

Theme 1: Coaching for Change in Organizations

David Peterson – Reinventing Executive Coaching to Accelerate Leadership Development

Oct. 27, 12:00 p.m. to 1:30 p.m.



Many coaches learned their craft in an environment that emphasizes patience, relationship-building, deep reflection, and a standard set of questions and assessment methods. Increasingly, there is a disconnect between these traditional approaches to executive coaching and the real-world needs of leaders in today's dynamic, complex, and constantly changing world.

As a pioneer and thought leader in the field, David has been on the forefront of new thinking and ideas in coaching for decades. In this presentation, he will share his most recent insights on what leaders need today and how coaches need to reinvent themselves to remain relevant and useful.

David raises questions about our assumptions of how coaching works and identifies ways we can adapt to better serve the current and emerging needs of leaders. This fast-paced session combines theory, research, and personal experience to generate a rich, thought-provoking dialogue.

David Peterson Bio

An innovative practitioner and thought leader in executive coaching and leadership development for over 25 years, David is a world-class coach and highly-regarded author and speaker. He is Chief Catalyst and Transformation Officer for 7 Paths Forward and is known for being on the cutting edge of the profession, challenging the conventional wisdom, and exploring provocative new ideas to make development faster, better, and more rewarding for leaders and their organizations.

David Clutterbuck, Ph.D. – Team Coaching to Accelerate Change

October 29, 1:30 p.m. to 3:00 p.m.



Much has been written about coaching individuals, yet there has been little investigation of coaching teams at work. Even in organizations that have made strides towards becoming coaching cultures, the focus has been on the individual, not the team. This failure is now a serious weakness in the abilities of managers at all levels. David will answer such questions as how team coaching differs from individual coaching, what skills underpin effective team coaching, and how team coaching can be made a sustainable, automatic process.

David Clutterbuck Bio

David Clutterbuck is one of the early pioneers of coaching and mentoring. Visiting professor in the coaching faculties of four universities, he is author or co-author of more than 70 books. He is one of the co-founders of the European Mentoring & Coaching Council, the oldest professional body in the field, for which he is Special Ambassador. His book, *Coaching the Team at Work*, was one of the first evidence-based publications in the field of team coaching. The recently released second edition takes team coaching into the world of complex adaptive systems and draws on extensive research with the highest performing teams of some of the world's leading companies. David is co-dean of the Global Team Coaching Institute, Distinguished Fellow of The Conference Board, advising on team coaching issues.

Jennifer Paylor – Hacking Culture Through Coaching

Oct. 30, 9:00 a.m. to 10:00 a.m. (log in 8:30 a.m.)



Jennifer will share how she has led the transformation of IBM’s culture through coaching. Jennifer will show how coaching has become embedded in their systems and is linked to business results. She’ll share her recipe for hacking the culture through coaching, and how coaching is evolving to support IBM into the 21st century.

Jennifer Paylor Bio

People Engineer and IBM’s Executive Leadership and Coaching Leader for IBM’s Enterprise Operations & Services, Jennifer Paylor is responsible for the coaching strategy, executive leadership development, culture transformation, and mentoring that serves IBM’s senior executives.

Jennifer leads the IBM Coaching Community of Practice, which has more than 5,000 team members worldwide. Jennifer has been invited as the keynote speaker for the annual CEB Executive Coaching & Leadership Conference, CEB Talent Management Conference, the US Navy Coaching Summit, and Jack and Jill of America to name a few.

Jennifer leverages her engineering background and human-centred approach to design science based leadership development solutions that address today’s business challenges. Jennifer is a certified executive business coach who provides executive coaching to internal and external senior executives and she served as an executive coach for the UNC Kenan-Flagler MBA Program.

Jennifer started her career at IBM in 1997 as a video game software developer for the IBM Personal Computing group. She spent ten years in IBM’s Retail Store Solution division as a manufacturing engineer in the IBM Global Supply Chain. Later, Jennifer moved to IBM’s Business Transformation Outsourcing unit as a consultant to support IBM’s external clients.

