

Is Coaching & Mentoring Changing?

THE RADISSON EDWARDIAN MOUNTBATTEN HOTEL,
20 MONMOUTH ST, COVENT GARDEN, LONDON. WC2H 9HD
22ND APRIL 2004. 9.30AM -4.30PM



A full day forum for HR professionals and all those interested in coaching and mentoring for employee development and performance management.

Coaching and mentoring have both gained prominence in the last few years as popular development and performance management tools in a large number of organisations. Building on the initial introductory stages of use, this forum will give a greater insight into how organisations have dealt with the implementation of coaching and mentoring schemes and how they have evaluated their effectiveness.

Many organisations continue to consider the use of such schemes today, but may be wary of introducing them for a number of reasons. This forum will therefore address such issues but will also consider the future of coaching and mentoring in organisations. The day will include examples of approaches taken to the dilemmas, struggles and challenges faced and will give an insight into what can be learnt from these experiences. It will also present an opportunity to explore, interact and consider exciting new developments in the field.

The day will present a unique chance to hear from a wide variety of experts and HR professionals in this field, to learn from their experience and research and to share this with like-minded HR professionals. The material covered will be essential for those considering the value and use of coaching & mentoring in their organisation and also for those with current systems in place.

Pauline Willis,
Director – The Coaching & Mentoring Network.

Introduction to coaching and mentoring – where are we now?

Kate O'Sullivan,
HR Development Manager – Huntsman
Petrochemicals Ltd.

Implementing developmental mentoring for all at Huntsman

Alison Lewis,
Training & Development Manager – Oxfam.

Complexities of coaching – the Oxfam story of cultivating coaching in a diverse and global organisation.

Georgina Noakes & Myrna Gower,
Directors – Bright Side Productions

What is "the difference that makes a difference" to partner leadership & coaching initiatives?

Pauline Willis,
Director – The Coaching & Mentoring Network.

The future of coaching and mentoring – where is it going?

John Battye,
Director – Longbridge International

Subjective & objective approaches to coaching & mentoring – does it make a difference?



SPEAKERS

Previous attendees include:

- Abbey National
- Alliance and Leicester
 - British Council
 - BUPA
- Cable & Wireless
 - Citigroup
- Co-operative Bank
- Denton Wilde Sapte
- Health & Safety Executive
- Legal Services Commission
- Marks & Spencer Financial Services
- Metropolitan Police Service
 - Oxford University Press
 - Safeway
- Scottish Executive
 - Shoosmiths
- Standard Chartered Bank
 - UBS

"The presentations are very interesting and the presenters are always excellent. Also immensely valuable for me is the opportunity to discuss the viability of the ideas with other members with similar performance management issues. I have picked up many handy hints and put these into practice in our own system"

**Jenni Jones, Performance and Development Manager,
Britvic Soft Drinks Ltd.**

Pauline Willis, Director – The coaching & mentoring Network.

Pauline is an executive coach with a strong experiential background in quality management and business psychology. Her primary area of interest is the design of strategic interventions to support organisational and personal change. Pauline focuses on corporate coaching, but also works on a personal basis with a small number of individual clients. Recently she has worked with BBC Radio 4 on a personal stress management coaching programme, the design and implementation of an executive development programme within a leading IT corporate, and on the design and implementation of a competency framework delivered as part of an overall coaching programme for a sales team within a medium sized IT software manufacturer. Pauline is also a member of the European Mentoring & Coaching Council's Executive board.

Pauline will start the day with an introduction to coaching & mentoring and will set the scene by clarifying the current status and definitions of the two terms and their use within organisations. Following the case studies, she will focus on where coaching & mentoring is heading from now on and where it should or could be taken in the future, as well as the challenges that organisations could face.

Kate O'Sullivan, HR Development Manager – Huntsman Petrochemicals Ltd.

