

**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

**Prof. Philippe Rosinski, MCC**

**22 - 24 NOVEMBER 2019**  
**SINGAPORE**

**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 Coach 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 Chinese, Dutch, English, French, Portuguese and Spanish.**

# 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

Philippe Rosinski is a world authority in global leadership development, executive coaching, and team coaching. He has pioneered a global approach that leverages multiple perspectives for greater creativity, impact and meaning, and his innovative approach of bringing the crucial intercultural dimension into coaching has won him worldwide acclaim. He is a winner of the “Global Training & Development Leadership Award” at the World HRD Congress 2017. He is principal of Rosinski & Company, an International network organization that helps leaders, teams and organizations unleash their human potential to achieve sustainable high performance.

Previously, he was the Director of Custom Programs at the Center for Creative Leadership Europe. He is also certified to use a variety of psychometric instruments and is the author of the COF assessment tool for individuals, teams and organizations. Often invited to speak at international conferences, Philippe currently serves on the editorial Board of Coaching: an International Journal of Theory, Research and Practice, and sits on the Global advisory panel of the association for Coaching. Philippe has written many articles and contributed chapters to several books. He lives in Brussels with his family.

He is the first European to have been designated Master Certified Coach by the International Coach Federation. The Harvard Business School chose his ground-breaking book Coaching Across Cultures (published in ten languages) as its featured book recommendation in the category of business leadership.

## Gregory Rastello 苏宏博

Co-Facilitator



Gregory is a professional coach & consultant in organizational development and executive search, with more than 20 years of experience in Asia. His passion is to develop leaders, teams and organizations taking their intrinsic resources, cultural traits and eco-system into account, looking at organizations as human systems.

Gregory is certified in and works with the Cultural Orientations Framework, Hogan Assessment, Myer-Briggs Type Indicator, Action Learning Coaching, Co-active Coaching, and Systemic Constellations, among others.

Gregory is Partner for East and Southeast Asia at Steinbach & Partner. Previously, he was Managing Director Asia for carewan by KPMG. During the first half of his career, he held management positions at AIR FRANCE and HSBC.

Gregory worked in China for 20 years. He now lives in Kuala Lumpur.

# 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

‘The seminar 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

‘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:



+86-186 1689 6476 / +60-17989 1216



suhb8888



[gregory.rastello@steinbach-partner.com](mailto:gregory.rastello@steinbach-partner.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: \_\_\_\_\_

WeChat: \_\_\_\_\_

### Billing address if different

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

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

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

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

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

E-mail: \_\_\_\_\_

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

Telephone: \_\_\_\_\_

Zipcode: \_\_\_\_\_

WeChat: \_\_\_\_\_

How did you find out about the LCAC seminar?

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I confirm my participation in the Leading and Coaching Across Cultures three-day seminar to be held in Singapore from 22 to 24 November 2019.

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

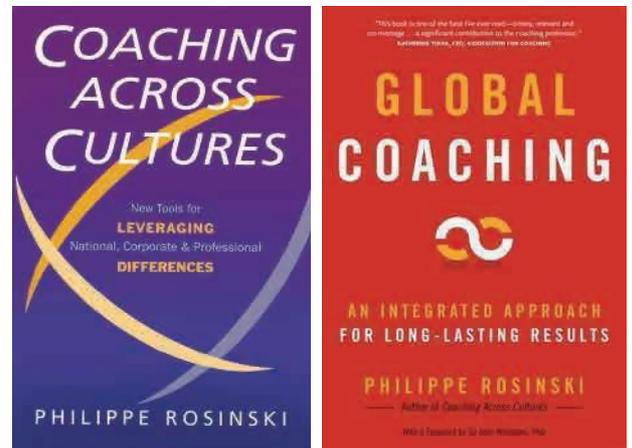
**Date and Signature:** \_\_\_\_\_

# INVESTMENT

- **SGD 3,990** per participant (registration till 15.09.2019)
- **SGD 4,200 p.p** (registration after 16.09.2019)
- **SGD 3,990 p.p** (for 3 or more participants of the same company)

Lunches and coffee breaks are included. Each participant will receive complimentary copies of Philippe Rosinski's two books: '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 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. 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. Participant fees will be paid in full amount and an invoice will be issued upon receipt of full payment of the participant fees.
6. Steinbach & Partner reserves the right to cancel the seminar if there are insufficient bookings or under exceptional circumstances. A full refund of the paid seminar fees will be given in this instance. No other compensation will be due by Steinbach & Partner.
7. Cancellation policy: seminar fees for cancellations received after 1 November 2019 will not be refunded. If a cancellation is received between 21 to 31 October 2019, 50% of the fees are payable. For cancellations made before 20 October 2019, 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 enrol as early as possible to avoid disappointment!

With the kind support of

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Unravel the  
Real You

Global Expats Coachworx   
Your Life, Your Coach