Jennifer built and led the Global Talent Development team in IBM Global Process Services Delivery before moving to IBM’s Corporate Headquarters to lead the IBM enterprise coaching strategy, executive leadership development programs, and more. Jennifer is the instructor for the NC 3rd COGIC Academy for Christian Leadership and Time Management course reaching 50 churches. Jennifer currently serves as the Vice Chair for the Upper Room COGIC Leadership Department.

She served as the Vice Chair for Recity Network, a nonprofit helping to rewrite the story for the thousands of disadvantaged youth in Durham, N.C., the Secretary/Treasurer for the International Coaching Federation (ICF) Raleigh Area Chapter, and Board President for the Institute of Behavioral Health in Raleigh, NC. Last but not least, Jennifer devotes time singing, writing, recording, and producing gospel music, developing Christian leaders in the local church, and helping widows in the community.

Theme 1 Panel: Coaching for Change in Organizations

October 30, 10:00 to 11:00 a.m.

Join our discussion that will be moderated by Jennifer Fickeler, Senior Vice President, Global Master Coach of LHH and includes panelists Jennifer Paylor; Jennifer Horne, Manager, Learning and Development from Maple Leaf Sports & Entertainment (MLSE); Janet Emmett, 2020 PRISM Award winner, PCC & Executive Coach; and Karen Sedore, Senior Manager Change Management at William Osler Health System and President of Association of Change Management (ACMP), who will be sharing their experience with hacking cultures through coaching and change management. We will discuss what's missing and what is needed to support transformational change that is required now, more than ever.

Jennifer Fickeler, Senior Vice President, Global Master Coach Lee Hecht Harrison (LHH) – Moderator



An organizational psychologist by profession, Jennifer leads the global team of over 1000 coaching and facilitation associates and is responsible for the selection, development and engagement of the global coaches and facilitators on her team. As an executive coach, she holds credentialing in the International Coach Federation and has personally coached over 1000 individuals. She has held various leadership positions in training, coaching, consulting, and organizational development. Recognized for her breakthrough ideas and commitment to excellence, Jennifer has designed, implemented, and led best-in-class leadership, coaching, mentoring, change management, career development, and employee engagement programs for numerous notable companies. Jennifer is passionate about working with clients to build a coaching culture within their organizations.

Janet Emmett, CEC, PCC, Executive Coach at Essential Impact



Janet's expertise includes:

- Organizational development and executive coaching.
- Human resources planning and leadership development strategy.
- Strategic planning process development and support.
- Organizational reviews with a goal to improving overall performance and effectiveness at serving constituents/clients.
- Effective governance practices for not-for-profits and charitable Boards.
- Not-for-profit and charity CEO/ED selection support to Boards of Directors, including recruitment, stakeholder consultations, selection and onboarding.
- Small and large group facilitation to achieve group process goals and outcomes.

Jennifer Horne, Manager, Learning & Development, Maple Leaf Sports & Entertainment Ltd. (MLSE)



In addition to teaching part-time at George Brown, Jennifer also runs the Learning and Development department at Maple Leaf Sports & Entertainment (MLSE), called MLSE U. She has worked at MLSE for over eight years and has been promoted four times within various departments. In her current role, she facilitates, designs, and works with Global Partners and Subject Matter Experts across the business to create over 50 unique leadership and elective programs for 750 full-time employees. Her team also oversees onboarding and continuous training programs for over 3,000 hourly unionized employees. One of her current responsibilities that Jennifer is thoroughly passionate about is being part of creating a global Diversity & Inclusion strategy for MLSE.

Jennifer Paylor, Executive Leadership and Coaching Leader, People Engineer, IBM



Visionary and bold leader offering proven expertise driving exponential growth and organizational transformation through effective people development, employee & customer engagement, leadership coaching, management consulting, and strategic initiatives. Leverage unique combination of business acumen, emotional intelligence, servant leadership, and learning agility to conceptualize and execute global initiatives and experiences delivering measurable value to internal and external stakeholders.

Twenty-three years at IBM in various roles and dedicated to Global Enterprise Coaching Leadership.

Karen Sedore, President, Toronto Chapter Association of Change Management Professionals (ACMP)



Karen is the Senior Manager Change Management at William Osler Health System.

