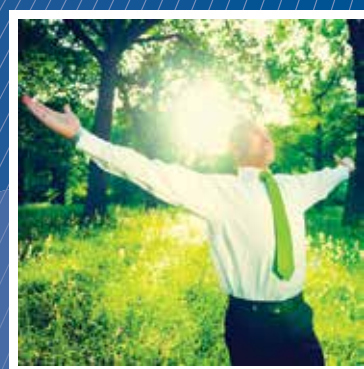


# Certified Ontological Coaching and Leadership Program

*South Africa 2019*



  
the human connection

 **Ontological  
Coaching Institute**  
Observing differently

## **CERTIFIED ONTOLOGICAL COACHING AND LEADERSHIP PROGRAM**

### **OVERVIEW**

The **Certified Ontological Coaching and Leadership Program (COCLP)** is the most in-depth and comprehensive coach training program available in South Africa, Europe and the Asia Pacific region.

The ontological approach is an extraordinarily powerful methodology for effecting real change at the individual, team and organisational level. It is highly effective because it is based on a new practical understanding of the power of language, moods and conversations for behavioural and cultural change. As such, the program is highly relevant to the professional fields of coaching, organisational consulting, management and leadership.

Coaching and leadership is not something that is learned in a few months. Like any profession, it requires a curriculum that gradually builds key competences that are acquired through extensive experience and supervised practice. COCLP is an 18 month program that enables the development of full professional competence.



**COCLP is designed for those seeking both personal and professional mastery in their lives. Participants are able to integrate major advances in understanding the nature of human existence and co-existence into their personal and professional lives, as the necessary experiential basis for professional coaching. They are able to simultaneously experience significant personal, professional and leadership development, along with the development of substantive coaching competence.**

The learning context is highly interactive and experiential. Full advantage is taken of the richness and depth of learning that occurs in face-to-face interactions. This is supplemented by phone conversations and email exchange. Each participant is deeply respected as a learner who brings a diversity of skills and experiences to the course. Full support is provided to ensure that learning opportunities in the program are maximised and individuals can grow and apply their leadership and coaching skills immediately.

**In South Africa, The Certified Ontological Coaching and Leadership Program is offered in association with The Human Connection.**



## INTRODUCING A UNIQUE AND POWERFUL APPROACH TO LEARNING, LEADING AND COACHING

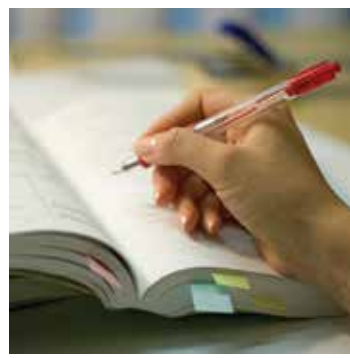
In a world of increasing complexity and uncertainty, generated by what seems like relentless and accelerating change, coping effectively and living a meaningful life have become central issues in our everyday existence. Dealing with these issues requires learning and addressing a critical question: **“What learning is necessary to live and work well?”**

Ontological coaches and leaders are skilful facilitators of profound learning that generates genuine transformation and more powerful and constructive ways of engaging with different aspects of life and work.

**Ontology** focuses on our **Way of Being**, which is a dynamic interrelationship between three areas of human existence – **language, emotions and body**. Way of Being contains our often deep-seated perceptions and attitudes and is the underlying driver of our behaviour and communication. Ontological Coaching has a holistic orientation that respectfully generates learning in all three areas of language, emotions and body as the catalyst for substantive and sustainable change.

COCLP will assist coaches, leaders and business consultants to develop a uniquely powerful way of observing and working with organisations. An organisation is seen as a network of conversations, relationships and commitments. How well people converse, relate, and manage their commitments, has a major bearing on performance and productivity. Leadership and management effectiveness is fundamentally about conversations and relationships. Shifts in Way of Being, individually and collectively, underpin the enhancement of conversational and relational competence, and are central to improved work practices, cultural change and lasting organisational transformation.





