

# ICF BULGARIA MASTERCLASS SERIES

ICF Bulgaria Masterclass Session №6 (LIVE)

***INTEGRATING COACHING INTO  
THE BRITISH BROADCASTING  
CORPORATION (BBC)***

Guest Lecturer:



**Liz Macann**

**Head of Executive, Leadership and Management Coaching  
British Broadcasting Corporation (BBC)**

**DATE: 3.11.2011**

Start of session: 18:30 (Bulgarian time)

End of session: 21:00

*ICF Masterclass is supported by*

**SAP Labs Bulgaria**

*In partnership with*



## SCHEDULE OF MASTERCLASS SESSION №6

DURATION	TOPIC	LED BY
18:00 - 18:30	TIME FOR PREPARATION AND GATHERING	
18:30 - ”	START TOPIC: “Integrating Coaching into the BBC”	
5 min	Welcome notes	ICF Bulgaria
	TOPIC : What we did and why we did it How it grew What it is today Benefits all round What’s next  Q&A	Liz Macann
	Interactive exercise in small groups	Liz Macann
	CLOSE WHAT IS NEXT in the ICF Bulgaria Masterclass Series?	ICF Bulgaria

## WHO IS OUR GUEST?



With a history in general management, HR, OD and Consultancy, Liz Macann co-founded the BBC's in-house coaching provision. As Head of Executive, Leadership and Management Coaching, Liz evolved the initial offer into the Executive Coaching Network which won the 2008 International Coach Federation award for best practise and professionalism. During her 11 years in the role Liz created the executive coach training course (accredited through the European Mentoring and Coaching Council) and was responsible for the selection, professional training and development of approx 80 coaches and the service they provide.

To extend the reach of coaching she also designed **Coaching Skills**

**for Managers**, a short course to equip leaders and managers to operate in a coaching style with their teams and stakeholders.

As an Executive Coach herself, Liz has a diverse client group of senior executives and leaders both within and external to the BBC as well as being Supervisor to Executive Coaches across the industry. As guest tutor on a number of public coach training courses Liz influences the standards and practise of Coaches world wide.

Nationally, Liz takes a leading role in the development of Coaching as a profession, participating in the activities of APECS, the European Mentoring and Coaching Council, the Association for Coaches, and the International Coach Federation. She is a speaker at national and international conferences and seminars on the subject of coaching in the workplace and sits on the editorial board of Coaching at Work.

As well as being an AC and ICF accredited Coach, Liz is trained in Brief Therapy, Constellations Therapy, Career Coaching, and Coach Supervision and is currently pursuing a Masters in Executive Coaching. She is qualified to administer, interpret and give feedback on a number of psychometric instruments. Voted Coach of the Year by readers of Coaching at Work.