



ANALYTIC-NETWORK COACHING

# Advanced Coach Training

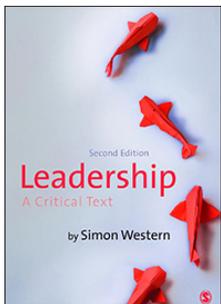
With Dr Simon Western [www.simonwestern.com](http://www.simonwestern.com)



## What is Analytic-Network Coaching?

Analytic-Network Coaching (A-N coaching) is a system that helps clients to develop their personal, authentic leadership approach and strategically influence the networks in which they work, to create positive transformational change. It is not a prescriptive coaching formula, but a process developed by Dr. Simon Western, in which coaches work systematically and adaptively through five “frames” to help their clients to discover deep personal insights, identify and strive for desired change, develop connectedness and understand how to deliver individual and organisational transformation.

This training programme is for experienced coaches to learn and master the A-N five frame coaching system.



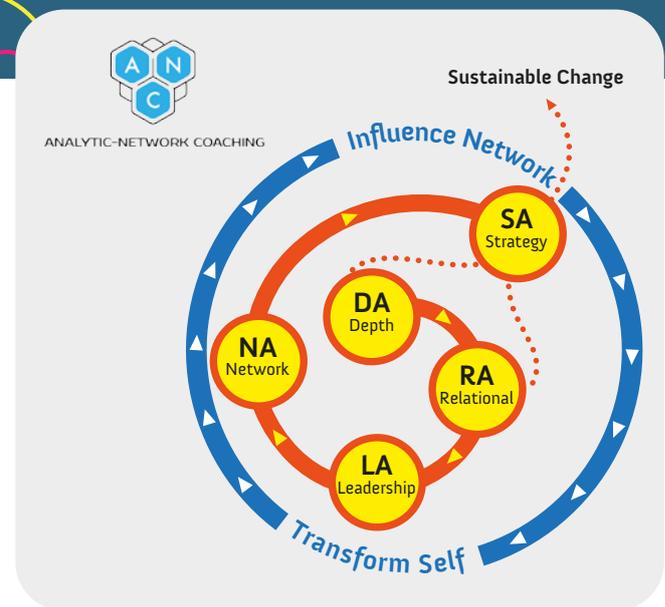
‘In a highly original way, Dr Western helps us to obtain greater insight into the enigma of leadership.’  
**Manfred Kets de Vries - Director, INSEAD Global Leadership Centre**

‘An outstanding addition to the Leadership literature.’  
**Professor Cary L. Cooper CBE - Professor of Organisational Psychology and Health, Lancaster University**

This book provides a unique and much needed voice to the field of leadership studies, and will have a significant impact worldwide.’  
**Professor Jonathan Gosling - Director of the Leadership Centre, Exeter University**

## Why Analytic-Network Coaching?

Today we live and work in a networked society, a globalised and connected world. In the workplace, the machine metaphor that dominated the 20th century is no longer fit for purpose. It is replaced in the 21st century by the metaphor of the eco-system, representing our inter-dependent, networked and fast changing workplaces. Large and small organisations are realizing that new forms of leadership are required to influence the eco-systems in which we work; eco-systems made up of technology, machines, architecture, people and nature. ‘Eco-leadership’ captured in Simon’s book *Leadership – A Critical Text* (Western, 2013) describes the new form of ethical and practical leadership required for our times, and is recognized by scholars and practitioners internationally. In his coaching and consulting work with CEOs and



## THE ANALYTIC-NETWORK COACHING SYSTEM

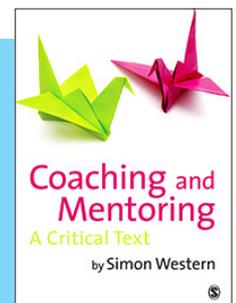
senior leaders in global businesses and large public sector organisations, Simon found that there was both, recognition of and a desire for change, but very little practical help to support it. This prompted him to spend five years researching and practicing coaching methods to refine how to develop leaders to think and act in authentic and networked ways. This research can be found in *Coaching and Mentoring – A Critical Text* (Western, 2012), which defines the first meta-theory of coaching, and applies coaching to the challenges of today’s networked society.

This is an unusual and path breaking book. Simon Western explores coaching in its many variations and simultaneously critiques the different discourses that comprise it.’  
**Larry Hirschhorn - Professor of Human and Organization development at Fielding Graduate University, Principle CFAR**

‘Finally an in-depth inquiry into coaching and why it is so popular. Coaching and Mentoring contains a profound analysis of the cultural background of coaching.’  
**Erik de Haan - Director Centre for Coaching, Ashridge University; Professor of organization Development and Coaching, VU University Amsterdam**

Through his acclaimed theoretical work on coaching and leadership, Simon has produced the A-N Five Frame coaching system, that supports the development of Eco-leadership.

