

The Cultural Change Company



Generative Coaching for Change Leaders

The Original Learning Experience

This course will:

- Unlock the full power of your leadership potential.
- De-mystify the secrets of successful leadership.
- Introduce you to cutting edge coaching techniques
- Develop your own personal approach to leadership development
- Give you the skills and capabilities that can be easily modelled

Experiential Learning by Doing

We use an exciting learning strategy that combines innovative ideas with an action learning approach developed around proven leadership thinking. Our legacy is to leave you with transferable skills that you can share with your colleagues and which will improve your change leadership capabilities through the acquisition of new learnings and the effective application of leadership models methods. The learning project will incorporate a number of learning strategies drawn from:

- MBA learnings
- NLP learnings
- Action research learnings
- Case study learnings
- Learning by “doing”

This course is very practical and experiential and is based upon Industry best practice examples and cutting edge ideas regards a very modern approach to leadership development.

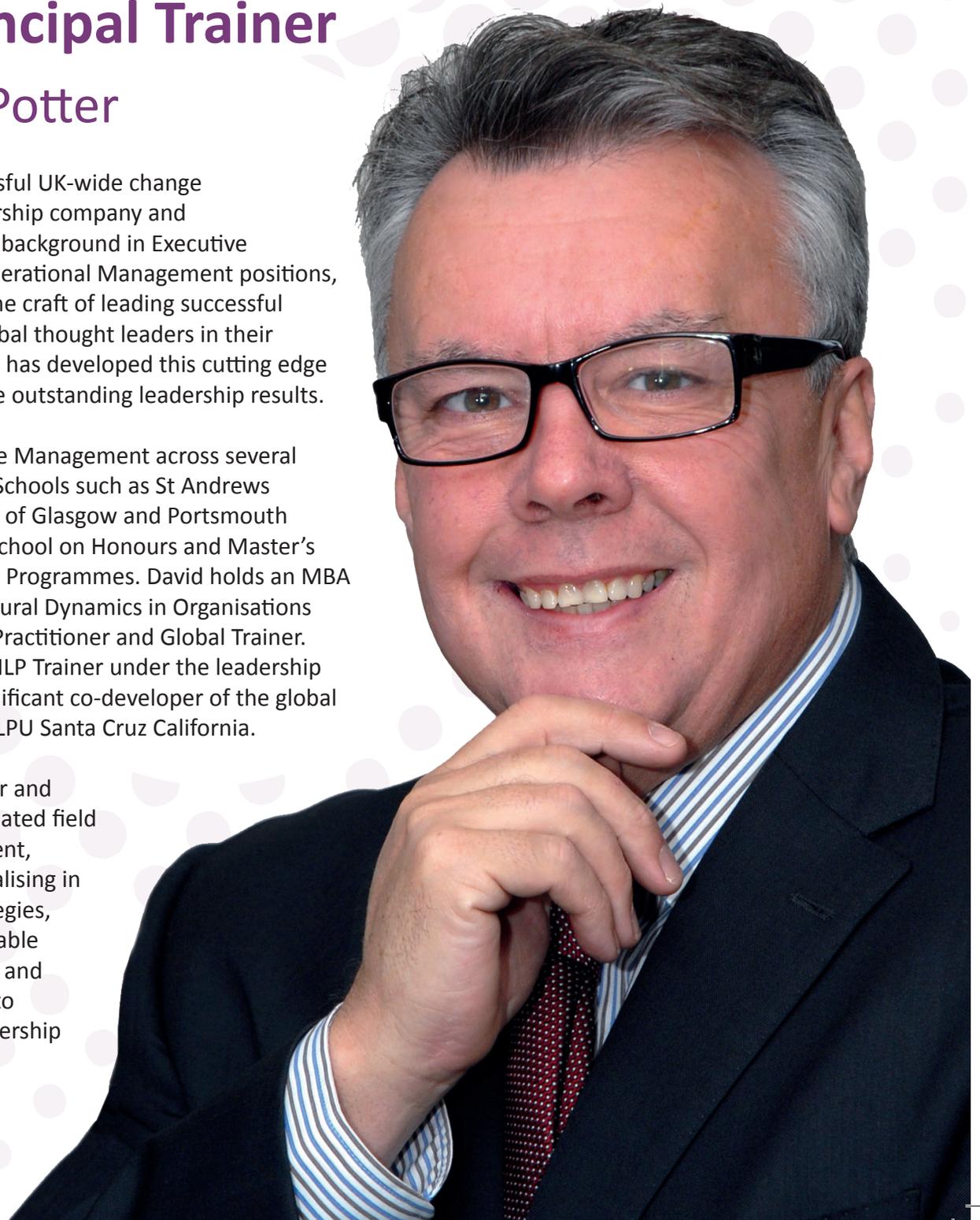
Your Principal Trainer

Dr David Potter

Having built a successful UK-wide change management partnership company and demonstrating a rich background in Executive Management and Operational Management positions, and having studied the craft of leading successful change alongside global thought leaders in their fields Dr David Potter has developed this cutting edge programme to enable outstanding leadership results.

