

# ICF BULGARIA MASTERCLASS SERIES

ICF Bulgaria Masterclass Session No 8

***TOPIC: "LEADERSHIP COACHING:  
THE APPLICATION IN  
ORGANIZATIONS – HEALTHCARE  
– NASA AND BEYOND..."***

Guest Coach:



**Diane Brennan**

Master Certified Coach (MCC), USA,  
ICF Global President (2008)

**DATE: 7 December 2011**

Preparation time: 18:30 – 19:00

Start of session: 19:00 (Bulgarian time)

End of session: 21:00

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## SCHEDULE OF MASTERCLASS SESSION

DURATION	TOPIC	LED BY
18:15 - 19:00	<b>TIME FOR PREPARATION FOR THE CALL</b>	
19:00 - 19:55	<b>START OF THE CALL</b> <b>TOPIC: “Leadership coaching: The impact on the organization”</b>	
5 min	Welcome notes	ICF Bulgaria
30 min	Leadership and executive coaching: A case study of a hospital chief executive officer	Diane Brennan
	Managing the coaching engagement – the link between the ICF competencies, development and practice as a coach and client results	
20 min	NASA – coaching work and tools	
19:55 – 20:05	Comfort break	
20:05 - 20:55	<b>COACHING DEMONSTRATION</b>	
10 min	Questions and shared discussion	Diane Brennan
30 min	Coaching Demonstration	Diane Brennan
	<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>	
10 min	Feedback/Reflections from client and coach. Questions from the audience.	ICF Bulgaria Diane Brennan
20:55 –21:00	<b>CLOSE</b> <b>WHAT IS NEXT in the ICF Bulgaria Masterclass Series?</b>	ICF Bulgaria

## **LEADERSHIP COACHING: THE APPLICATION IN ORGANIZATIONS – HEALTHCARE – NASA AND BEYOND...**

### **A case study of a hospital chief executive officer**

Coaching is increasingly prevalent in today's organization. The past twelve years has produced numerous articles, journals, books and research documenting the practice and effectiveness of coaching.

This case presentation explores the value of coaching for the leader and ultimately the organization. Understanding one's own impact from the perspective of others may seem intuitive or even insignificant, yet it is the singular most important learning anyone in a leadership position can gain in a coaching relationship. This perspective is relayed from both the client's feedback and the coach's reflection throughout their work together and how the ICF coaching competencies support the process.

Diane will also speak to her coaching work with leaders and teams in organizations including the National Aeronautic and Space Administration (NASA) with 4-D Systems and Dr. Charlie Pellerin, author of *How NASA Builds Teams*. She will share an overview of this work and the synergy with coaching.

## WHO IS OUR GUEST?



*Diane Brennan is passionate about the power of coaching. She is a leadership and executive coach, consultant and author and works with leaders and teams in organizations to expand thinking, navigate change and create a learning culture. Her clients include individuals and teams within aerospace, engineering, science, technology and healthcare. In addition to her private practice, Diane is affiliated with 4-D Systems providing coaching and workshop services within the National Aeronautic and Space Administration (NASA) since 2008. She has authored several articles and book chapters related to coaching and co-edited *The Handbook of knowledge-based coaching: From theory to practice* (2011) and *The philosophy and practice of coaching: Insights and issues for a new era* (2008). Diane took on leadership roles in the International Coach Federation (ICF) in order to promote global conversations and professionalism across the community, and served as the ICF global President in 2008. She holds an MBA, an ICF MCC designation and is a fellow of the American College of Medical Practice Executives.*

Contact information: [diane@coachdiane.com](mailto:diane@coachdiane.com) Office: +1.520.797.6645 Skype: dianebren

### Some of the Professional Presentations/Publications of Diane Brennan

- Co-Editor and contributing author: “The Handbook of Knowledge-Based Coaching: From Theory to Practice,” Jossey-Bass, San Francisco, California (June 2011).
- Co-author: *Coach Accreditation* in “Excellence in Coaching: The Industry Guide 2<sup>nd</sup> edition” edited by Jonathan Passmore. London: Kogan-Page (2010).
- Article: “Coaching in US: trends and challenges,” *Coaching: An International Journal of Theory, Research and Practice*, Volume 1, Issue 2 (October 2008).
- Co-author: *Ethics in Coaching* in “The Complete Handbook of Coaching” edited by E. Cox, T. Bachkirova and D. Clutterbuck. London: Sage Publications (2010).
- Co-Editor and contributing author: “The Philosophy and Practice of Coaching: Insights and Issues for a New Era,” Jossey-Bass, San Francisco: California (April 2008).

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- Contributing author: “Grounds for Hope. Critical Conversations on the Future of Coaching” together with David B. Drake in *Coaching i perspektiv*, Hans Reitzels Forlag, Denmark (February 2008)
- Speaker: “Coaching the Chief Executive Officer”, “Coaching and Behavior Change” and “Team Building and Coaching for Healthcare”.

