WABC 10th Anniversary International Conference
May 19 - 20, 2007
Vancouver, BC, Canada | Renaissance Vancouver Hotel Harbourside

Master of Ceremonies

Peter McCoppin

Peter developed his own communication and presentation skills and strategies through his practical experience as a music director, international conductor, keynote speaker and broadcaster on four continents. He is noted for capturing any audience and enlisting active participation and response. He is highly in demand as a speaker, an executive coach, a teacher of communication, presentation, and leadership skills and as a team-building facilitator.

Peter McCoppin (Canada) assists individuals and teams to enhance their communication skills, to prepare and deliver critical presentations, and to deliver a strong and memorable corporate message to the public. His leadership coaching provides a foundation of theory, practice, and example exemplified by great leaders. Clients gain take home skills to reap the benefits of value-based leadership in creating a reciprocal spirit of trust, confidence and loyalty that is sustained through open communication, encouragement, respect and success. Peter's team-building facilitation guides the team and its leaders from their present situation to the team's own written charter defining behaviours and actions to which all are fully committed in achieving team goals.
Your Keynotes

WHAT GOT YOU HERE WON'T GET YOU THERE: Coaching to Help Successful Leaders Get Even Better
Marshall Goldsmith

Marshall outlines some classic challenges faced by successful leaders. Participants in this session will be able to practice Marshall's "feedforward," a positive, simple, focused technique for enhancing executive development that's being taught to leaders around the world. Marshall also discusses the results of "Leadership Is a Contact Sport," from Strategy+Business, and shares the basics of his proven "pay only for results" behavioral coaching process.

Marshall Goldsmith (United States) is a world authority in helping successful leaders achieve positive, measurable change in behavior: for themselves, their people and their teams. The American Management Association has named Marshall one of the 50 great thinkers and leaders to impact the field of management in the past 80 years. And Business Week listed him as one of the most influential practitioners in the history of leadership development. Featured in Harvard Business Review, Forbes, the Wall Street Journal and the Economist, Marshall has authored over 20 books, including the recently released The Leader of the Future--2. Marshall is the coeditor of Coaching for Leadership and The Art and Practice of Leadership Coaching, two best-selling books in the field.

BUILDING A PROFESSION WITH A STRONG FOUNDATION: Challenges and Opportunities
David Lane

Is business coaching an activity or a profession? If a profession, what is it built on--sand or stone? What does business coaching accomplish? Who benefits? These are just a few of the questions David explores as he discusses building a business coaching profession, examining its knowledge base and its identity, and outlining both challenges and opportunities.
David Lane (United Kingdom) is an international authority on developing competency and accreditation models for professions. He has developed models for over 25 years for sectors and industries such as health, government, finance, property development, education, veterinary medicine, media and coaching. David also has over 30 years of senior management consulting experience with public and private sector clients in oil, industrial, financial and other sectors. For over two decades, he's provided executive coaching and training to an impressive array of clients including Accenture and Glaxo. David appears regularly on the BBC, Sky, ITV and numerous radio programs. His most recent books are *The Case for Coaching* for the Chartered Institute of Personnel and Development and *The Modern Scientist Practitioner* for Routledge.

Your Presenters (Plenary Sessions)

**A CASE STUDY SUCCESS STORY: Building a Digital Business Within a Multibillion Dollar Communications Enterprise--The Challenges, Risks and Rewards**

Jim Oher with Paul Jelinek of Digital Media A&E Television Networks

Get an exclusive look into the fast-paced environment of the Nickelodeon and MTV Networks Kids and Family division of multimedia giant Viacom. You'll see the valuable role that business coaching played in boosting this executive's influence as he built new revenue streams and helped executives throughout the firm realize that new platforms are the wave of the future and offer untapped potential.

**Business Coach:**

Jim Oher (United States) specializes in business coaching and team development and is an expert in developing the key competencies and behaviors so critical to organizational effectiveness. For over 25 years, he has coached hundreds of executives in leading Fortune 50 corporations, working with diverse clients including The Home Depot, St. John’s University, JPMorgan Chase and LPL Financial Advisors. Jim is an accomplished author and editor of several books, including the *Employee Assistance Handbook*.

