



THE
COACHING
FACILITATOR'S
*Advantage*TM

Advantage:

*"Any state, circumstance, opportunity,
or means specially favourable to
success, interest, or any desired end; to
be of service to; to prove beneficial to."*

*An Intensive
Program for
Designers &
Facilitators of
Group Learning*

Join us for

The Coaching Facilitator's Advantage™

An Intensive Program for Coaches,
Facilitators and Instructors

There's Method to our Magic!

Participants often tell us that they have a "magical" experience in our workshops and programs. Colleagues have asked us how we do what we do. We've figured it out, and now invite you to join us as we share the "tricks" of our trade.

The Coaching Facilitator's Advantage offers three days of intensive, thought-provoking and inspiring learning to help coaches, facilitators and instructors master the shift towards a "coaching facilitation style". You will learn a powerful yet simple model for conceiving, crafting and creating meaningful team and group processes. You will deepen your understanding of facilitation practices and techniques, and learn creative new ways to "coach the room".

If you lead learning programs, meetings and team processes, and you want to make **them memorable, productive, effective and engaging**, this program is for you.



“ Your program was truly 'experiential' for me, leading to several significant ah-has. I am now able to operate at a new level of freedom in my approach to design. I am able to adapt my stance when facilitating with a greater range of comfort with the unknown. The materials, tools and principles have been very useful reminders which have helped guide my design and delivery. The positive responses I have received when putting the approach into practice with people across my company prove that the 'coaching facilitator's advantage' really does work to support the kind of learning environment needed to address the challenges of the complex and ever changing needs of today.”

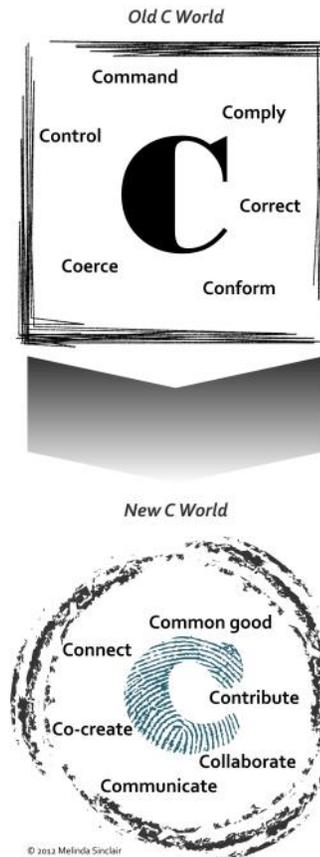
*Kelly Cowan, Senior Learning
Consultant, Corporate Learning and
Organization Development, Allstate
Insurance Group*

Why Make the Shift to a Coaching Facilitation Approach?

The new world of work, leading and learning requires a new style of facilitating learning. In our hyper-connected world we have almost unlimited access to information, but struggle to make sense of it. We are dealing with accelerating change, and with complex challenges that require many minds to work together. We need to come up with creative and innovative approaches to problems. Instead of leading by command and control, leaders need to become masters at collaborating, harnessing the collective energy and expertise to shape a positive future. We call this the C-Shift.

Facilitators who are able to work in ways that align with this C-shifted world will have a distinct advantage. They will be able to support the kinds of learning needed for the new C world. They will master critical shifts like the following:

teaching to	learning with
focus on content	focus on process
explicit knowledge	tacit knowledge
centralized expertise	distributed expertise
outcomes defined	outcomes emerge
play is nice	play is needed



“...move forward I did, guided by the most compelling teachers I’ve ever encountered. Your role modeling of meaningful, productive and flexible facilitation was believable, and inspiring.”

Maggie DiStasi, Professional Coach and Facilitator

The Coaching Facilitator's Advantage™ provides a proven framework, approach and a set of principles and skills for crafting and creating learning experiences that fit the demands of the new C world.

Benefits of this approach *for your participants*

- ✓ Energizing and engaging learning process
- ✓ Learning that sticks
- ✓ Individual and collective capacity for creativity unleashed
- ✓ Experiencing collaborative learning in action
- ✓ Strengthened capability to engage in the new C world

Benefits *for you* in taking this workshop

- ✓ Craft more effective facilitated processes
- ✓ Be more powerful, impactful and effective in front of the room
- ✓ Learn and have fun in a community of like-minded colleagues
- ✓ Gain confidence in your ability to adopt a coaching approach with groups
- ✓ Clients will want more of ***you and your magic!***

“ The way that they combine logic and emotion is very powerful. In its simplest form there is an element of technical training to their experiences – there has to be, there needs to be the transfer of knowledge from you to attendees as to how to ask powerful questions, how to listen etc. However, their use of emotion – and I really don’t know how they do it – means that it truly is an “experience”, the learning is so much more powerful and there is no sense of “training” in the experience.

The effectiveness is the key. If I were to completely ignore the enjoyment of the experience this approach needs to be up in lights because of its effectiveness. It so completely imbeds the learning, makes me own the experience and the ongoing application to use this approach with different content would have to make it the most effective learning mechanism I have encountered.”

Ross Denton, Head Coach, Coaching NZ

What's the "method" of the program?