## **MESSAGE FROM DIANE BRENNAN TO THE MEMBERS OF ICF BULGARIA:**

*Dear Colleagues,*

It is an honor to have the opportunity to speak with you about coaching as you continue on your journey of discovery and learning. I started my coaching career in 2000 and became involved with ICF after attending my first global conference that year in Vancouver, Canada. Immediately upon my return to my home, I researched and contacted everyone I could find within my local community who was doing something similar to what I was in coaching. With the help of a small group of committed individuals, we formed the ICF Tucson Chapter. I served as our first Chapter President and went on to become involved in the global ICF in many ways, serving as President in 2008. One gift I most value having served as a global board member and as ICF President, is the connection with our worldwide community of coaches. I met Peter in Geneva in 2008, and this connection allows me to be with you.

Coaching is still a relatively young and emerging profession. Yet, in our youth, we have learned much about what is important as we grow, learn and practice as coaches and how we can best serve our clients. I want to acknowledge your interest and willingness to participate in the ICF Bulgaria Masterclass Initiative. Your commitment and your professionalism are key strengths that create a strong foundation as you build awareness and competency as a community.

A famous Margaret Mead quote comes to mind, "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

I look forward to meeting you in December and continuing the coaching conversation.

With best regards,

Diane Brennan, MCC  
2008 ICF Global President

## MORE ABOUT THE TOPIC OF THIS SESSION

In order to take maximum advantage of the session, you can read:

1. **ICF Core Coaching Competencies**

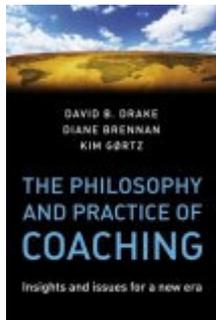
<http://www.coachfederation.org/research-education/icf-credentials/core-competencies/>

and

2. **Diane's books:**

"The Philosophy and Practice of Coaching: Insights and Issues of a New Era," 2008, by Diane Brennan, David B. Brake, Kim Gortz, **Chapter 13:** "Leadership coaching: Impact on the organization" takes the reader through a case study of an actual coaching assignment Diane had with a chief executive and the senior leadership team. The book includes authors from around the world with sections that focus on the foundations for coaching, applications of coaching and organizations and coaching.

You can purchase from Amazon: [http://www.amazon.com/Philosophy-Practice-Coaching-Insights-Issues/dp/0470987219/ref=sr\\_1\\_1?ie=UTF8&qid=1298498833&sr=8-1](http://www.amazon.com/Philosophy-Practice-Coaching-Insights-Issues/dp/0470987219/ref=sr_1_1?ie=UTF8&qid=1298498833&sr=8-1)

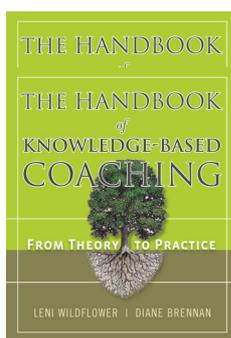


"The Handbook of Knowledge-Based Coaching: From Theory to Practice," June 2011, by Diane Brennan and Leni Wildflower (a new coming book that will be a good resource for coaches, coaches and leaders in organizations.)

This book presents the major theories and traditions that influence and create the foundation for coaching. The uniqueness about this book is that it takes theory, which can be complex and challenging to read, and makes it interesting and applicable to coaching practice. The book sections include: human behavior and coaching; human interaction and coaching; organizations, leadership and coaching; traditions from self-help, personal growth, and spirituality; coaching specific populations, creative applications and components of effective coaching.

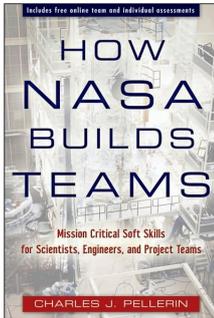
You can pre-order now or purchase from Amazon after release in June 2011:

[http://www.amazon.com/Handbook-Knowledge-Based-Coaching-Really-Coach/dp/0470624442/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1298499138&sr=1-1](http://www.amazon.com/Handbook-Knowledge-Based-Coaching-Really-Coach/dp/0470624442/ref=sr_1_1?ie=UTF8&s=books&qid=1298499138&sr=1-1)



**3. More books on coaching and leadership recommended by Diane Brennan specially for participants in the ICF Masterclass initiative:**

- How NASA Builds Teams: Mission Critical Soft Skills for Scientists, Engineers, and Project Teams by Charles J. Pellerin



- CO-ACTIVE COACHING by Whitworth, Kimsey-House and Sandahl
- EXECUTIVE COACHING: PRACTICES & PERSPECTIVES by Fitzgerald and Garvey Berger.
- GOOD TO GREAT by Jim Collins,
- LEADERSHIP ON THE LINE by Heifetz and Linsky,
- CRUCIAL CONVERSATIONS by Petterson, Grenny, McMillan and Switzler.
- BUSINESS LEADERSHIP: A JOSSEY-BASS READER edited by Joan V. Gallos is a great resource, if you are looking for a single book with lots of info on leadership . Chapters by Jim Collins and Heifetz and Linsky can be found within this book.