

ICF BULGARIA MASTERCLASS SERIES

ICF Bulgaria Masterclass Session №1

***“WHAT IS COACHING?
AND HOW TO GET THE MOST
FROM
A COACHING DEMONSTRATION”***

Guest Coach:



NEIL SCOTTON

Professional Certified Coach (PCC)
UK ICF Chapter President (2007-2008)

20 January 2011

Start of session: 18:30 (Bulgarian time)

End of session: 21:00

SAP Labs Bulgaria Building, 136 A, Tsar Boris III Blvd., Sofia 1618, Bulgaria

ICF Masterclass is supported by

SAP Labs Bulgaria

SCHEDULE OF MASTERCLASS SESSION №1

DURATION	TOPIC	LED BY
18:30 - 19:00	TIME FOR PREPARATION FOR THE CALL & PAYING THE FEE	
19:00 - 20:05	TOPIC: WHAT IS COACHING AND HOW TO GET THE MOST FROM A COACHING DEMONSTRATION?	
5 min	Welcome notes Confidentiality agreements w/ all present.	ICF Bulgaria
30 min	What is coaching? A brief introduction. Simple models that show what coaching is, how it differs from mentoring, consulting, counseling, therapy etc. Discussions in groups. Questions and shared discussions.	Neil Scotton
20 min	How to get the most from listening to a coaching session? A simple model of “the anatomy” of a coaching session. An introduction to the ICF core competencies and Code of ethics (circulated in advance). Participants discuss in groups – possibly focussing around a question such as – “What do you most want to look out for/listen to?”	Neil Scotton
10 min	Comfort break	
20:05 - 20:55	COACHING DEMONSTRATION	
10 min	Questions and shared discussion	Neil Scotton
40 min	Coaching Demonstration Demonstrating mentoring, coaching, consulting within a session (how a coach changes his hats). <i>Set up – agreements on the process for this particular demo and any contracting that needs to be done, coach-client and coach/client – audience</i> Coaching demo. Feedback from client and coach. Questions from the audience.	Neil Scotton ICF Bulgaria Neil Scotton
20:55 –21:00	CLOSE WHAT IS NEXT in the ICF Bulgaria Masterclass Series?	ICF Bulgaria

NB: Please make sure you will be in the room at least 30 min before the start of the call (**at 18:30**) so that you can pay your fee, take your seat, settle down and be introduced to the call.
In order to respect the participants in the call and create a comfortable atmosphere for everyone, please, be advised that after the call with the guest coach has started (**at 19:00**), you will not be allowed to walk in the room, even if you have paid for the session.
In case of advanced payment for the session, your payment will be refunded.

WHO IS OUR GUEST?

Neil Scotton was **President of the UK ICF Chapter in 2007 and 2008**. In this voluntary role, and with a



mainly voluntary team, he helped inspire unprecedented strategic development, national and international collaboration, and member engagement.

The team performance turned the UK ICF Chapter around from severe financial difficulties to become financially sound and the largest ICF chapter in the world.

Neil is a globally recognized, award winning leadership coach and holds the **Professional Certified Coach (PCC) ICF** credential. His clients range from top level leaders in one of Europe's biggest banks to entrepreneurs and small business owners. Increasingly he is supporting the people who are creating and shaping the future. The game changers. The leaders and teams who are bringing to life the ideas and organisations that address the big challenges of today and tomorrow. Described as **'gentle yet provocative'**, his skill at combining challenging thinking with peacemaking, harmony and finding the common ground enabled him to play a key role in bringing together the coaching bodies in the UK and ICF

chapters across Europe.

In 2008 he was presented with **the highest award in the coaching profession "The ICF President's Award"** for his 'evolutionary leadership' and services to the coaching profession.

He was also nominated **Coach/Mentor of the Year in 2008** by **'Coaching at Work'** magazine.

Neil has been on the panel of judges for the Prism Awards several times – finding the world's best examples of coaching within organizations. He was on the ICF Global Ethics Committee that produces the latest ICF Code of Ethics.

As a speaker Neil has provided keynote presentations opening conferences in the UK, Sweden, Latvia, Lithuania and Estonia.

Before 2004, Neil was a director in EEF South – part of the Engineering Employer's Federation, the UK's main manufacturing representation and support services membership organization. He was responsible for the team delivering business improvement, developing new services, looking after the interests of members, engaging with government initiatives and other support organizations, and leading the most complex national initiatives for the EEF.

MESSAGE FROM NEIL SCOTTON TO ICF BULGARIA MEMBERS:

Dear Friends,

So you're on a coaching journey? Congratulations! I hope it brings you all you wish for your organization, your people and yourself. I have no doubt that coaching is one of the most powerful forces shaping the evolving workplace this century. It's ability to engage people, build clarity and confidence, enhance the way people work together, find new solutions, overcome challenges, change cultures and improve how we do things is extraordinary. In a world that needs new answers to questions far more complex than we've tackled before, coaching is not an option – it's a necessity. Because the changes we face, wherever we are in the world, may be different but have something in common - they are going to be immense, and in many cases unpredictable, and no one person is going to have the answers. So traditional 'I'm in charge' leadership will not find answers smart enough or quick enough compared to organizations where many people are getting the best from each other and working towards their clear, compulsive common purpose in the ways that enable them to really fly.

And as you get more deeply involved you may discover other things – you may find the way you work with people changes, the way you hear them, the way you speak with them, and what you achieve together. And this will change the way you experience work and life. You may be surprised. And also the external journey is, for good coaches, normally matched by an inner journey – as we release ourselves from being experts we ask more questions with honesty and courage – and paradoxically we then learn more. We gain wisdom quickly. And we discover much about ourselves – why we are thinking and behaving the way we do. We discover that there are many more ways we can look at the world, and ourselves. This reduces the conflicts within ourselves and with others and puts us in a position of choice more often – to choose the ways that lead to the best outcomes.

It's been a great pleasure helping Peter to bring to you some of the best coaches from around the world. I hope you enjoy getting to know them and learning from them. I hope you find much that helps and serves you. I hope you never feel that you have nothing to give or that your voice is too small to be heard – you will get much more from these people by asking the questions that are important to you and by sharing your thoughts and wisdoms. One of the many joys of coaching is that we all meet on the level as equals.*

And we meet through the ICF – a truly international organization. When you join the ICF, you become part of an immensely supportive family, more than 17,000 strong, that spans the world. I've never been amongst so many people who genuinely care, and who genuinely want to help others to succeed.

I hope my session gives a useful overview of coaching that helps you to see the general structure of the coaching conversation and enables you to see behind the words that the coach uses and into the thinking and principles that are guiding them.

I hope, above all, that these Masterclasses are an opportunity for you to experience some wonderful coaching and through that, and the work you then do, in some way make a difference for the better in the lives, work and futures of all those who you life and work touches. May your coaching journey take you to some wonderful places – in your work, in your community, in your life, in your soul, and in the world.

*With Very Best Wishes,
Neil*

** Peter Goryalov is the ICF Bulgaria Chapter President.*

MORE ABOUT THE TOPIC OF THIS SESSION

In order to take maximum advantage of the session, please read the following documents before coming on 20.1.2011:

1. **What is coaching? What is mentoring, therapy, consulting, training, athletic development?**
<http://www.coachfederation.org/find-a-coach/what-is-coaching/>
2. **ICF Core Coaching Competencies**
<http://www.coachfederation.org/research-education/icf-credentials/core-competencies/>
3. **ICF Code of Ethics**
www.icfbulgaria.org/pdf/ethics.pdf in Bulgarian language
<http://www.coachfederation.org/about-icf/ethics-&-regulation/> in English language