A Chartered Engineer by profession, Kate started her career in 1985 working for Davy McKee in their Minerals Engineering Section. She held various positions until she was appointed the HR Development Manager for Huntsman Petrochemicals UK Ltd, in 1999. Her task in the last four years has been to rebuild the business' people development processes. Kate's involvement with business mentoring started in 1998 when she was invited to act as an external mentor on the Ericsson's Global mentoring Programme. Waiting for her window at Huntsman, she has recently led the pilot of a developmental mentoring programme within Huntsman and it is this programme that her presentation will cover.

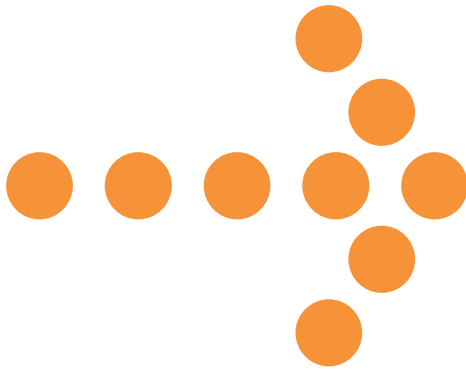
Kate will be sharing how she went about implementing developmental mentoring for all management and professional staff at Huntsman. She will take the audience through the process from the initial planning and design phase, through implementation to the final support and evaluation stages. In the first phase a survey was conducted and information was extracted from a large amount of feedback, some of which Kate will share with us. Kate's presentation will give a valuable insight into the crucial aspects, do's and don'ts of implementing a mentoring scheme and will be of key use to anybody considering the use of mentoring in their own organisation.

Alison Lewis, Training & Development Manager – Oxfam.

Alison has trained and developed managers for over 17 years. Her career spans experience in a wide range of sectors. After starting out in the public sector with HM Customs and Excise, she moved to management education and development consultancy with Roffey Park Management Institute, followed by trainer development for Europe, Middle East and Africa with PricewaterhouseCoopers, and latterly the overseas development aid and voluntary sector with Oxfam GB. Alison now splits her time between leading learning and development for Oxfam and working as a freelance consultant in management and organisational development.

In this session Alison will present a realistic and balanced story of Oxfam's approach to coaching and the dilemmas, struggles and challenges faced. coaching in Oxfam requires particular sensitivity and responsiveness, given that they work in 70 countries and strive to be supportive, inclusive, collaborative and respectful of local circumstances. The session will provide an opportunity for the audience to be engaged in thinking through implications of choices made and where the next stage of Oxfam's journey might take their organisation.

SPEAKERS



"Lots of thought provoking sessions and lots of ideas to take away to inform our future work"

Roger Taylor, Head of Learning and Development, The Insolvency Service

"Very thought provoking and great speakers"

Joan Bradshaw, HR Manager, Boodle Hatfield

Break-out sessions, Q&A and discussion
Drawing on the material presented, the sessions will incorporate practical demonstrations and exercises.
Following each presentation there will also be the opportunity to address questions to the speakers and to discuss and debate the issues further.

Georgina Noakes & Myrna Gower, Directors – Bright Side Productions.

Georgina coaches professional people to rediscover what they do really well, and then do more of it. She has worked with lawyers and their clients since 1989, when she was one of the first marketing professionals to join the legal sector, and set up the coaching consultancy Bright Side Productions in 1997. Georgina creates one to one and team coaching programmes for professional practices and has a particular interest in developing leaders in organisations. She is a regular workshop facilitator and conference speaker. Her client portfolio includes law firms, accountants, shipping and insurance companies as well as City corporates. She is founding editor of The Maritime Advocate and writes articles on coaching for Professional Marketing magazine.

Myrna is a systemic psychotherapist and organisational consultant. She has spent her career operating in both the public and private mental health sectors as well as corporate and professional environments. Myrna has been involved in research and teaching at post-graduate level since the early 1980s at Royal Holloway, University of London, The Tavistock Clinic and St Georges Hospital. She chairs The Association for Family Therapy Accreditation Group, accrediting systemic training programmes throughout the UK. She also acts as a consultant to individuals and teams within businesses, specialising in communication in the work place. Myrna joined Bright Side Productions in 1999 to work with Georgina on leadership, executive coaching and client relationship management initiatives for professional practices and the corporate sector.