## HOW YOU WILL BENEFIT FROM THIS PROGRAM

The distinctions provided in the Certified Ontological Coaching and Leadership Program will enable you to become a more powerful observer of yourself and others. You will acquire a new set of distinctions and competences for working with individuals and teams. These will enable you to observe the continuous interrelationship between how people speak, listen and converse with each other, their moods and the language of their bodies. These new ways of observing will enable you to open up possibilities for others which, even though were there before them, they could not see.

### ***On successful completion of the program, you will be able to:***

- Coach to a high level of competence across a wide range of personal, professional and organisational issues, and at a deeper level than is available in other coaching programs
- Lead authentically with greater influence and impact
- Facilitate and consult with organisations in ways that result in improved productivity, collaboration and trust
- Greatly increase your ability and capacity for masterful living and action
- Develop more constructive and mutually fulfilling relationships in both your personal and professional life

As a graduate of the program, you will also be eligible to become part of an international network of ontological practitioners working as Executive Coaches and Organisational Consultants and experience the benefits of continual professional learning, support and business opportunities.

## WHO WILL BENEFIT FROM ATTENDING THIS PROGRAM?

COCLP is highly applicable for:

- Existing and aspiring coaches
- Leaders and managers
- Organisational consultants
- Professionals operating in highly people-focused environments
- Individuals interested in substantive personal development

## ICF ACCREDITATION

This program has been granted Accredited Coach Training Program (ACTP) status by the International Coach Federation (ICF).



## PROGRAM CONTENT

COCLP is conducted over three progressive levels. By fully engaging in the course, participants will embody key ontological distinctions to substantially enhance their own lives, and apply them with increased competence in coaching conversations.

### LEVEL 1: THE LINGUISTIC BASIS OF ONTOLOGICAL COACHING

This level focuses on learning to utilise a new understanding of language in everyday interactions and coaching. Although the primary focus is on language and the application of specific linguistic tools, there is a continual integration with the domains of emotions and body.

#### ***At the end of Level 1 you will be able to:***

- Understand the conceptual framework and principles of Ontological Coaching
- Apply a different and deeper approach to the role of listening in coaching and leading
- Understand how specific linguistic actions shape reality and how they are used effectively in coaching to shift behaviour in individuals, teams, and organisationally
- Ask powerful questions that shift the client's perspectives, and create new possibilities for living, working and learning
- Utilise powerful conversational strategies for dealing with change
- Apply the ethics of Ontological Coaching to generate deep trust and rapport in coaching conversations and as a leader

### LEVEL 2: EMOTIONAL LEARNING AND ONTOLOGICAL COACHING

Humans are much more than rational beings. Equally important, if not more so, we are emotional beings. Neuroscience shows that emotional experiences have a powerful impact on human behaviour and communication. Being able to lead others and coach competently in the emotional sphere is an integral part of being an ontological coach. This requires participants to engage in emotional learning.

#### ***At the end of Level 2 you will be able to:***

- Understand the pivotal role of moods and emotions for deep and sustainable change
- Recognise, work with and shift the ways moods and emotions impact on communication, behaviour and performance
- Observe and work with the interconnection between basic moods, body posture and language
- Provide people with strategies to manage their moods and emotions
- Ensure you are in the most appropriate emotional frame for coaching and your leadership role
- Understand the connection between emotions, energy and health, their link to coaching and for creating a culture that gets the best results

### **LEVEL 3: THE PROFESSIONAL PRACTICE OF ONTOLOGICAL COACHING**

Level 3 is about consolidating and extending the distinctions and competences learned in the previous two levels. In addition, a deeper practical appreciation of the role of the body in Ontological Coaching is developed, along with the application of an ontological framework for working in organisations as a coach, leader or consultant.

#### ***At the end of Level 3 you will be able to:***

- Coach effectively in all three areas of language, emotions and body
- Effectively apply the ontological framework to generate organisational improvement and cultural change
- Engage in effective self coaching to generate learning and change
- Build your identity as an ontological practitioner and be clear about post-course applications

In addition to participants coaching each other throughout the program, essential practical learning occurs in this level through coaching conversations with people outside the course and facilitating culture and leadership development workshops outside the course. Participants report on these experiences and their clients submit evaluation forms to course leaders/mentor coaches.

