained over 3000 professionals through their public programs.

The Ontological Coaching Institute operates in Europe, South Africa and the Asia-Pacific region. Client organisations include: ANZ Bank, CSIRO, ExxonMobil, Gold Coast City Council, Jemena, Juta, Queensland Department of Natural Resources and Water, Shangri-La Hotels, Victorian Building Authority, Victorian Department of Treasury and Finance, Department of Regional Australia, Local Government, Arts and Sport.

## COACHING TO THE HUMAN SOUL ONTOLOGICAL COACHING AND DEEP CHANGE

VOLUMES I, II AND III  
BY ALAN SIELER

Alan Sieler's pioneering work in providing a written articulation of the essence of Ontological Coaching is internationally recognised, selling in over 30 countries. His three **Coaching to the Human Soul** publications are being used in organisational development in such corporations as NASA, Hewlett Packard and Intel. The books are also being used in coaching and leadership programs in universities in the United States, South Africa and Australia, as well as other coach training courses.



*"Theory without practice is foolish, practice without theory is dangerous."*

Ancient Chinese Philosophy



## PROGRAM LEADERS AND MASTER COACHES

### ALAN SIELER

Alan is the founder and Director of the Ontological Coaching Institute. As a world leader in ontological coaching he has written extensively on the relevance of Ontology to living, working, learning and coaching. His professional experience in education, training and consulting is extensive, having worked with multinational corporations and national organisations from Australia, New Zealand, Hong Kong, Singapore, the United States and South Africa. Alan focuses on the communication processes that build a collaborative and high performance organisational culture. His work as a consultant, workshop leader and executive coach is solidly grounded and highly engaging.



## SUPPORT COACHES

### OLIVER LOVE

Working with individuals and groups, Oliver utilises ontological coaching principles in facilitation and coaching to create new possibilities in performance and communication. His respectfully challenging and calm manner, combined with his ability to draw on relevant business application, helps participants ground their own learning opportunities.

### JEREMY STUNT

Jeremy works with senior business leaders on transformational change using ontological methodologies. His focus is helping people to be more resourceful and resilient in challenging personal and professional environments. He also has a strong interest in supporting others to work strategically and with greater personal authenticity.

## PROGRAM SCHEDULE 2018/2019

COCLP is an 18 month program during which participants work through three consecutive levels to complete the program requirements.

The program commences on 19 March 2018.

**Level 1:** 19 March – 2 September 2018

**Level 2:** 18 October 2018 – 22 June 2019

**Level 3:** 1 August – 6 December 2019

Completing the introductory Ontological Coaching and Leadership in Action workshop is an essential prerequisite for participating in the COCLP.

The program is built around 8 conferences totalling 26 face-to-face days. Participants will also work through course material individually and in small learning groups. All conferences are held in Hong Kong.

Participants commence the program with assignment work on 19 March. Initial support is provided through an online group conversation in the formation of learning groups.

Conference dates for the 2018/2019 program are:

### Level 1:

*Mid-level Conference:*

24 – 26 May 2018

*Closing Conference:*

29 August – 2 September 2018

### Level 2:

*Opening Conference:*

18 – 21 October 2018

*Mid-level Conference:*

24 – 25 January 2019

*Closing Conference:*

4 days between 12 – 16 March 2019

### Level 3:

*Opening Conference:*

5 – 8 June 2019

*Mid-level Conference:*

11 – 12 September 2019

*Closing Conference:*

20 – 22 November 2019

## PROGRAM FEES FOR 2018/2019:

Three payment options are available for the program fee (which includes all course learning materials):

<b>OPTION 1: Total Program Fee: HKD87,000</b>
<i>Payable in full by 31 January 2018</i>
<b>OPTION 2: Total Program Fee: HKD93,000</b>
<i>Payable in 3 instalments as follows:</i>
<b>Level 1: HKD31,000</b> (payable in full by 16 February 2018)
<b>Level 2: HKD31,000</b> (payable in full by 20 September 2018)
<b>Level 3: HKD31,000</b> (payable in full by 7 February 2019)
<b>OPTION 3: Total Program Fee: HKD93,000</b>
<i>Payable in 12 instalments of HKD7,750</i> (payment schedule available on request)

## REGISTRATION FEE AND CANCELLATION POLICY:

- To reserve your place on the program, a HKD7,750 registration fee must accompany your registration.
- Cancellations notified in writing prior to 16 February 2018 – *refund available less a HKD7,750 administration fee*
- If the Pre-No.8 Typhoon Warning or the Typhoon Signal No.8 or above, or the Black Rainstorm Warning is in force within 2 hours of the commencement of a class, the workshop will be rescheduled

## FOR ENQUIRIES AND FURTHER INFORMATION:

### Hong Kong:

KAREN LEE at CFT Asia  
Phone: +852 3487 8891  
Email: karen@cft-asia.com

### Australia:

ALAN SIELER at the Ontological Coaching Institute  
Phone: +61 3 9878 5501  
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**ENROLMENT FORM  
CERTIFIED ONTOLOGICAL COACHING AND LEADERSHIP PROGRAM  
2018 INTAKE**

PLEASE RETURN COMPLETED ENROLMENT FORM VIA EMAIL TO: [admin@cft-asia.com](mailto:admin@cft-asia.com)

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Suburb: \_\_\_\_\_

Province: \_\_\_\_\_

Postcode: \_\_\_\_\_

Home Phone: \_\_\_\_\_

Work Phone: \_\_\_\_\_

Mobile/Cell: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**I wish to pay (please tick)**

- REGISTRATION FEE ONLY:** HKD7,750  
 **OPTION 1:** Complete program – HKD87,000  
 **OPTION 2:** Level 1 – HKD 31,000  
 **OPTION 3:** First instalment of 12 – HKD7,750

If payment is made by a business/company and an invoice is required, please provide invoice details:

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Email to: \_\_\_\_\_

**PAYMENT METHOD (please tick)**

- Visa     Mastercard     Bank Transfer

Credit Card No: \_\_\_\_\_

Name: \_\_\_\_\_

Expiry Date: \_\_\_\_\_

Amount: HKD \_\_\_\_\_

Cardholder Signature:

\_\_\_\_\_

**BANK TRANSFER:**

**Bank Name:** HSBC

**Beneficiary Account Name:** CFT Asia Group Limited

**Account Number:** 499-754125-838

**Bank Code:** 004

**Branch Code:** 499

**BIC/SWIFT adder:** HSBCHKHCHK

**Branch:** 1 Queen's Road, Central

**Country:** Hong Kong

*We look forward to learning and  
working together.*

[www.ontologicalcoaching.com.au](http://www.ontologicalcoaching.com.au)



**Ontological  
Coaching Institute**

Observing *differently*

**Ontological Coaching Institute**  
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