

*How to Leverage Diversity,  
to Promote Creativity,  
Inclusion and High  
Performance?*

*May 2022 Intake*

# **Leading and Coaching Across Cultures**

*Online **Certification***

*Cultural Orientations Framework (COF)  
Assessment*

*with*

**Prof. Philippe Rosinski, MCC**

*The bestselling author for  
the books 'Coaching  
Across Cultures' and  
'Global Coaching'*



## Intensive & Experiential Advanced Program

for Leaders, HR professionals, Coaches,  
Trainers, Consultants and Interculturalists

### Class Schedule

5, 9, 12, 16, 19, 23 May 2022

18:30 - 22:00 (SIN) /

12:30 – 16:00 (CEST) /

05:30 – 09:00 (EST)

‘Global leaders need to navigate increasing complexity in organizational culture, management practices and recruitment of top talent — the very domains human resources professionals are charged with developing. This requires a whole new mindset for leadership: Global Mindset.’

*Mansour Javidan and Jennie L. Walker,*

*Thunderbird  
School of Global Management*

‘One of the particular advantages of cognitive diversity is that it promotes two things that institutions need: creativity and innovation.’

*Cass Sunstein, Harvard University Professor*

## PROGRAM OVERVIEW

In our multicultural and fast-changing environment, it is essential to embrace diversity, bridge cultural gaps, learn from cultural differences for more creativity, allowing us to act responsibly, overcome divisions, live meaningfully and strive for internal and external unity.

Leadership and coaching that integrates multiple perspectives is a powerful vehicle for enabling sustainable and global success for ourselves and others. The program focuses on the cultural perspective in the context of a broader vision that also integrates physical, managerial, psychological, political and spiritual perspectives.

The objective of the program is to equip leaders, HR professionals, coaches, trainers and consultants to systematically integrate the cultural dimension into their work. The program is also destined for interculturalists eager to integrate coaching into their work.

## INTERCONNECTED LEVELS OF APPLICATION

- ✓ **Individual:** one-to-one coaching and leadership development training
- ✓ **Team:** team coaching
- ✓ **Organization:** organizational development (e.g., cultural auditing & facilitating integration in Mergers & Acquisitions and alliances)
- ✓ **Society:** contributing to societal progress and harmony

Program approved by ICF (International Coach Federation)

48 CCE hours:

- ✓ *Core Competencies 36 CCE hours*
- ✓ *Resource Development 12 CCE hours*

# 5 REASONS TO PARTICIPATE

1. **Highest Standard and ICF Approved.** Our program is ICF approved ensuring alignment to the highest global coaching standards. The whole program (COF Certification + COF Master Certification) represents 36 CCE units (Continuing Coaching Education hours) counting toward ACC, PCC and MCC ICF certification
2. **World-class Master Trainer.** Philippe Rosinski, a bestselling author and world authority on coaching global leaders, will be facilitating this program.
3. **Strong Track Record.** This LCAC program has been delivered around the world including in Hong Kong, Shanghai, Singapore, London, New York, Sydney, Paris, Buenos Aires, Oxford, Roma, Prague, Amsterdam and Brussels and won wide acclamations from participants.
4. **Alumni Network.** Graduates from this program will be invited to join a group of over 400 LCAC alumni for ongoing learning, support and networking.
5. **Certification and Qualification to administer COF Assessment.** Become certified to use/administer the Cultural Orientations framework (COF) assessment.

## 6 BENEFITS OF THE PROGRAM

1. Learn how to release full potential in individuals enabling greater and sustainable success by making the most of alternative cultural perspectives.
2. Acquire skills that allow you to extend beyond cultural norms, values and beliefs when leading a diverse workforce or coaching clients.
3. Discover creative solutions to leverage cultural differences and address complex and multidimensional challenges.
4. Gain higher levels of self-awareness and personal fulfillment while enhancing your positive impact on others.
5. Maximize opportunities from diversity and achieve superior results for your organization.
6. Become certified to use and administer the COF online assessment with individuals, teams and organizations.

There are two levels of certification, each with specific requirements and ICF Approved.

## COF CERTIFICATION



- ✓ After completing the 6 half-day program, you will obtain the COF Certification.
- ✓ You will be able to use and administer the COF online assessment.
- ✓ You will be invited to join the group of LCAC alumni.