**Client:**

Paul Jelinek (United States) is Senior Vice President of Digital Media A&E Television Networks where he oversees the digital media businesses (A&E, The History Channel, The Biography Channel) including online, wireless, and interactive television. Before joining A&E, Paul was Vice President of Digital Media Products for Nickelodeon and MTV Networks Kids and Family, where he managed all premium services targeted at children and parents in the digital media space. Previous to MTV, Paul worked for Discovery Communications and distributed and managed the Discovery Channel in international markets such as India, Turkey and the Middle East.
SNAKES IN SUITS: When Psychopaths Go to Work
Paul Babiak

Yes, there are corporate psychopaths out there--people who work in organizations, wreak significant financial and personal damage there and, remarkably, enjoy successful careers. Paul defines the corporate psychopath, then delves into his research on what makes this fascinating corporate species tick.

Paul Babiak (United States), an industrial-organizational psychologist, has over 25 years of international experience designing HR strategies to optimize management succession and leadership development. His groundbreaking work on employees with psychopathic personalities has won him wide acclaim, including appearances on The Today Show, BBC and the Discovery Channel and coverage in the London Times, Washington Post and Harvard Business Review. Paul is the coauthor of Snakes in Suits: When Psychopaths Go to Work, and of the B-Scan 360, an executive assessment instrument based on his research.

TURNING UP THE HEAT: A Controversial Business Coaching Case
Barry Goldberg

You can participate firsthand in this provocative business coaching scenario, rife with tough challenges and hard choices. You are in charge as the story unfolds step by step. This facilitated session will draw on the expertise of coaches from around the globe--you! Take part and you'll be challenged to debate, explore and finally to understand where you stand on some of the most controversial and interesting issues in business coaching.

Moderator:
Barry Goldberg (United States) is a Principal of Entelechy Partners, a global coaching practice that focuses on top-tier leadership teams and leadership development for succession plan executives. Barry is an internationally known speaker, writer and adviser with P/L experience in a Fortune 400 environment. His client list includes Citigroup, Raritan, Delta Dental, Franklin Templeton and Deutsche Bank UK.
PRO-NETWORKING™: Proactive, Productive and Profitable Strategies for Business Coaches
Neen James

Whether you’re a seasoned business coach or are new to the field, Pro-Networking™ is an essential tool for you. You'll leave this practical and entertaining workshop knowing why the fundamental practices of networking must become part of your professional skill set. You'll even develop your own action plan to boost your networking skills and grow your business.

Neen James (Australia/United States) is an international productivity expert, author, speaker and trainer who helps business leaders "booster-charge" their productivity and performance by looking at how their time and energy is spent. Neen has over 16 years of management experience with international clients such as Virgin Mobile, Pfizer and Texaco. She’s also written several books, including Network or Perish and Secrets of Super-Productivity.

A CASE STUDY SUCCESS STORY: Coaching Vancouver's Future Leaders
Carollyne Conlinn with Catherine Clement of the City of Vancouver

The City of Vancouver, faced with upcoming retirements at top levels, needed to develop new senior leaders. The City chose business coaching as its primary strategy for just-in-time leadership development. Learn how a team of coaches tackled this pilot project, including the key steps they followed and the tools they used to measure change. You'll also get tips for applying the lessons learned in this pilot to coaching initiatives in other organizations.

Business Coach:
Carollyne Conlinn (Canada), President of Full Spectrum Coaching, is also a lead faculty member for Royal Roads University's Executive Coaching Graduate Certificate Program. A 30-year veteran of corporate culture, she helps leaders create healthy, productive workplaces by addressing the interpersonal blocks that prevent their organizations from achieving the results they want.
**Client:**
Catherine Clement (Canada) is Director of Communications for the City of Vancouver and has 15 years' experience in communications. In her current position, she leads a team whose portfolio covers a broad range of topics, from sustainability and development to drug addiction, from homelessness to neighborhood issues. In 2005 Catherine accepted a UN World Summit Award recognizing the City of Vancouver's website for excellent content.

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**BUSINESS COACHING ETHICS: Coaching Senior Executives on Ethics, Governance and Trust Risks**
Errol Mendes

Corporate scandals around the world have demonstrated how critical it is to be aware of risk factors that can dismantle corporations overnight. Errol outlines a well-tested ethics, governance and trust risk matrix that business coaches can use with senior executives. With the help of a case study, he shows that almost no senior executive is immune from huge ethical, governance and trust risks, underlining the need for this kind of coaching at the highest corporate levels.

**Errol Mendes (Canada)** is an internationally known lawyer, professor and expert on corporate ethics, integrity and diversity. An executive coach and adviser to corporations, governments and the United Nations, he leads conflict resolution projects around the world. Errol's specialties include corporate law and governance, diversity and ethics in the workplace, global governance, business and trade law, and human rights law and policy. He has authored or coedited five books, including *Democratic Policing and Accountability: Global Perspectives*.

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**ROI or VOI--What Is the Value of Business Coaching?**
Bronwyn Bowery-Ireland

Return on Investment (ROI) is certainly a hot topic, but does it give a true measurement? How many people are using ROI to try to determine the value of their coaching? Investigate new Value on Investment (VOI) tools that measure both value and return, and develop your own useful measures for business coaching.
Bronwyn Bowery-Ireland (Australia), an experienced businesswoman, company director, manager, executive coach and trainer, has helped companies meet difficult challenges for over 15 years. She is currently the CEO of International Coach Academy, the world’s first virtual coach training organization. Bronwyn has researched and written widely on ROI in coaching.

EXPLORING BUSINESS COACHING MODELS: Presenting a Critical Cross-Section of Current Frameworks
Sunny Stout Rostron

Coaching models and frameworks help us understand the structure of the interaction between coach and client. In this session, you'll analyze a variety of business coaching models and look at how they can help you structure your intervention with clients more effectively. What's the coaching model you're working with--and what kind of flexibility does it give you?

Sunny Stout Rostron (South Africa) is an international performance consultant with over 12 years' experience as an executive coach. She has built up a wide range of experience in leadership, communication and business management. Based in Cape Town, Sunny is cofounder of Express Performance Consultants CC, with associates in London, and has written six books, including *Accelerating Performance, Powerful New Techniques to Develop People and Managing Training*.

PROFESSIONAL SELLING: AN OXYMORON? Call It Development, Networking, Business Development, Front-End Work or Marketing. Call It Anything You Want, but for Goodness' Sake, *Don’t Call It Selling*
Barry Trailer

The sensitive question is--can professionals "sell" their services without violating their professional creed? Can they generate leads in a way that's productive and maintains professional standards? Of course, professionals need to generate consistent leads. Find out the best activities and tools to use, and develop strategies to improve your own results.
Barry Trailer (United States) is a partner in CSO Insights, a sales effectiveness research and benchmarking firm serving chief sales officers. Barry has over 25 years of professional selling experience and is an expert on sales processes in complex business-to-business environments. He served as President of the GoldMine Division of FrontRange Solutions Inc. and has presented to over 10,000 sales representatives and executives at over 100 companies.

Your Presenters (Day 1: Breakout Sessions)
Along with all the keynotes and plenaries above, you may also attend one of these highly interactive 90-minute sessions on Day 1:

ONE-ON-ONE BUSINESS COACHING LIVE: Advanced Topics and Techniques
Catherine Sandler and Stan Herman

Want to listen in on advanced business coaching with executive clients? Two seasoned executive and business coaches share and compare their unique styles and approaches. You'll gain new ideas and insights, discuss techniques and tips with participants, and discover how to work these advanced concepts into your own business coaching.

Catherine Sandler (United Kingdom) specializes in coaching senior executives and teams. With over 18 years' experience in the field, she has taught management and leadership at a number of world-class business schools, including London Business School, Cambridge University and the Tavistock Clinic (renowned for its 'below the surface' approach to understanding behavior in the workplace).

Stan Herman (United States) is an executive coach, former Vice President of Sales and Marketing for a Fortune 500 company and a group chair for Vistage International. He's spent over 20 years shoulder to shoulder with sales and business professionals, and has served on the board of directors of an $8 billion financial services firm.
Experience for yourself advanced team coaching techniques and a leading-edge performance tracking process using an actual case study. Learn which state-of-the-art techniques are being used globally in team coaching. Gain insight into key frameworks, their applications, and the dos and don'ts of effective team coaching. Share your best practices with fellow participants.

Kate Lanz (Netherlands) is an executive coach with a powerful blend of multinational experience. She has lived and worked in six countries and brings over 12 years of corporate experience to her practice. Kate's distinctive competence involves combining direct business experience with a psychodynamic perspective. Her clients include Diageo, Ernst & Young and Time Warner.

Michael Fahie (Australia), Managing Director and lead coach at Coaching Relationships Global, specializes in relational leadership coaching and team coaching. In practice for over 20 years, he is especially interested in coaching senior leadership teams and individuals, and has a proven record of turning around teams with entrenched performance and relationship issues.

Rosa Krausz (Brazil), a senior consultant, teacher, writer and executive coach, is Director of Intelectus, in Sao Paulo, Brazil. With over 30 years of experience behind her, Rosa works with executives on leadership, interpersonal relations, time management, conflict management and power management issues, focusing on organizational and professional results.
Your Presenters (Day 2: Breakout Sessions)
Along with all the keynotes and plenaries above, you may also attend one of these highly interactive 90-minute sessions on Day 2:

**ONE-ON-ONE BUSINESS COACHING LIVE: Advanced Topics and Techniques**
Brian Underhill and Marjorie Busse

Don't miss this opportunity to see sophisticated business coaching methods in action. Witness the styles and approaches of two highly skilled, experienced coaches, and watch for techniques to take back to your own practice. You'll get the chance to share your observations with other participants and ask questions to the coaches themselves.

**Brian Underhill (United States)** is an industry-recognized expert in the design and management of worldwide executive coaching implementations. Brian is the founder of CoachSource, a founding member of the Alliance for Strategic Leadership, a member of the Alexcel Group and a published author on coaching and leadership. His clients include Allstate, Callaway Golf, Dell and Sony, to name a few.

**Marjorie Busse (Canada)** is an executive coach and mediator with 25 years as a facilitator, international speaker and published author. A member of the Holloway Zaiser Group, she is also a faculty member at Royal Roads University, with the Executive Coaching Graduate Certificate Program, and at the Centre for Conflict Resolution at the Justice Institute of British Columbia. Marjorie assists organizations by building collaboration, facilitating corporate learning and helping to navigate strategic change.

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**TEAM COACHING TACTICS: Advanced Topics and Techniques**
Kate Lanz, Michael Fahie and Rosa Krausz

Experience for yourself advanced team coaching techniques and a leading-edge performance tracking process using an actual case study. Learn which state-of-the-art techniques are being used globally in team coaching. Gain insight into key frameworks, their applications, and the dos and don'ts of effective team coaching. Share your best practices with fellow participants.
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*Earn 20 Valuable Professional Development Units (PDUs)!
By attending our two-day event, you'll receive 20 valuable Professional Development Units (PDUs)!
Newly introduced, these PDUs can be used in the future when important changes to WABC's membership categories and offerings come into effect, most likely next year. PDUs support WABC's commitment to set the highest international standards of ethics, integrity and professional responsibility for its members. In turn, these standards aim to position our member practitioners among the most experienced and credentialed in the world today.
Presentation Handouts
Many of our presenters created informational handouts which will be made available to you via a password protected section on our website. Expect an email from us after the conference with full details.

More About WABC and Membership
The Worldwide Association of Business Coaches (WABC) is the first international professional association dedicated exclusively to the business coaching industry and the only association with advanced membership standards based on business experience, coaching experience and references. Since 1997 we've been serving business coaches and their clients. We invite you to explore the benefits of membership today by visiting us at www.wabccoaches.com.