Put simply it is coaching **new leaders for new times.**



## WHAT YOU GET FROM THIS COURSE

### During this certification you will:

- Discover deep personal insights, and develop your advanced coaching skills
- Learn how to coach leaders to think strategically and develop sustainable strategies for change
- Be able to offer leaders new conceptual frameworks, including networked strategy
- Maximise your clients' capacity to develop rich relationships and connectedness, and positively influence their networks
- Understand how to support individual and organisational transformation
- Learn how to support leaders to work ethically and with emancipatory aims

This course is for experienced coaches who want to 'up their game' and maximize their impact at senior levels. Numbers are limited. It is a 3-day accelerated training programme, combining theoretical and experiential learning. Each day will run from 9am to 5.30pm (latest) with breaks for coffee, lunch and networking. Sessions will consist of seminars, group discussions and observed coaching practice with opportunity for feedback.

This training qualifies for the Continuing Coach Education Units (CCEU) for certification with the International Coach Federation (ICF).

## Advantages of being a certified A-N coach

1. **Increased credibility.** As an A-N coach you become part of a unique international network of coaches, certified to use this recognized, leading edge coaching system.
2. **Ability to coach senior leaders.** The A-N process is designed for leaders at all levels, up to CEO.
3. **Increased business.** Being an A-N certified coach enables you to utilize the Analytic-Network Coaching website and online marketing materials, to market your own personal coaching business at no extra cost to you.
4. **Increased income.** More business and coaching at senior levels means an increase in income. As the network grows, we envisage approaching global organisations to offer a consistent and exciting coaching process internationally.
5. **Ethical business.** A-N Coaches are not neutral agents. We are explicit about and committed to our ethical aims, which is summed up by our motto: Coaching leaders to act in 'good faith' to deliver the 'good society'. When becoming a A-N Coach you are signing up to become part of an ethical community of coaches, aiming to support leaders to strive to humanize the workplace, increase social responsibility and address environmental issues.
6. **Join an advanced international coaching network.** Analytic-Network Coaching supports continuous personal development through peer discussions, blogs and events which support your ongoing learning.

Join Our  
International  
Coach  
Network



Continuing Coaching Education  
International Coach Federation

14 ICF Core Competence  
and 9.5 R&D CCEs.

'Simon Western has coached both teams and individuals at HSBC. His coaching enables individuals and groups to think about their personal purpose and center their authentic leadership effectively and consistently in the networks that make up their personal and professional lives. His unique perspective helps individuals to achieve harmony between different aspects of life, and thus authenticity.'

**Christopher Yates - Global Head of OD, HSBC Bank**

'Coaching with Simon has enabled me to connect my personal, leadership and organisational issues in a profound way and to make major leaps of understanding...'

**Dr Lynne Sedgmore, CBE, CEO - UK National Centre for Excellence in Leadership, Education Sector**



Join an  
International  
Network of  
Certified A-N  
Coaches

"One of  
the most  
powerful learning  
experiences  
I have had."

*Course participant*



**Training  
Programme  
with  
Dr. Simon Western**

Dr Simon Western draws on his unusual depth of experience in three domains:

**Theory:** Simon is an internationally published scholar in leadership and coaching, lecturing at leading business schools. He holds Honorary positions at Lancaster, Birkbeck and Birmingham Universities. Previously, he was Director of Coaching at Lancaster University Management School, and has led the Masters in Organizational Consultancy (psychoanalytic approaches) at the Tavistock Clinic.

**Practice:** Simon draws on wide experience as an executive coach and OD consultant working with C-suite leaders in health, education, banking, retail and not-for-profit sectors. Previously a family psychotherapist, he brings an unusual breadth of experience, ranging from powerful executives at the top of organizations to the most marginalised in society.

**Training and Development:** Simon is an international key note speaker. He designs and delivers bespoke in-house coaching and development programmes for leaders. He designs innovative programmes such as [www.lead2lead.com](http://www.lead2lead.com) and is a leading exponent of experiential and action-learning.

Simon has worked with CEOs and senior leaders in many organisations, including London Business School, IMD Business School, HSBC bank, Caterpillar and the NHS



## NEXT UK COURSE

After the first two sell-outs we are running a third UK course this year

**Dates: 16-18th February 2016 at  
Bailbrook house hotel, Bath £1250 + VAT**

For further information, contact Simon Western  
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