David teaches Change Management across several leading UK Business Schools such as St Andrews University, University of Glasgow and Portsmouth University Business School on Honours and Master's Degree Management Programmes. David holds an MBA and a PhD in Behavioural Dynamics in Organisations and is a Master NLP Practitioner and Global Trainer. David qualified as a NLP Trainer under the leadership of Robert Dilts, a significant co-developer of the global NLP movement, at NLP University Santa Cruz California.

An established author and practitioner in the related field of change management, leadership and specialising in cultural change strategies, David will make available cutting edge thinking and methods connected to practical change leadership situations.





Generative Coaching for Change Leaders

Everyone knows that effective leadership is the 'difference that makes the difference' in relation to organisational performance. It is firmly established that 70% of change programmes fail to achieve their planned results. We have studied organisational samples drawn from the 30% that do succeed and 'Generative Leadership Coaching' is based on our work. We have modelled the success criteria from outstanding organisations and the result is 'Generative Leadership Coaching'.

'If you don't value building teams then this is not the course for you.'

If you are the type of person who cares about enabling your teams to realise their potential, then this is the course for you. Throughout this three-day exploration of best practice, we focus in on the generative powers of transformational change which reside in all of us.

Generative Leadership Coaching adopts the premise that we all have the resources we need inside of us to generate leadership capabilities and successful organisational change. Generative Leadership Coaching enables participants to make transformational improvements in their ability to build:

- Excellent Rapport
- Supportive Change Networks
- Motivational Drivers
- Organisational Vitality
- Shared Vision
- Trusting Collaborative Relationships

This is absolutely not an abstract theoretical course; we work with both the individual and the group at very practical levels to enable them to be the best version of themselves as leaders of teams.



Who is this course for?

This exciting new course is designed for HR Managers, Operational Managers, Heads of Department and Senior Team Leaders involved in leading and managing change in their organisations. It is also very suitable for Business Coaches involved in Executive Coaching and Change Consultants who are seeking to specialise in the cultural dimension of change management consultancy. We intend to demystify cultural change and provide change leaders with all the knowledge and skills they require for success.

'The difference that makes the difference'

This training course is a rare example of blending cutting edge knowledge with practical case studies, established MBA change management tools and highly successful change leadership methodologies that are associated with alternative sources of personal and group change. Drawing on areas as diverse as 'Mindfulness', 'Generative Change', 'Success Factor Modelling', 'Servant Leadership', 'Corporate NLP', and 'Classical OD' this highly experiential course employs a unique blend of effective coaching methods that can be easily modelled and introduced to the larger organisation. Through a 'layering process' we will work with your leaders to 'awaken' their sense of leadership awareness and capabilities.

The Seven Faces of Leadership

Our coaching methods work at enhancing various identities that we call 'The Seven Faces of Leadership'. It is commonly understood that to oversimplify leadership often 'leads' to a failure of leadership. This course is incredibly practical and experientially led yet incorporates a sophisticated understanding of leadership and coaching which are mutually inclusive. Our model advances the premise that to be an effective leader one has to be effective at the operation of the following identities:

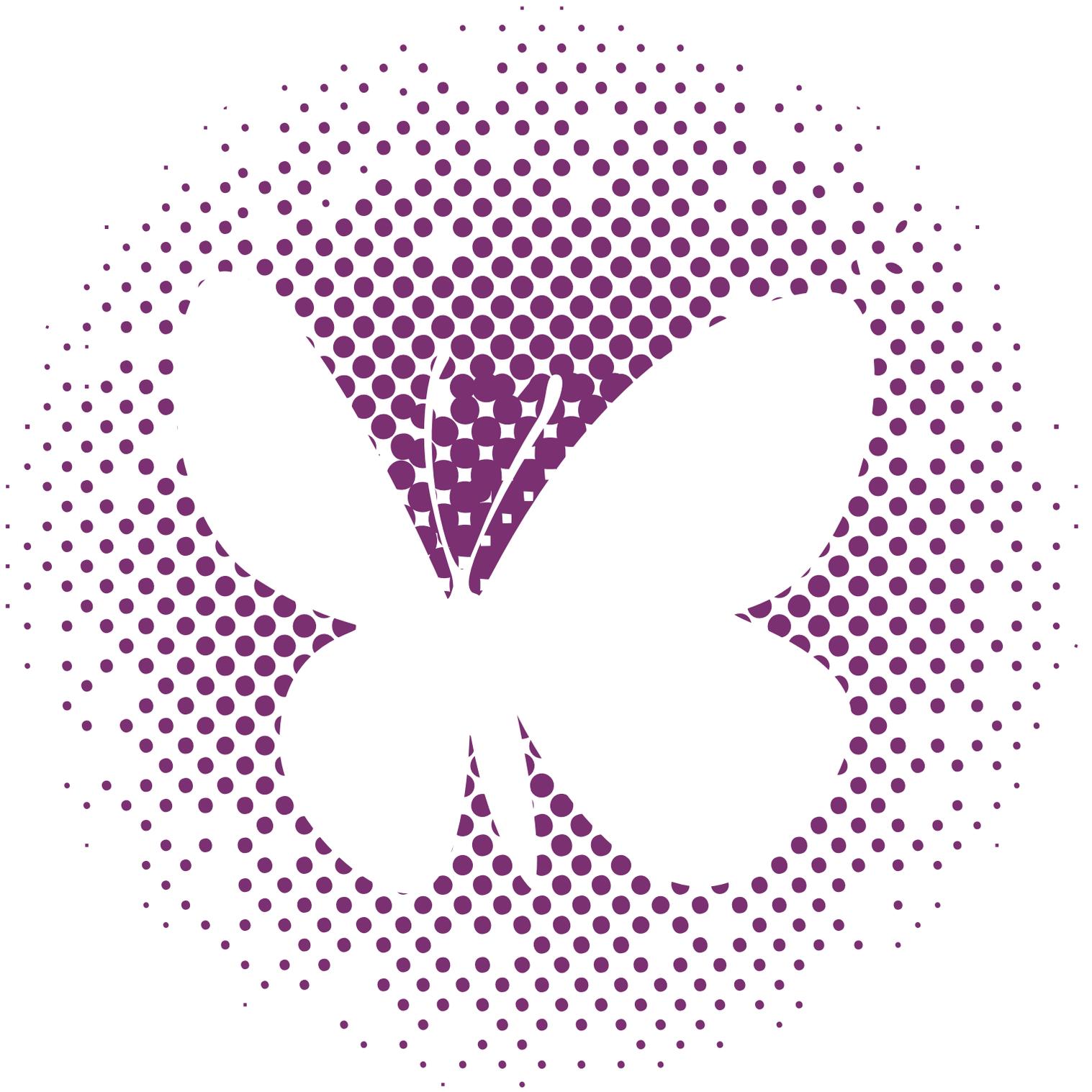
1. Cultural Architect: the leadership aim is to build a culture of psychological safety so that your team members can feel free to express themselves and to develop without fear.
2. Mentor: the leadership role is to 'pace', 'reflect', and 'coach' the development of the value framework that guides individual and group activities.
3. Awakener: there are always times when leaders have to 'awaken' in their teams a vision of 'organisational becoming' which involves the ability to increase their perceptual awareness to the need for change work even when that need may not be present and is much further down their time line.
4. Sponsor: integral to the 'leadership/follower' cycle is the capability of the leader to actively sponsor with integrity the self-actualisation potential of their followers. This selfless leadership process generates a mutually inclusive sense of loyalty and commitment between the two parties.
5. Teacher: there are times when leaders must adopt a 'teaching' role amongst their followers. They need to demonstrate knowledge leadership and have the capability to open the minds of followers to internalising new practices, behaviours, ideas and, sometimes, values.
6. Coach: closely related to the role of the teacher, the leadership function of 'coaching' involves the ability to leverage real growth in the competencies and capabilities of one's followers.
7. Sense Maker: this is our seventh face of leadership. This is the role of the leader as a 'Meaning Maker'. Leaders are people who 'frame experience' for followers to guide action and operate value systems. How leaders both interpret situations and frame the meaning of these situations really does matter.

Learning Outcomes

Generative Leadership Coaching will show practicing leaders in your organisation how to:

- Differentiate between leadership and management and move gracefully between these two identities;
- Create a far more effective organisation through the personal development of leadership capabilities;
- Build upon their relationship management capabilities;
- Adopt a contingency approach to the leadership/follower cycle using the Seven Faces of Leadership model;
- Lead change management situations with both impact and influence;
- Develop totally enhanced communication and influencing skills by modelling advanced sensory acuity methods;
- Manage and access, at will, high performing emotional and mental states to ignite high performance teams.





BOOK TODAY

For more information or to book your place, visit www.culturalchange.co.uk, call 07450962526 or email david.potter@culturalchange.co.uk