### **PROGRAM STRUCTURE**

Full advantage is taken of the richness and depth of learning that occurs in face-to-face interactions. Participant learning and engagement in the 18-month program consists of the following:

- A total of 26 intensive and experiential workshop days with program leaders
- Participation in learning groups conducted on a fortnightly basis
- Individual assignment work
- Participation in at least 55 supervised coaching conversations throughout the program

A Mentor Coach will be available to provide ongoing support, which includes coaching.

An average of 6-8 hours per week is required to engage comprehensively in the course to maximise learning.

### **ASSESSMENT**

There are five main areas of assessment required to complete the program:

- Attendance at national conferences and regional workshops
- Completion of structured assignments
- Learning group participation
- Development and delivery of two public workshops
- Competence in coaching interactions

Whilst participants are encouraged to keep up to date with assignments, it is recognised that commitments outside the program may not always make this possible. The flexible nature of the program means that a suitable time frame for assignment submission can be negotiated whilst ensuring continued progress towards coaching competence.



## WHAT OUR GRADUATES SAY ABOUT THE PROGRAM

"After all my years of training and being exposed to many top drawer leadership perspectives and frameworks the likes of Scharmer, Wheatley, Senge, Kantor, Colin's, etc., I can honestly say that Ontology of the Human Observer as a body of wisdom is fundamental and is the foundation upon which the rest finds its depth, place and value."

*Vicky Coates*  
*Consultant and Coach*  
*Cape Town*

"I attended the Ontological Coaching in Action Workshop in March 2013. I never knew that such deep change could happen in three days. To my delight I discovered that the OCIA Workshop was just the tip of the iceberg, that there is so much more beneath the surface and so much more to learn. The Ontological Coaching Program is a soul-enriching learning experience that brings with it deep, lasting change."

*Cindy Hancock*  
*Senior Sales Manager and Coach*  
*Johannesburg*

"I have been astounded at the impact the program has made so far in my personal life and in my profession as an executive coach. The mix of learning through reading, reflection and group discussions, practical coaching, observational activities and public audience sessions I have found to be exciting, stimulating and immediately applicable in my work with clients and in my personal contexts. I highly recommend this program to both experienced and aspiring coaches."

*Julia Bonadei-Thorns*  
*Certified Integral Coach*  
*Johannesburg*

"If I'd known about the COCLP before I completed an MBA, I would've chosen to do the program first. Why? Because it speaks to the very core of what it is to be human, and without better understanding and observing our human condition, how can we seek to understand and influence others both in our personal lives and as leaders in organisations. The learning never stops because the COCLP journey changes the way you learn and observe in everyday life."

*Ben Sheppard*  
*Learning and Development Coordinator*  
*Local Government Authority*  
*Queensland*

"My intention for engaging in the Ontological Coaching Program was to enhance my ability as an executive coach. My expectations have been far exceeded and the learning has proven to be applicable at a much broader level. As an executive coach and trainer it has provided me with insights into how I can work more effectively to assist clients in dealing with change. The program content has given me the depth of knowledge to feel both confident and comfortable in dealing with any level of coaching client or challenging situation."

*Oliver Love*  
*Director and Executive Coach*  
*Turnkey Consulting*  
*Hong Kong*

More testimonials from previous participants can be found at [www.ontologicalcoaching.com.au](http://www.ontologicalcoaching.com.au) and [www.ontologicalcoaching.co.za](http://www.ontologicalcoaching.co.za)

Past participants are also available for personal conversations to speak first hand of their experiences of doing the program and applying their learning.



## ABOUT THE ONTOLOGICAL COACHING INSTITUTE

The Ontological Coaching Institute (OCI) is an international educational, coaching and consulting company specialising in the application of Ontology for:

- Coach Training
- Executive Coaching
- Leadership Excellence
- Organisational Consulting

Ontology is an in-depth framework that gets to the heart of how people function, learn and change. Based on an advanced practical understanding of the power of language, moods and conversations Ontology is the new knowledge for genuine individual and organisational transformation. Application of the methodology generates profound learning for sustainable behavioural and cultural change.