The possibilities that change presents to individuals and organizations excites Karen. She is energized by all that is new and evolving in the world and how that impacts communities and the public sector organizations serving these evolving communities. She loves that people are at the heart of what she does and supports the adoption of change to enable positive evolution.

Theme 2: Building a Thriving Coaching Business

Pam Griffiths – Building a Coaching Business from A to Z: Create a compelling business plan to sell your coaching services and thrive this year

Nov. 3, 11:00 a.m. to 12:30 p.m.



Are you ready to increase your impact, income, and build a thriving business you love and deserve? This interactive discussion will provide the framework for you to create a business plan that’s aligned to you so you can sell your coaching services with ease and confidence. Building a coaching business isn’t for the faint of heart. This valuable and relevant content is vital to your success as a coach in today’s climate of change. Walk away with a road map and practical tools that you can implement right away! In this interactive session Pamela will candidly share with you her personal story, and she will talk to you about key strategies to create a compelling business plan and what you need to know about building the business of your dreams.

Pam Griffiths Bio

Pam Griffiths, CEO of PGC Inc. is a Certified Executive Coach, a Professional Certified Coach with the International Coach Federation, and best selling author of *Leadership Unleashed: Awaken Your Extraordinary Leadership*. With over 20 years of experience in leadership roles as an internal coach and entrepreneur, she understands the level of commitment and skills required to grow business and people. As founder of The Coach Approach System™, an accredited coach training program, Pam’s coaching system focuses on leading self first, as well as coaching skills practice. Her coaching methodology equips leaders with the essential tools to be effective and succeed in today’s fast paced world of constant change.

Lorna McLeod – Building a Thriving Coaching Business: Transitioning your coaching business from in-person to online effectively and with ease

Nov. 3, 2:00 p.m. to 3:00 p.m.



By necessity, due to the pandemic, you have switched your coaching to online but you’re not quite sure what’s next. If you are putting energy into creating or growing your business anyway, why not think expansively? With Zoom, On-24, Go-to-Webinar, and other online video conferencing platforms, it is easier than ever to serve a narrow niche market and to reach clients nationally, or even globally! If you’ve mostly met with clients face-to-face but now you need to transition to an online business, you’ll get lots of ideas for doing that effectively here. Lorna McLeod has coached individuals and businesses virtually for nearly 20 years. She freely shares what works well for her and her clients. She also talks about some

pitfalls you might stumble over if you are not aware of them. Then in the next session with Paul Silva, you’ll get solid guidance for building your online presence with social media and other outreach methods.

Lorna McLeod Bio

Lorna McLeod, PCC, is a coach and author who has personally faced and overcome numerous financial and money challenges. In her younger adulthood, Lorna thought she was bad with money. It wasn’t until she got the support of a financial coach and mentor that she realized, far from actually being bad with money, there were simply some things about money management she didn’t know . . . yet. Being a person that loves to learn, she

rolled up her sleeves and learned what she needed to know for herself, first, then got trained as a financial coach so she could support others the way her coach had helped her.

As a financial coach, she brings wisdom, humour and over 29 years of professional coaching and consulting experience to her career. Lorna coaches an international clientele on leadership development, business planning and implementation, workplace relationships, and racial and gender equity. Founder of The Make Peace with Money program, Lorna is a Certified Financial Coach™ and Licensed Coach Trainer.

Paul Silva – Building a Thriving Coaching Business: Practical strategies on how to enrich your virtual presence and success

Nov. 3, 3:00 p.m. to 4:30 p.m.



With more and more of the coaching industry being driven by virtual and online interactions, social media has become a key component for many coaches' engagement and marketing. Add the current pandemic to the mix, with its restrictions for face-to-face meetings and networking, and digital presence is even more critical to the lifeblood of a coaching business. For many, entering the social media world can be confusing and confounding. There are mixed signals from the digital marketing world and with countless approaches to getting the word out there, it can feel overwhelming; paralyzing, in fact. So where to start? In this talk, we'll cover the basics of creating and sharing your message online so that you can

get in front of the right people and upkeep your virtual presence so that you can compete in the marketplace.