Georgina and Myrna work with partners who are already operating successful practices – so what is it that they can add that makes a difference to performance? How is it possible to capture partners' attention and not invite their resistance? This is the challenge that faces all of those working in professional service firms: partners are regularly too busy or too tired even to consider how they might inspire others or find new ways to relate to clients. Evidence shows that the corporate and public sectors may not be too different.

Georgina and Myrna have created coaching models that help individuals to manage themselves, manage others, manage clients and manage profitability more effectively. Their coaching initiatives have helped clients to develop successful professional relationships and focus on solutions instead of becoming overwhelmed with problems. They will share how they do this at one major city law firm, Lawrence Graham, through a leadership & coaching initiative that forms a key part of the personal and professional development of partners at the firm.

John Battye, Director – Longbridge International.

A successful banker for 27 years, John held senior executive positions with Bankers Trust International, CSFB, CitiCorp & Security Pacific Hoare Govett. In 1989 he left banking to head the consultancy division of a then top 20 firm of Chartered Accountants. Following a merger he left to form his own behavioural mentoring and coaching consultancy in 1991. He undertakes business and behavioural consultancy assignments, and since 1991 has been developing a unique behavioural diagnostic model – Parallax.

John's key area of expertise is in coaching and mentoring. He has extensively researched personality and behavioural profiling systems and advises companies on the many limitations of mono dimensional and bi-axial systems which are commonly used in HR. He has undertaken or led consultancy assignments for organisations such as Lloyds TSB, Barclays Life, Union Railways, Railtrack, Aer Lingus, Gillette, and others in association with Psychology Associates International Ltd.

John will discuss subjective and objective approaches to coaching, mentoring & career counselling coupled with the use of behaviour profiling and psychometric testing. His primary aim is to highlight the differences between 2 dimensional approaches and the Parallax (3 dimensional) approach and the resultant and significant differences between evaluation and assessment. John will also look at the historical origins of some of the profiling tools currently available outlining both the psychological and the philosophical implications with the aim of identifying the relative merits / shortcomings of the different tools & the legal consequences of using non objective approaches.

FORTHCOMING EVENTS

24 June 2004

Stress management and its impact on performance

16 September 2004

Effective appraisal systems

18 November 2004

Managing underperformance

Coming soon: The Performance Management Forum Awards

The Performance Management Forum was established in 1998 as a best practice group to facilitate shared learning and discussion of issues relating to Performance Management processes. Since then, the forum has continued to grow both through annual members and day attendees at events.

Performance Management Forum members are senior HR professionals, all holding strategic roles within their organisations.

Single day attendance fee is £450 + VAT

Membership of the forum enables you and your organisation to contribute to the definition of best practice and to benchmark and further develop your organisation's strategy and performance management processes.

Annual Membership of the Forum costs £1,500 and gives attendance at four forums – a saving of £300. It also offers the additional benefits of access to research findings and our web discussion pages as well as discounts for other forum events such as industry focused workshops.

For further information about membership benefits, please see www.pmfglobal.com or phone **Lena Baillie** on 020 7208 5880.

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Priority Registration Form

Is Coaching and Mentoring Changing?

The Radisson Edwardian Mountbatten Hotel,
20 Monmouth St, Covent Garden, London WC2H 9HD
22nd April 2004

If you wish to attend this Forum as a non-Member, please complete and return this registration form or alternatively register online at www.pmfglobal.com

Name of delegate:

Job title:

Company:

Address:

Postcode:

Tel: Fax:

Email:

Other delegate wishing to attend:

Name

Job title:

Company:

Address:

Postcode:

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Email:

Tick as appropriate:

I enclose my cheque for £..... (£450 + VAT, £528.75 per attendee) made payable to:

The Performance Management Forum Ltd.

Please send me a receipt

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Quoting Reference: