

Intensive & Experiential Advanced Seminar
for Leaders, HR professionals, Coaches, Trainers, Consultants and Interculturalists

LEADING AND COACHING ACROSS CULTURES



Certification - Cultural Orientations Framework (COF)
assessment with the global coaching pioneer

14 - 16 JANUARY 2021
TOKYO, JAPAN

Prof. Philippe Rosinski, MCC

Venue: The International House of Japan, Inc.

Become equipped to leverage cultural differences of all kinds to promote creativity, inclusion and sustainable high-performance with individuals, teams and organizations!



‘The rise of new markets in Asia-Pacific has brought with it new opportunities for economic cooperation across the region. Leaders must widen the breadth of their cultural awareness across unfamiliar markets, employees and customers.’

HCLI, Global Mindset 2.0: Cultural Awareness No Longer Enough

‘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

SEMINAR 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 seminar 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 3-day seminar is to equip leaders, HR professionals, coaches, trainers and consultants to systematically integrate the cultural dimension into their work. The seminar 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

Seminar accredited by ICF (International Coaching Federation) 21.25 CCE hours
Core Competencies 19.5 CCE hours
Resource Development 1.75 CCE hours

5 REASONS TO PARTICIPATE

1. **Highest Standard and ICF Accreditation.** Our program is ICF accredited ensuring alignment to the highest global coaching standards. The program represents 19.5 CCE units (Continuing Coaching Education hours) counting toward ACC, PCC and MCC ICF certification.
2. **World-class Trainer.** Philippe Rosinski, a bestselling author and world authority on coaching global leaders, will be facilitating this seminar.
3. **Strong Track Record.** This LCAC seminar has been delivered around the world including in Hong Kong, Shanghai, 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 300 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.

(Upon completion of the seminar, you will be certified to use/administer the COF online 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.

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 Japanese, Chinese, Dutch, English, French, Portuguese and Spanish.

The screenshot displays the COF Assessment website interface. At the top, there is a navigation bar with links for Home, My Assessments, My Projects, and Administration. Below the navigation bar is a large banner image showing a diverse group of people smiling. The main content area is divided into several sections, each with a title, a brief description, and a 'Learn more' button. The sections include: 'WHAT IS THE COF ASSESSMENT?', 'WAYS OF WORK AND ORGANIZATION', 'COACHING ACROSS CULTURES', 'TAKE THE COACHMENT-LEVEL COF ASSESSMENT', 'PROJECT MANAGEMENT', and 'GET COF CERTIFIED'. The 'COACHING ACROSS CULTURES' section features a book cover with the title 'COACHING ACROSS CULTURES' and the subtitle 'How to Leverage Differences'. The 'TAKE THE COACHMENT-LEVEL COF ASSESSMENT' section shows a screenshot of the assessment interface with various charts and graphs. The 'PROJECT MANAGEMENT' section shows a screenshot of a project management tool. The 'GET COF CERTIFIED' section shows a group of people standing outdoors.

SEMINAR PROGRAM

Day 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 seminar

Day 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

Day 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 feedback gained during the seminar 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 Coaching 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 ground-breaking 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.

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), and *L'art et la pratique du coaching professionnel* (2019).

Prior to his 25-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. He has received numerous awards including the Thinkers50 Marshall Goldsmith Leading Global Coaches Award (London, 2019).



Teruko Kagohashi Co-Facilitator



Teruko coaches executives and leaders from multinational corporations; she specializes in global leadership, cross-cultural leadership, organizational culture and diversity management, and has delivered over 1,000 hours of one-on-one sessions since 2011. Teruko has more than 25 years of professional experience as a consultant and a manager in Japanese and International organizations and corporations (USA, Bolivia, India).

As a partner of HumaNexus Lab, she offers one-on-one as well as team coaching based on the work of Prof. Rosinski as adapted to the specific realities of Japanese business and society to cater to the clients' needs. She prepared the Japanese version of the Cultural Orientation Framework assessment developed and will be presented by Prof. Rosinski in this seminar.

Teruko, PCC, is certified with the Cultural Orientations Framework (COF), Hogan Assessment, Korn Ferry 360 among others. She was educated both in Japan as well as overseas (Germany, Australia, USA). She holds a B.A. in Economics from University of Wisconsin Madison and a dual Masters degree from Teachers College and School of International and Public Affairs of Columbia University.



Mari Yamauchi, the producer and the translator of *Coaching Across Cultures* in Japanese, is the founder of HumaNexus Lab, Inc.

The vision of HumaNexus Lab, Inc. is to be part of the impetus to create a society where everyone thrives by supporting business and people to leverage cultural diversity and unleash their full potentials.

For further details, please visit our website at <https://www.humanexus-lab.com/>



TESTIMONIES



‘Having had the chance to participate in this seminar, 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 seminar 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 seminar 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

‘It is an amazing tool that Philippe is bringing into the world. It helps families, teams and organizations to really start to understand each other, to appreciate & leverage similarities and differences, and to become more powerful in the way that they work together.’

Lesley Lee | Executive, Intercultural, Life Coach

‘The seminar was well-organised and of a high standard with practical applications each step of the way. Highly recommended for leaders and organizations.’

Mishell Hernandez | Training Specialist, Green Dot Corporation

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:

 +81 (0)80 2637 0671

 tkagohashi@humanexus-lab.com

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

PARTICIPANT INFORMATION:

Name: Ms./Mr./Dr. _____

City: _____

Organization: _____

Country: _____

Profession /Title: _____

E-mail: _____

Address: _____

Mobile: _____

Zip code: _____

Line ID: _____

Billing address if different

Name: _____

City: _____

Organization: _____

Country: _____

Profession/Title: _____

E-mail: _____

Address: _____

Telephone: _____

Zipcode: _____

Line ID: _____

How did you find out about the LCAC seminar?

I confirm my participation in the Leading and Coaching Across Cultures three-day seminar to be held in Tokyo from 14 to 16 January 2021.

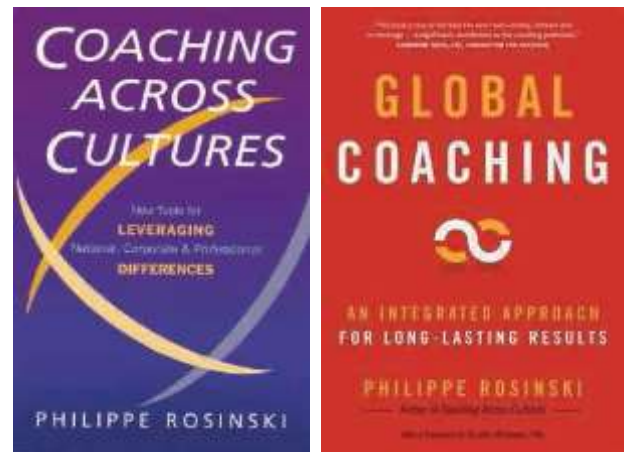
I accept the Terms and Conditions stated on the following page of this brochure.

Date and Signature: _____

INVESTMENT

- **JPY 250,000 per participant (registration till November 30, 2020)**
- **JPY 300,000 per participant (registration after December 1st, 2020)**

Lunches and coffee breaks are included. Each participant will receive complimentary copies of Philippe Rosinski's two books, 'Coaching across cultures' and 'Global Coaching' as well as the Japanese version of 'Coaching Across Cultures.'



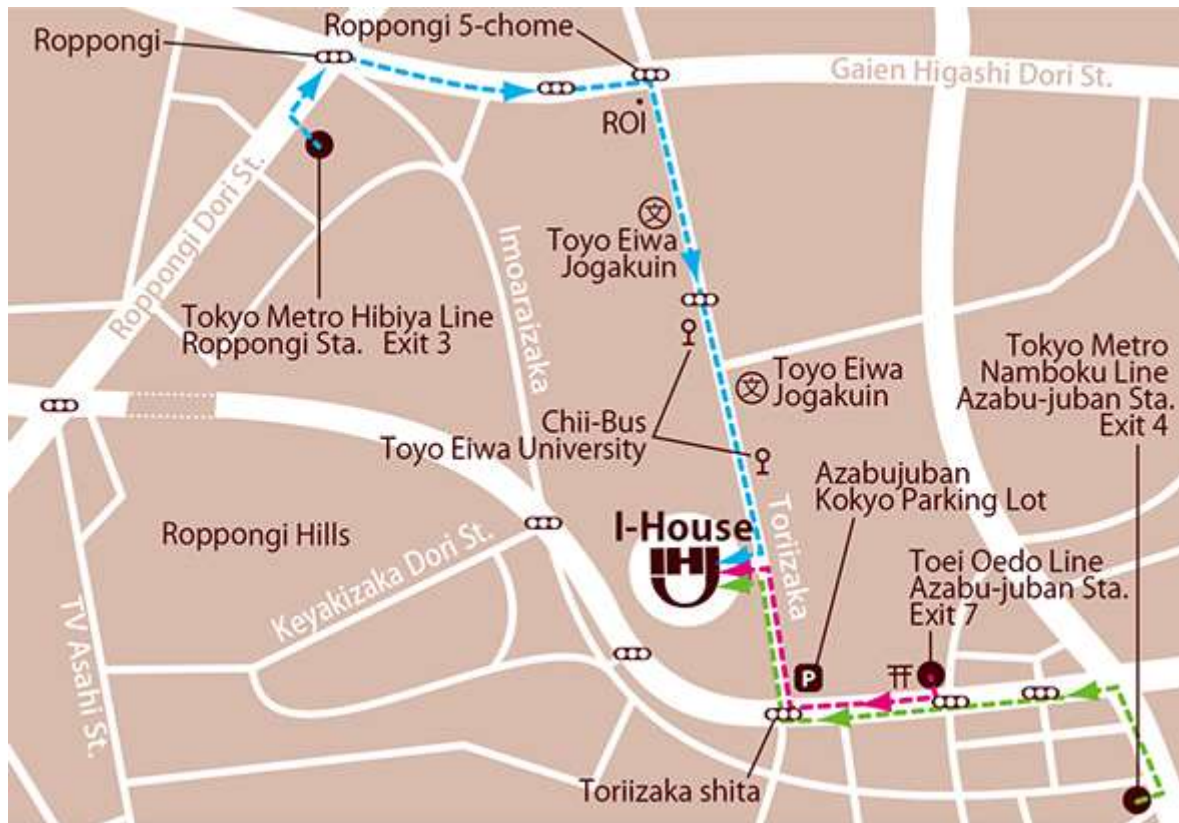
**Register yourself to secure your spot NOW!
Early registration payment is due only
by the end of November.**

TERMS & CONDITIONS

1. Participation fees include the three-day seminar, course materials, lunches, and coffee breaks. Travel, accommodation, and other meals and drinks are the responsibility of the participant and are not included in the fees.
2. Consumption tax is included in the seminar fee. Bank transfer charges are to be paid by participants.
3. The participant shall not videotape any session of the seminar.
4. If the participant is unable to attend, a substitute delegate is welcome to participate at no extra cost.
5. For early bird registration, participant fees must be paid in full amount by Nov. 30, and for the regular registration at the time of registration. An invoice will be issued upon receipt of payment of the participant fees.
6. We reserve the right to cancel or postpone the seminar if there are insufficient bookings or under exceptional circumstances such as COVID19. A full refund will be given in this instance. No other compensation will be due.
7. Cancellation policy: If a cancellation is received between 1st to 20th of December 2020, 50% of the fees are payable. No refund is be given a cancellation after then.
8. The number of participants is limited as we implement social distancing measures to secure the safety of our participants and the venue. We encourage you to register yourself to secure your spot!

Access to the Venue

The International House of Japan, Inc.



The map © The International House of Japan, Inc.

The International House of Japan, Inc.

5-11-16 Roppongi, Minato-ku, Tokyo
106-0032

URL: <https://www.i-house.or.jp/eng/>

Subway

5 min. walk from Exit 7, Azabu-juban Station, Toei Oedo Line

8 min. walk from Exit 4, Azabu-juban Station, Tokyo Metro Namboku Line

(Please note that there is a steep upward slope on the way from Azabu-juban Station.)

10 min. walk from Exit 3, Roppongi Station, Tokyo Metro Hibiya Line

*The map and information above is the excerpt from the home page of The International House of Japan website.
For further information please visit at <https://www.i-house.or.jp/eng/>*