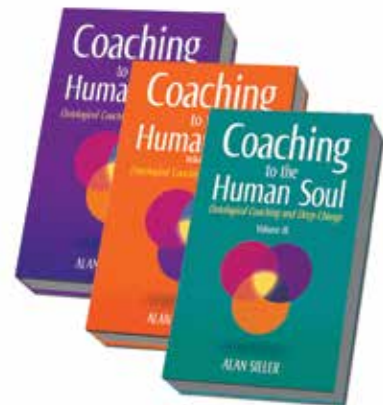
Whilst there is substantial intellectual foundation to Ontological Coaching, the OCI's coach training programs are highly practical, experiential and 'hands on'. Since 1996, the OCI has trained over 3000 professionals through their public programs.

The Ontological Coaching Institute operates in Europe, South Africa and the Asia-Pacific region. Client organisations include: ANZ Bank, CSIRO, ExxonMobil, Gold Coast City Council, Jemena, Juta, Queensland Department of Natural Resources and Water, Shangri-La Hotels, Victorian Building Authority, Victorian Department of Treasury and Finance, Department of Regional Australia, Local Government, Arts and Sport.

## COACHING TO THE HUMAN SOUL ONTOLOGICAL COACHING AND DEEP CHANGE

VOLUMES I, II AND III  
BY ALAN SIELER

Alan Sieler's pioneering work in providing a written articulation of the essence of Ontological Coaching is internationally recognised, selling in over 30 countries. His three **Coaching to the Human Soul** publications are being used in organisational development in such corporations as NASA, Hewlett Packard and Intel. The books are also being used in coaching and leadership programs in universities in the United States, South Africa and Australia, as well as other coach training courses.



*"Theory without practice is foolish, practice without theory is dangerous."*

Ancient Chinese Philosophy



## PROGRAM LEADERS AND MASTER COACHES

### ALAN SIELER

Alan is the founder and Director of the Ontological Coaching Institute. As a world leader in ontological coaching he has written extensively on the relevance of Ontology to living, working, learning and coaching. His professional experience in education, training and consulting is extensive, having worked with multinational corporations and national organisations from Australia, New Zealand, Hong Kong, Singapore, the United States and South Africa. Alan focuses on the communication processes that build a collaborative and high performance organisational culture. His work as a consultant, workshop leader and executive coach is solidly grounded and highly engaging.



### KAREN WHITE

Karen White worked in a corporate environment for 20 years, starting in administration and ending in a senior management position. What characterised her advancement was a love of learning, which was reflected in her leadership style.



This approach continues to be a key driver as a Coach and Leadership Development specialist.

Working with individuals, teams and organisations, she supports people to get the results they want, and enables them to be their best self. She has worked with blue chip companies locally, in Africa and internationally. She is an ICF Master Certified Coach and the Director of Training for the Certified Ontological Coach Program.

Since moving into coaching, Karen has built collaborative partnerships with key leaders in the coaching industry internationally in order to add value to the South African market place and to grow the skill and professionalism of coaching.

## PROGRAM SCHEDULE 2019/2020

COCLP is an 18 month program during which participants work through three consecutive levels to complete the program requirements.

The next program commences in January 2019

**Level 1:** 29 January - 7 July 2019

**Level 2:** 24 July - 8 December 2019

**Level 3:** 29 January - 29 July 2020

Completing the introductory Ontological Coaching and Leadership in Action workshop is an essential prerequisite for participating in the COCLP.

The program is built around 9 conferences totalling 29 face-to-face days. Participants will also work through course material individually and in small learning groups.

All conferences are held in Cape Town and Johannesburg with the location of each conference being decided when the proportion of participants from each city is known.

Conference dates for the 2019/2020 program are:

### Level 1:

*Opening Conference*

29 January - 1 February, 2019

*Mid-Level Conference*

29 - 30 March, 2019

*Closing Conference*

Cape Town 12 - 15 June, 2019

Johannesburg 3 - 6 July, 2019

### Level 2:

*Opening Conference*

24 - 27 July, 2019

*Mid-Level Conference*

4 - 5 October, 2019

*Closing Conference*

Johannesburg 27 - 30 November, 2019

Cape Town 4 - 7 December, 2019

### Level 3:

*Opening Conference*

29 January - 1 February, 2020

*Mid-Level Conference*

24 - 25 April 2020

*Closing Conference*

22 - 24 July, 2020

## PROGRAM FEES FOR 2019/2020:

Three payment options are available for the program fee (which includes all course learning materials plus Volumes I, II and III of Coaching to the Human Soul):

**OPTION 1: Total Program Fee: R119,800 excl VAT**  
(program fees paid by a registered business/company)

*Payable in full by 14 December 2018*

**OPTION 2: Total Program Fee: R129,000 excl VAT**  
(program fees paid by a registered business/company)

*Payable in 3 instalments as follows:*

**Level 1: R43,000** (payable in full by 15 January 2019)

**Level 2: R43,000** (payable in full by 15 July 2019)

**Level 3: R43,000** (payable in full by 15 January 2020)

**OPTION 3: Total Program Fee: R129,000 excl VAT**  
(program fees paid by the participant)

*Payable in 12 instalments of R10,750*

(payment schedule available on request)

## REGISTRATION FEE AND CANCELLATION POLICY:

- To reserve your place on the program, a R15,000 registration fee must accompany your registration.
- Cancellations notified in writing prior to 15 January 2019 – *refund available less a R1,000 administration fee*
- Cancellations notified in writing on or after 15 January 2019 – *90% refund*
- Substitute delegates are acceptable or enrolment may be transferred to the next COCLP which will commence in January 2020.

## FOR ENQUIRIES AND FURTHER INFORMATION:

### Cape Town:

KAREN WHITE at The Human Connection

Phone: +27 83 455 4744

Email: karen@thehumanconnection.co.za

### Australia:

ALAN SIELER at the Ontological Coaching Institute

Phone: +61 3 9878 5501

Email: info@ontologicalcoaching.com.au

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## ENROLMENT FORM CERTIFIED ONTOLOGICAL COACHING AND LEADERSHIP PROGRAM 2019 INTAKE

PLEASE RETURN COMPLETED ENROLMENT FORM BY MAIL TO:

Newfield Institute Pty Ltd, 7 Rigani Court, Blackburn, Victoria 3130, Australia OR FAX TO: +61 3 9878 0394

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

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

Suburb: \_\_\_\_\_

Province: \_\_\_\_\_

Postcode: \_\_\_\_\_

Home Phone: \_\_\_\_\_

Work Phone: \_\_\_\_\_

Mobile/Cell: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### I wish to pay (please tick)

All pricing excludes VAT

- REGISTRATION FEE ONLY:** R15,000  
 **OPTION 1:** Complete program – R119,800  
 **OPTION 2:** Level 1 – R43,000  
 **OPTION 3:** First instalment of 12 – R10,750

If payment is made by a business/company and an invoice is required, please provide invoice details:

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

Contact Person: \_\_\_\_\_

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

Email to: \_\_\_\_\_

### PAYMENT METHOD (please tick)

- Visa     Mastercard     Bank Transfer

Credit Card No: \_\_\_\_\_

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

Expiry Date: \_\_\_\_\_

Amount: R \_\_\_\_\_

Cardholder Signature:

\_\_\_\_\_

### BANK TRANSFER:

Account Name: The Human Connection cc

Bank: FNB

Branch code: 210 409

Account No.: 62124093486

*We look forward to learning and  
working together.*

[www.ontologicalcoaching.com.au](http://www.ontologicalcoaching.com.au)



**Ontological  
Coaching Institute**

Observing *differently*

**Ontological Coaching Institute**  
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**The Human Connection**  
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