Paul Silva Bio

Paul Silva is a mentor and life transition coach who works with new coaches as they build their businesses, their confidence, and their messaging. He has also worked with people in addiction recovery and life transitions, and still works with men and women in those areas. An ex-chef and hospitality leader for over 25 years, Paul himself transitioned into coaching and has built up his successful coaching business over the last few years through mostly online channels.

Paul's passion and experience in social media marketing, business mindset, and messaging are the key areas that he enjoys sharing with his clients. His coach clients are often new to the coaching business or making a comeback and require support in taking the next critical steps in their business. Paul recently earned his PCC designation and currently offers one-on-one coaching and will soon be moving into groups and online courses. He lives in Toronto with his wife, two boys and two dogs, Bean and Tulip.

Michael Neill – A Whole New Way of Thinking About Getting Clients: Learning to uncover, recognize and step into opportunities with individuals and organizations

Nov. 5, 11:00 a.m. to 12:30 p.m.



We live in a world with 7.8 billion other humans. Pretty much all of those humans have hopes and dreams and fears and things that hold them back, which means pretty much all of those humans have the potential to be helped by coaching. When you realize there's no such thing as a client out in the world waiting to be found, you're can stop trying to "find clients" and instead look for ways you can help humans overcome their fears, rise to the occasion, live their dreams, and thrive regardless of circumstances. And as you get better and better at helping humans get more out of themselves and their lives, you'll begin to notice more and more opportunities to invite both individuals and organizations to work with you

and "become clients." In this fun and thought-provoking session, you'll have the opportunity to explore how some simple shifts in understanding and perspective can make growing your coaching practice as enjoyable and service-oriented as the coaching you do to help them in their businesses, relationships, and lives.

Michael Neill Bio

Michael Neill is an internationally renowned author, speaker, and thought leader, challenging the cultural mythology that stress and struggle are a prerequisite to creativity and success. His bestselling books, podcasts, keynotes, trainings, and retreats have inspired and impacted millions of people on six continents around the world.

Michael's mission is to unleash the human potential with intelligence, humor, and heart, and his unique brand of loving disruption has made him a beloved catalyst and creative sparkplug to CEOs, leaders, creative artists, and anyone who wants to get more out of themselves and their lives while making more of a difference in the world.

His TEDx talks, [Why Aren't We Awesomer?](#) and [Can a TEDx Talk Really Change the World?](#) have been viewed by nearly two million people, and his [blog](#) and [podcast](#), Caffeine for the Soul, is now in its 19th year and going strong.

Melissa Dawn – How to Adapt, Sustain and Thrive in a New World: How to generate more high-quality prospects and clients in the new virtual normal

Nov. 5, 1:00 p.m. to 2:30 p.m.



The global pandemic has turned everything on its head, including key success factors such as customer loyalty and client acquisition. As our lives shift alongside this "new normal," so too do our motivations, needs, wants and evaluation criteria as consumers. As businesses, how do we not only address the changing market landscape, but do so in environments that have suddenly surged online? It comes down to engagement. No matter what else changes, the need to engage clients and prospects on a meaningful level that seeds strong relationships is enduring. This workshop will give you the tools, best practices and mindset to empower you to adapt your efforts strategically, while maintaining alignment with organizational objectives and values.

Melissa Dawn Bio

Melissa is a renowned speaker, author and coach certified by the International Coach Federation as a Certified Professional Co-Active Coach (CPCC), a Professional Certified Coach (PCC), Certified Team Performance Coach (CTPC) and Conscious Business Coach. She holds a Bachelor of Commerce (BComm), is a contributor to the Huffington Post, Thrive Global and Entrepreneur and is regularly featured on top podcasts, radio and television programs. She is the author of the bestselling book, *I Attract What I Am – Transforming Failure Into An Orgasmically Joyful Life & Business*, and was named one of HubSpot's Best Coaching Services worldwide for 2019 and 2020.

Tim Arnold – Building YOUR StoryBrand and Master at the Level of your Future Self

Nov. 6, 12:00 p.m. to 1:30 p.m.



Are you losing sales because your customers can't understand what you offer? **What you need is clarity** — when you clarify your message you'll be seen, heard and understood in the marketplace. Tim Arnold understands how hard it is to communicate clearly and has helped hundreds of large and small businesses clarify their messaging. And when you clarify your message, your website starts working for you, your team members are converted into a sales force and your customers speak a viral message that spreads.

The StoryBrand Framework is revolutionary because it teaches you to stop playing the hero in the story, and instead, invite customers INTO a story. By leveraging the proven StoryBrand framework, you'll have new and improved messages to create websites, email blasts, brochures, sales scripts, elevator pitches and more. The bottom line is, when you put the right words in the right order, customers engage.

In this StoryBrand Keynote, you will: 1. Learn a proven communication formula that has been used in thousands of major motion pictures. You will completely understand how story works and why it's the most powerful tool to compel a human brain. 2. See how this formula has been used by the world's top brands in commercials, print ads and web-based marketing and 3. Apply this framework to your company's messaging including websites, email blasts, keynotes and even elevator pitches. StoryBrand will help you create compelling messaging that stands out.

The human brain is drawn to CLARITY and away from confusion. If customers are confused about what you offer, they'll look past you for somebody who can say it clearly. Once you clarify your message, your company will begin to grow. Companies that clarify their messaging win in the marketplace.

Tim Arnold Bio

Tim Arnold, President of Leaders for Leaders and the author of *The Power of Healthy Tension*, has spent over two decades helping leaders build teams, increase resilience, and deliver results, with clients that include the United Nations, RBC, KPMG, Toyota, and Siemens.

Tim leverages his experience launching successful businesses, social enterprises, and community development programs to bring a real-world perspective to his clients. With advanced degrees in both Business and Social Justice, he is able to help organizations pursue both profit and purpose. Beyond leadership and team development, Tim is an avid angler, world traveller, and really bad hockey player. His biggest accomplishments are being dad to Declan and Avryl, and husband to Becky.

Theme 3: Understanding and Building Resilience and Human Thriving

James Hollis, Ph.D. - Who Will Heal the Healer? Reflections on the Coach as Caregiver

November 9, 2020, 1:00 to 2:30 p.m.



Together we will reflect on Jung’s reminder that we can take our clients no further than we have traveled ourselves. Where we are stuck, they will be stuck; where we are fearful and adaptive, so they will flounder as well. We shall examine some of the motives that attract one to coaching, the pitfalls it may set for us, and the attitudes and practices that contribute to our own healing—through which we may be more available to our clients.

James Hollis Bio

James Hollis, Ph.D. is a Zurich-trained Jungian Analyst in private practice in Washington, D.C., has spoken on several continents, and is the author of sixteen books translated into nineteen languages, the most recent of them being, *Living an Examined Life*, and *Living Between Worlds: Finding Personal Resilience in Changing Times*.

Amanda Blake - Body, Brain, and Behaviour: The Neurobiology of Experiential Coaching

November 10, 2020, 10:30 a.m. to 12:00 p.m. (presentation) and 1:00 to 2:00 p.m. (workshop)



Our capacity for courage, vision, resilience, connection, and leadership all have neurobiological roots. Research shows that emotional intelligence sets apart the successful and satisfied from the frustrated and struggling. But few people realize that our emotional and social intelligence emerge out of our somatic – or embodied – intelligence. That is great news, because it gives us a concrete path to train ourselves to embody vital life skills, such as a powerful presence, grace under pressure, and the ability to inspire others and resolve conflict. Just as we can build bigger biceps by lifting weights, we can train for greater resilience, better communication, and more influential leadership by tapping the wisdom of the body. In this session, we will explore how embodied practices can transform

your coaching – and your clients' lives.

Amanda Blake Bio

Amanda Blake is the author of the award-winning book, *Your Body Is Your Brain*, and creator of the Body = Brain course on the neurobiology of experiential leadership learning. In addition to teaching about the art and science of embodiment, she works with progressive leaders worldwide to help them become their best self, enjoy life more, and make a bigger contribution.

Carlos Davidovich - Unconscious Cognitive Biases in our Coaching Practice

November 12, 2020, 6:30 to 8:00 p.m.