Approved by ICF (International Coach Federation) 21.25 CCE hours incl.  
Core Competencies 19.5 CCE hours  
Resource Development 1.75 CCE hours

## COF MASTER CERTIFICATION



- ✓ After obtaining the COF Certification, you will have the possibility - at no additional cost - to become COF Master Certified.
- ✓ You will be invited to join the group of LCAC Masters.
- ✓ You will essentially need to use successfully the COF assessment in a substantial client project (e.g., one intercultural team coaching, five individual intercultural coaching).

Approved by ICF 26.75 CCE hours incl.  
Core Competencies 16.5 CCE hours  
Resource Development 10.25 CCE hours

# ABOUT THE COF™ ASSESSMENT

## Preferred choice for many users

'We selected Rosinski's COF as a conceptual framework and primary assessment tool for several reasons (cultural categories transcend typical categorization, team profile can be utilized for future initiatives, cost effectiveness...). Other models were considered, however the COF framework seemed particularly designed for coaches to have coaching conversations that facilitate leveraging cultural differences and creating new possibilities.'

*Dr. C Carr, PCC and L Seto, PCC (Canada), International Journal of Evidence Based Coaching and Mentoring*

## Multidimensional and flexible

With its 17 dimensions (more can be added on a custom basis), the COF allows us to become aware of our inevitable biases (e.g., how we communicate, think, manage time, organize ourselves, deal with power and responsibility), and to go beyond potentially limiting norms, values and beliefs. The COF allows discovery of new options to increase versatility, creativity and effectiveness. Its underlying dynamic and inclusive view of culture, enables us to build unity in diversity by leveraging cultural differences.

## Different scope from traditional intercultural assessment tools

While still allowing comparison of individual profile with various national cultures, the COF assessment has a much broader scope. The COF assessment aims at helping individuals grow by learning from cultural differences of various kinds. Culture here consists of all the characteristics we have acquired along the way, by interacting with various groups of people and being part of different cultural groups (family, generation, profession, company, country, religion, etc.). The COF assessment can be viewed as an equivalent, at the cultural level, to a personality assessment such as the MBTI.

The COF assessment is available in Chinese, Dutch, English, French, German, Japanese, Portuguese, Spanish, Russian and Czech.



# PROGRAM CONTENT

## Part 1:

### Integrating the Cross-cultural Dimension into Leadership & Coaching

#### Theoretical Foundations:

- ✓ Global leadership and coaching to address complex challenges in today's interconnected and turbulent environment
- ✓ Global leadership and coaching to achieve sustainable and meaningful success
- ✓ A novel, inclusive and dynamic understanding of culture
- ✓ Explore attitudes vis-à-vis cultural differences from ethnocentrism to leveraging cultural diversity
- ✓ Decipher cultural differences and identify new growth opportunities outside one's cultural comfort zone and through the synthesis of differences, the Cultural Orientations Framework (COF)

#### Activities:

- ✓ Explore your cultures and how they affect your leadership or coaching through an inductive activity
- ✓ (Re)connect with the wisdom in your cultures and discover lessons from others to address complex challenges
- ✓ Debrief of the COF online questionnaire: individual and aggregate results, assets and developmental opportunities are discussed both for individual and group progress
- ✓ Engage in a Diverse Team development action-learning project throughout the program

## Part 2:

### Leading and Coaching of Individuals, Teams and Organizations

#### Theoretical Foundations:

- ✓ Become aware of your own cross-cultural orientations, learn to identify others' orientations and effectively bridge cultural gaps
- ✓ Learn how to leverage differences
- ✓ Global team development
- ✓ Global organizational development through alliances and M&As

#### Activities:

- ✓ Role-play challenging scenarios. A chance to practice, and exchange developmental feedback
- ✓ Experiential activities: an opportunity to highlight our inevitable cultural biases and show ways to go beyond present cultural limitations
- ✓ Case study (a cross-cultural merger): participants work individually and collectively to come to problem-solving consensus

## Part 3:

### Engaging in Your Own High-performance and High-fulfilment Journey

#### Theoretical Foundations:

- ✓ The Global Coaching Process to practically engage in leadership and global coaching: develop familiarity with a 3-step process to facilitate a high-performance and high-fulfilment journey with individuals and teams
- ✓ The Global Scorecard: Learn to set objectives that promote business success while encouraging you to take care of yourself, nurture relationships, and serve society at large
- ✓ Art and practice of leading and coaching across cultures
- ✓ Leading and coaching from multiple perspectives: physical, managerial, psychological, political, cultural and spiritual
- ✓ Möbius strip model: achieving unity in diversity

#### Activities:

- ✓ Group projects presentations: articulate findings and discuss process
- ✓ Case study (a complex case of individual coaching): participants discuss their approach and a multiple perspectives model is shared to unleash new growth opportunities
- ✓ Participants engage in a self-assessment and become familiar with a goal setting process that enables global success
- ✓ Peer-coaching: help each other articulate developmental objectives and action plans. integrate insights and feed-back gained during the program into the process
- ✓ Finally, a time for celebration, sharing, and connecting to support each other and build new collaborations on the journey ahead





## Philippe Rosinski

*Lead Executive Coach Trainer*



**Prof. Philippe Rosinski, MCC is a world authority in executive coaching, team coaching, and global leadership development. He is the first European to have been designated Master Certified Coach by the International Coach Federation.**

He has pioneered a global approach to leadership and coaching that leverages multiple perspectives for greater creativity, impact, fulfilment and meaning. The Harvard Business School chose his groundbreaking book *Coaching Across Cultures* (published in eleven languages) as its featured book recommendation in the category of business leadership. His innovative approach of bringing the crucial intercultural dimension into the practice of coaching has won him worldwide acclaim. His book *Global Coaching* (published in five languages) has been described as “having moved the art and science of coaching to a new level”.

Philippe has also developed an integrative coaching supervision approach, which he practices on a one-to-one basis and with groups.

## MASTER COACH TRAINER (cont'd)

Since 1999, he is the principal of Rosinski & Company, a consultancy based in Belgium with partners across the globe, which helps leaders, teams and organizations unleash their human potential to achieve sustainable high performance.



Since 2008, Philippe is a professor in the MBA program for global managers at the Kenichi Ohmae Graduate School of Business in Tokyo, Japan. He contributes in several other academic institutions including HEC Paris and the University of Cambridge.

He has also contributed to several books: Evidence Based Coaching Handbook (2006), Excellence in Coaching (2006), Best Practice in Performance Coaching (2007), The Routledge Companion to International Business Coaching (2008), The Coaching Relationship (2010), The Psychology of Coaching and Mentoring (2013), 52 Activities for Successful International Relocation (2015), Positive Psychology in Coaching (2015), Leading School Improvement (2016), Mastering Executive Coaching (2019), L'art et la pratique du coaching professionnel (2019), Succeeding as a Coach (2021) and Positive Psychology Coaching in the Workplace (2021).

Prior to his 30-year career in coaching and leadership development, he spent six years in the engineering field as a software engineer in the Silicon Valley, California, and as a project manager in Brussels.

He received an Electrical and Mechanical Engineering degree from the Ecole Polytechnique in Brussels. He holds a Master of Science degree in Electrical Engineering from Stanford University and the Executive Master in Management degree from the Solvay Brussels School of Economics and Management. He is certified to use a variety of psychometric instruments and is the author of the Cultural Orientations Framework (COF) assessment – [www.COFassessment.com](http://www.COFassessment.com). He has received numerous awards including the Thinkers50 Marshall Goldsmith Leading Global Coaches Award (London, 2019).



# Ng Phek Yen 黄碧燕

*Coach Trainer*



Phek Yen is a trilingual (English, Mandarin and Cantonese) leadership coach and facilitator. She is also the Master Certified COF. Her mission is to help and support leaders in developing their global leadership competences to solve organization's and team's most complicated issues.

Phek Yen has strong business background with 20 years of working and leadership experience in Mainland China, Hong Kong and Malaysia. Prior to her career in coaching and leadership development, she was the Finance Director for the largest telco in China, where she was the first and only expatriate in the Group which consists of more than 300,000 employees during that period. She was also the Finance VP for one of the international telco based in Hong Kong. Her extensive

management and leadership experience in Chinese State-Owned companies has provided her rich intercultural experience in understanding, growing, and leading teams of diverse cultures.

She is also the co-author for the chapter of the book "Positive Psychology Coaching in the Workplace – Keeping with Times – Coaching, Culture & Positive Psychology".

Phek Yen is a FCCA (ACCA), FCPA (HKICPA), Certified Coach for Marshall Goldsmith Stakeholder Centered Coaching, IECL Certified Coach, Cultural Transformation Consultant of Barrett Values Centre, Certified FORTH Innovation Facilitator, and Certified LEGO SERIOUS PLAY Facilitator.

Phek Yen is currently based in Beijing, China. She is proficient in English, Mandarin, Cantonese and Malay.

# TESTIMONIES



'Having had the chance to participate in this program, I can only wholeheartedly recommend it for the quality of the interventions and the pertinence of the transcultural approach developed by Philippe Rosinski. This interactive certification program is for any person in a leadership position and/or supporting individuals and teams, eager to liberate the potential residing in cultural diversity. We know that building team cohesion and synergies is not straightforward. This program has the merit of offering concrete ways and powerful tools to explore and capitalize on cultural differences, and to transform these into sources of learning and cooperation.'

Martine Neyen | Online Conseil, Consultant

'A very interesting session that not only provides practical tools but also opens up mind and generate inspiration.'

David Chen | CHRO, Suez Asia

'The program is an eye-opener for anybody who is interested in 'cultures'. It can also be useful for interpersonal relationships or team building within the same organization. It is perfect in the context of Merger & Acquisition and partnerships & alliances.'

Teruko Kagohashi | Executive Coach ICF PCC

'In today's world, we all deal with multiple cultures : family, friend, department and company cultures and of course national cultures. At the same time, the 'new normal' with more working from home and work-life-blending poses new challenges to everyone. The COF integrates the cultural perspective into your coaching while the Global Coaching approach addresses your client's situation in a holistic way, encompassing all aspects of life. The Leading and Coaching Across Cultures Program is the right program for everyone who wants to holistically support their clients, teams or just oneself.'

Nora Petersen | Global Assignment Management, Daimler Trucks Asia

# ENROLMENT FORM

## Register now to secure your seat!

Please fill out, scan the registration form and send it to us by email. Once we have received your registration, we will send you bank details for payment.

Our contact details:

**welcome@wholeness.asia | pherk.yen.ng@theborneoconsulting.com**

Please feel free to contact us for any question or support regarding the program.

### Participant Information:

Name: \_\_\_\_\_ City: \_\_\_\_\_

Organization: \_\_\_\_\_ Country: \_\_\_\_\_

Profession / Title: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ Mobile: \_\_\_\_\_

Zip code: \_\_\_\_\_ WeChat: \_\_\_\_\_

### Billing address if different:

Name: Ms./Mr./Dr. \_\_\_\_\_ City: \_\_\_\_\_

Organization: \_\_\_\_\_ Country: \_\_\_\_\_

Profession / Title: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ Mobile: \_\_\_\_\_

Zip code: \_\_\_\_\_ WeChat: \_\_\_\_\_

### How did you find out about the LCAC program?

\_\_\_\_\_

I confirm my participation in the Leading and Coaching Across Cultures six half-day online program to be held on 5, 9, 12, 16, 19 and 23 May 2022 from 18:30 - 22:00 (SIN) / 12:30 – 16:00 (CEST) / 05:30 – 09:00 (EST).

I accept the Terms and Conditions stated on the following page of this brochure.

Date and Signature: \_\_\_\_\_

## INVESTMENT

- ✓ EUR 1,820 / HKD 16,800 per participant (registration till 31.03.2022)
- ✓ EUR 2,335 / HKD 21,800 p.p (registration after 31.03.2022)
- ✓ EUR 1,820 / HKD 16,800 p.p (for 3 or more participants of the same company)

Each participant will receive complimentary copies of Philippe Rosinski's two ebooks: 'Coaching across cultures' and 'Global coaching'

The registration is valid once the payment of participation fees has been received.



## TERMS & CONDITIONS

1. Participation fees include the six half-day program and course materials.
2. Prices are excluding taxes. Taxes levied by the authorities of the participant's country as well as bank transfer charges are to be paid by the participant.
3. The participant shall not record any session of the program.
4. If the participant is unable to attend, a substitute delegate is welcome to participate at no extra cost.
5. Participant fees will be paid in full amount and an invoice will be issued upon receipt of full payment of the participant fees.
6. We reserve the right to cancel the program if there are insufficient bookings or under exceptional circumstances. A full refund of the paid program fees will be given in this instance. No other compensation will be due.
7. Cancellation policy: program fees for cancellations received after 1 May 2022 will not be refunded. If a cancellation is received between 21 to 30 April 2022, 50% of the fees are payable. For cancellations made before 20 April 2022, a full refund will be given, excluding a charge for bank transfer.
8. The number of participants is limited. Participation is conditional on the fact that the limit number has not been reached. We encourage you to enroll as early as possible to avoid disappointment!