The Coaching Facilitator's Advantage™ is a three day program that provides:

- ☐ grounding in a proven three-part framework
- ☐ principles and practices that underpin the framework
- ☐ skills and hands-on practice
- ☐ application to your own project material

Working in a safe communal laboratory space, you will learn the "method" of the Coaching Facilitator's Advantage™ Framework by applying it to your own content and facilitation material. You will develop practices and skills in each of the three aspects of the framework:

Conceive – You come to the program with an intended facilitation event or program in mind. During the workshop you will be guided to establish, clarify and deepen your intention for your own program, setting the stage to craft the event for optimum impact.

Craft – You will collaborate with the group to create, design and develop activities that realize and optimize your intentions for your chosen program.

Co-potentiate – You will facilitate elements of your own conceived and crafted program, with extensive feedback from the community as well as the program leaders.

**You will "workshop" your own facilitated program,
so that you will be able to move it forward
with the confidence that you can *make your own magic!***

“What I really appreciate about the way Melinda and Dorothy craft and facilitate their programs, is the “long-lasting” learning effect! They are well prepared and demonstrate a high profession and passion about the models, tools and practices they invite us to experience the power of.

Melinda and Dorothy are great fun and “serious” professionals at the same time! They bring their whole self into the room – meaning both many years of experience and knowledge about the topic as well as their sensitivity for individuals. They use humour and playfulness, but are focused and to the point in the material, methods and tools when appropriate and needed.”

Anita Winsnes, ACPC, Managing Director, Scandinavian environmental agency

Program Details

Program prerequisites: › Knowledge of and experience with coaching principles and practices.
› Experience in leading, facilitating, and teaching groups.

Program length: 3 day module (9 am to 5 pm daily)

Program date: June 3, 4 and 5, 2015

Location: Toronto, Canada.

Group size: Capped at 12 participants

Program fee: \$1,995.00 plus HST if you register by May 1, 2015. \$2,095 after May 2, 2015. Includes continental breakfast, refreshments and lunch each day.

ICF Approved for 22 CCEU's



For more information, to register for the information call and the program, contact us:

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Dorothy@peopledynamicslearning.com

www.peopledynamicslearning.com

“ I don't know how to describe Dorothy and Melinda's 'magic'— it just is. They are two creative and inspired facilitators.

What I liked most about the Coaching Facilitator's Advantage Program was the crisp 'Cs' model, the continuum, the level of engagement/interaction as part of the design and delivery and the look at self in the process . It was not just about a process/steps but being in the experience, on a continuum.”

Suzanne Hill Brooks, Professional Coach, Global Leader, Leadership and Organization Effectiveness , Alcatel-Lucent

About the Facilitators

Melinda Sinclair and Dorothy Greenaway, Principals of PeopleDynamics Learning Group Inc., and authors of *The Leadership Coach's Advantage: Guide for Practice*, are internationally recognized experts in experiential learning, specializing in enhancing the quality of conversations in organizations. Drawing on decades of experience as consultants, coaches and trainers, we provide programs and resources for leaders and for those who support leaders.

Dorothy Greenaway, Master Certified Coach



Dorothy is energetic, creative and insightful as a coach, consultant, and facilitator with a wealth of experience working with organizations in Canada, USA, Australia, Asia and Europe. She started her management consulting and custom designed training practice in 1990 and has been intensively involved with coaching since 1997. She is Principal of PeopleDynamics Learning Group Inc., partnering with Melinda Sinclair in the design and delivery of leadership learning experiences. Melinda and Dorothy are the co-designers of the highly acclaimed WABC accredited Business Coaching Advantage Program™.

As a former executive, she brings extensive corporate experience to her specialty of coaching and inspiring leaders to think in possibility and embrace and excel in purposeful leadership. As a learning facilitator, she is committed to helping Executives, Leaders, HR and OD professionals and professional coaches develop their capacities to facilitate conversations about what matters so that all can perform to their highest potential.

Before starting her own consulting and coaching practice, she was in the publishing industry with her last role being Vice President of Sales and Marketing with Prentice-Hall Canada. She was a founding faculty member and co-designer of Adler International Learning's Professional Coaching Certificate Program as well as their flagship Positive Change: Leader as Coach program. She acted in several leadership roles at Adler including Program Director and VP Corporate Services between 1999 and 2008. She continues to enjoy mentoring professional coaches from all over the world, seeking accreditation and supervision, as well as leaders striving to take a coach-like approach to their leadership roles.

Dorothy acts as a lead consultant and facilitator on a range of major projects, through her associations with others and on her own, working with clients such as Alcatel-Lucent, Hbc, Scotiabank, Canadian Tire, Cervus Equipment Corporation, CIBC Wood Gundy, Export Development Canada, Garanti Bank (Turkey), Pearson Education and Tine (Norway). She has been recognized as a coach, consultant and facilitator to organizations who were awarded the prestigious Prism Award as follows: Pearson Education Canada (2003), Scotiabank Commercial Banking (2004) and TINE (2010). The Prism Award is presented annually by the ICF in recognition of organizations who have enhanced excellence and business achievement through their commitment to coaching as a leadership strategy.