We are living unpredictable times. More than ever we must train ourselves in our resilience. But our brain may have another agenda. How to understand what happens to our brain in the face of the unknown? In our workshop we are going to focus on our biases, as coaches and those brought by our clients. What kind of responses can we expect, how to recognize them and how to intervene as coaches? We need to understand its purpose why our brain is wired for biases. Can they help us in our coaching practice? Definitely not. They can represent a source of misunderstanding of our client's situations and needs, leading to non-effective coaching support. How to recognize those biases that limit our effectiveness and our client's self-understanding? In this webinar we will learn

how to enhance our resilience and how to listen identifying those biases through the right coaching questions to formulate that will bring positive results.

Carlos Davidovich Bio

Carlos Davidovich has over 20 years of experience supporting the development of leaders and management teams alike on an international scale. He gained management experience in business executive roles working for multinationals such as Hoffmann-La Roche and Pharmacia Corp/Pfizer. Now an executive coach living in Canada, Carlos was raised and educated as a medical doctor in Argentina and draws on this training in medicine and understanding of the brain to apply neuromanagement coaching modalities that lead to obvious, sustainable change for his clients.

Carlos Davidovich is a professor of Neuromanagement in the MBA program at the University of New York in Prague, a guest lecturer for the EMBA program at the Rotman School of Management in Toronto, and a thought leader with the Institute of Coaching at McLean Hospital, a Harvard Medical School affiliate <http://www.instituteofcoaching.org/our-thought-leaders>.

Jennifer Garvey Berger, Ph.D. and Eman Bataineh - Growing Ourselves so that We Could Help Grow Others

November 13, 2020, 10:00 a.m. to 12:00 p.m.



We have known for years how vitally important it is to support clients to grow to be better able to thrive in the complexity of the world. But in the astonishing experience of 2020, we are realising that we do not spend enough time helping coaches find deep and intentional ways to grow themselves. It is not our techniques or our tools that create our coaching—it is who we are as humans, how we make sense of the world, how we hold our own assumptions. That means cultivating our own growth is not only a restorative practice, but it's also a practice that helps us expand the space we can create for our clients.

In this session, we offer a process to look at yourself and your own edges—and some theory to help you make sense of it. We will ask for one person to guide

through the process publicly while everyone else has time and space to explore your own growing edge. While this will help you push out the Growth Edges of your clients, in our session together come prepared to focus on yourself.

Jennifer Garvey Berger Bio

Dr. Jennifer Garvey Berger is the CEO of Cultivating Leadership, a global consulting firm that supports leaders, teams, and organizations to handle the massive rise in complexity. In her three acclaimed books, *Changing on the Job*, *Simple Habits for Complex Times* (co-authored with Keith Johnston), and *Unlocking Leadership Mindtraps*, Jennifer offers tools and approaches that help leaders grow their inner agility to thrive in uncertain and complex circumstances. Jennifer coaches executives and executive teams, designs and teaches leadership programs, and teaches coaches around the world transformational coaching approaches in her Growth Edge Coaching certification program. She has a masters and a doctorate from Harvard University.

Jennifer is an American by birth, a Kiwi by choice, and finds herself living now in London, far from her house on the Tasman Sea. Wherever she might call home, she loves laughing with her husband and their two nearly-grown children, rolling on the floor with her dog, and writing about leading, coaching, and living.



Eman Bataineh Bio

Eman Bataineh is an associate at Cultivating Leadership, passionate about culture and systemic transformation. She spent over eight years at McKinsey & Company as a consultant with the Social Sector and Organization practices and later as the global Chief Operating Officer of McKinsey Leadership Development (MLD). Eman is a certified coach through The Leadership Circle and Organization and Relationship Systems Coaching (ORSC), and certified transformational facilitator through Gita Bellin & Associates and Corporate Evolution (Facilitating Transformation through Values). Eman is also a yoga and meditation teacher, having completed her advanced teaching degree from ISHTA yoga in New York

City.

With roots in both New York and Amman, Eman now calls Denmark home. Living in the countryside, she enjoys exploring this new land with her husband and two young children.