

ICF BULGARIA MASTERCLASS SERIES

ICF Bulgaria Masterclass Session №3

***“THE FUTURE AND RELEVANCE
OF COACHING”***

Guest Coach:



ABOODI SHABI

Professional Certified Coach (PCC)
UK ICF Chapter President and Co-Founder (1999-2003)

DATE: 14.04.2011

Preparation time: 18:15 – 19:00

Start of session: 19:00 (Bulgarian time)

End of session: 21:00

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SCHEDULE OF MASTERCLASS SESSION №3

DURATION	TOPIC	LED BY
18:15 - 19:00	TIME FOR PREPARATION FOR THE CALL	
19:00 - 20:55	START OF THE CALL TOPIC: "THE FUTURE AND RELEVANCE OF COACHING"	
5 min	Welcome notes	ICF Bulgaria
	Interactive Presentation and Discussions	Aboodi Shabi
20:55 –21:00	CLOSE WHAT IS NEXT in the ICF Bulgaria Masterclass Series?	ICF Bulgaria

WHO IS OUR GUEST?

Aboodi Shabi is one of the UK's most senior coaches and he is also co-Founder and President of the UK ICF Chapter (1999 – 2003). Widely recognized as a pioneer and leader in the UK and European Coaching community, he has served the profession at all levels internationally.



He has worked in the field of personal development for over twenty years, and in coaching since 1996. In that time, he has worked with thousands of coaches across the world.

Aboodi is a Newfield Certified Ontological Coach and holds the Professional Certified Coach (PCC) ICF Credential. He is currently Head of Coaching and Training for Newfield Europe.

Some of Newfield's global clients are Citibank, Nike, Chiquita, Verizon, Telecom Argentina, NASA, World Bank, etc.

Aboodi teaches in Newfield programmes in North America and Europe, and has also been an invited presenter on coaching mastery at several European coaching schools, as well as a popular speaker at coaching conferences.

Aboodi Shabi's Specialties: Trust in organizations, Team Development, Leadership, Emotional Intelligence in Organizations.

"You are very knowledgeable about coaching in my opinion and you express your knowledge with clarity and humility. You are great at holding the attention of your audience too. That seems a lot like emotional intelligence, the bedrock on which all good coaches must stand."

Sir John Whitmore – author of "Coaching for Performance"

MESSAGE FROM THE ABOODI SHABI TO ICF BULGARIA MEMBERS:

Dear coaches and managers,

Let me begin by saying that coaching is a profession that I have dedicated the last fifteen years of my working life to, and to which I expect to give the next twenty or more years. It's a profession I care deeply about, and for which I have a lot of passion, and which I think can bring a lot to our troubled world.

At the same time, I think there are some important questions we have to ask about coaching, and especially about its relevance, and what kind of future it has.

In the current economic climate in much of Europe and in the US, for example, people might legitimately be asking whether coaching is relevant. Certainly the situation we are facing should give us as a profession food for thought and reflection, and there are difficult questions for us to face:

- is coaching a "fad", or is something more than that?
- is coaching just about helping people achieve more, or is it about something bigger than that?
- what are the limits of coaching?
- what could provoke distrust of coaching?
- how do we make coaching relevant in "new markets"?

In this session, we will explore the wider context in which coaching sits – the world we live in now is changing fast, and we need to explore different ways of being in this emerging world - it is increasingly clear that "more of the same" is not an option.

We need to ask fundamental questions about the assumptions we have made about how we live and work, in order to deal effectively with the changes and challenges we are facing. Coaching needs to address these larger concerns if it is to have a sustainable future, and, more importantly, if it is to be of service to our world. We also need to address questions of trust – how does coaching, both on an individual, but also on a systemic/collective basis address the concerns of the people we seek to serve?

This will be a thought-provoking and stimulating presentation, offering questions and new perspectives about coaching and the world in which we do our work.

The class will be highly experiential with plenty of interaction and joint reflection. Please join us for this exploration.

MORE ABOUT THE TOPIC OF THIS SESSION

In order to take maximum advantage of the session, please read the following documents before coming:

1. ICF Core Competencies

<http://www.coachfederation.org/research-education/icf-credentials/core-competencies/>

2. Julio Olalla, President of The Newfield Network:

"In our present era of mass education, we as a Western culture dedicate long years of youthful preparation in hopes of acquiring the knowledge and skills needed to consistently produce success in life. There is nothing wrong with this; it is simply an insufficient view to deal with the concerns we are presently facing. This limited view of learning ignores whole dimensions of our being and fails to prepare us adequately for the future that awaits us.

We are not simply human beings, but also linguistic beings who live in language and relate, communicate and coordinate action with others through it. We are not merely individuals, but also social beings belonging to a wide variety of groups, systems, and social communities, aiming to find purpose and satisfaction in service. We are not just creatures endowed with reason, but also emotional beings living lives made rich with an incredible array of emotions and moods. And we are also physical beings whose bodies are deeply coherent with our other dimensions. Even beyond this, in the deepest parts of ourselves, we are spiritual beings drawn towards transcendence, seeking a connection with something greater than ourselves.

To act in the world with wisdom—as a manager, leader, entrepreneur, coach, etc.—requires a new kind of learning, one that allows you to move effectively in the linguistic, social, emotional, physical, and transcendent contexts that are also part of your daily existence."

3. Aboodi Shabi about the Art of Coaching:

"In our increasingly rational culture, we have learned to invalidate that which can't be measured or analysed. We have learned to not value that which makes no sense, or has no apparent, measureable, purpose. We learn to communicate strategically, effectively, and intelligently, but at the expense of truly expressing ourselves. And, when we cannot express ourselves fully, our true authentic self cannot show up. We might well be performing well against measurable targets, but we are like empty shells, living lives that are automatic and soulless.

I want to suggest that every human longs, perhaps more than anything else to express him- or herself and be heard or seen. We don't need to be fixed, or told what to do next, or given a solution. We simply long to be witnessed.

Coaching that doesn't include this capacity to deeply listen misses out on the essential core of the clients being, and can only really be skin-deep. This is what we mean by the art of coaching something more than just a set of techniques, tips, and recommendations. It's as if we have become preoccupied with being more effective, producing more, but have forgotten why we wanted to be effective in the first place."