Dorothy is a Master Certified Coach by the International Coach Federation, is a graduate of the Executive Coaching Institute™, has studied with the Coaches Training Institute, the Newfield Network and has completed Co-Active Space's Leadership Development program. She is a graduate of the University of Saskatchewan.

Dorothy has been featured in many articles and broadcasts about coaching and is a sought after facilitator and speaker. She is an active member of the coaching community, having held leadership roles with the Greater Toronto Area ICF, volunteered with Up With Women in their Next Level coaching program for women who have experienced homelessness, and works with several other not for profit organizations, to enhance leadership and coaching worldwide.

Melinda Sinclair, D.Phil, Chartered Business Coach

"... to live in fullness, without waste of time and potential, expressing one's uniqueness, yet participating intimately in the complexity of the cosmos."

—Mihaly Csikszentmihalyi



Melinda Sinclair is an executive coach, curriculum designer, facilitator and educator with more than thirty years' experience working in knowledge-based and learning-oriented environments. She previously enjoyed a successful career as a researcher and lecturer in linguistics, focusing on the use of language for effective communication. She is Principal of PeopleDynamics Learning Group Inc., in partnership with Dorothy Greenaway. Melinda and Dorothy are the co-designers of the highly acclaimed and WABC Accredited Business Coaching Advantage Program™.

As coach and facilitator Melinda brings a depth of knowledge and experience to the challenge of helping her clients develop a more 'integrated intelligence' in their work and life. She enjoys working with highly intelligent, sophisticated and successful individuals who want to use their strengths to create what they truly want for themselves while making a meaningful contribution to the various systems they belong to. Her clients include executives and senior managers, senior scientists and project managers, as well as self-employed professionals.

Her areas of special interest include leadership development for technical experts, leadership skills required for the future, team effectiveness, and effective conversation. She is currently co-authoring a book on the "conversation intelligence advantage" at work.

Melinda brings to her work a life-long commitment to learning and to being an effective facilitator of others' learning. She combines intellectual acuity with intuition, imagination and an ability to connect with people in a meaningful way. Clients, students and workshop participants especially value her gift to help them contextualize and reframe their challenges and opportunities in a way that expands possibilities.

In addition to managing her active international coaching practice, Melinda is a sought after coaching specialist and designer of leadership learning experiences. She is a preferred provider in Canada for 4-D Systems, a leading team performance enhancement company. Melinda was the original architect and designer of the ICF accredited Adler Certificate Program, which is currently offered in Canada, the US, and Europe. She also led the development of several leadership development programs, some offered in organizations around the world. A partial client list includes: Scotiabank, ScotiaMcLeod, CIBC Wood Gundy, Woodbine Entertainment Group, Canadian Tire, Ericsson, TINE (Norway), Nestle, Dundee Precious Metals, Hamilton Health Sciences, CBC, Loblaw, NASA, and Alcatel-Lucent.

Other coaching related projects Melinda has been involved with include: member of the Founding Board of the Graduate School Alliance for Executive Coaching (GSAEC); founding member of the Curriculum Committee for GSAEC, looking into standards for graduate level programs in executive coaching; member of the expert panel on business coaching competencies formed by the Worldwide Association of Business, the Professional Development Foundation and Middlesex University; member of the first accreditation panel for business coaching training programs; Chair of the Workgroup on Professional Standards for Business Coaching.

Melinda is one of only a few coaches in the world to be awarded the Chartered Business Coach (ChBC™) designation, based on a rigorous process designed by the Professional Development Network in association with Middlesex University. Her formal training includes a doctorate in Linguistics, post-graduate training in psychology, plus extensive training in professional coaching.

A varied and rich life experience complements Melinda's professional experience. She has lived and worked in different countries, successfully navigated several major life changes, and manages (most of the time!) to balance several life roles.

About PeopleDynamics Learning Group

At PeopleDynamics Learning, our purpose is to support the unfolding of human potential, in ourselves and in others, for the good of the whole. Our approach sits on the foundation of both a set of aspirations that drive us and the mindset that underpins our approach to learning and leading in this world.

We aspire to be a positive force in the world.

We aspire to be mindful in how we engage with the world.

We aspire to live with a deep sense of our interconnectedness with humanity.

We envision a world where people collaborate effectively to create a brighter future.

We work with leaders who want to gain the results advantage in a world where collaboration, creativity and engagement are imperative to success. We also work with those who support leaders in gaining this advantage such as coaches, facilitators and human resources professionals.

We are experts in:

1. conversation as a business process for getting results
2. coaching as a leadership capability
3. coaching education for leadership coaches (internal and external)
4. the process and skills of cultivating high quality collaborative environments for teams and groups
5. the design and delivery of practical and impactful learning experiences that lead to shifts in mindset, skills and practices to lead optimally.

Our services include:

- › facilitating in person learning programs and retreats
- › executive coaching
- › team coaching
- › collaborative group learning labs
- › e-learning programs

To find out about our unique approach and our offerings, visit our website:

www.peopledynamicslearning.com