



ANALYTIC-NETWORK  
COACHING

## Analytic-Network Advanced Coach Training

### Course Information

*“Coaching leaders to act in good faith to create the good society”*

After reading this course information please fill out a booking form and return to [simon@analyticnetwork.com](mailto:simon@analyticnetwork.com)

#### Comments from Course Participants

‘One of the most powerful learning experiences I have had.’ ‘Excellent. Met expectations fully.’

‘A really great experience. Thank you.’ Timely, powerful, nourishing, exhausting.’

‘Stimulating, absorbing, disturbing, new perspectives put together in new ways.’

‘Affirming, enlightening, freeing and empowering. Content clear, well-structured and well-explained.’

Huge shifts for me, personally and professionally.’ ‘I do love the model and am excited by the community.’

Coaches	Leader-Coaches (leaders with informal coaching roles)
Learn the most advanced coaching theory and practice Develop deep personal insights and exciting new ways of working Learn depth approaches to coaching drawing on applied psychoanalytic theory Learn new leadership theory and practices developed for the networked society Learn how to coach leaders to distribute leadership and influence networked change	Develop advanced leadership practices Coach team members to influence change Distribute leadership and create adaptive organizational cultures Develop strategies to deliver change when others are stuck Influence networks through connecting people, Creating clusters and nodes of change within organizations and wider society Apply advanced coaching theory and practice to your leadership role
All Course Participants who pass the course become: <b>Certified to use the A-N Coaching System</b> <b>Certified to debrief the WILD leadership Questionnaire</b> <b>A Registered A-N Coach and join our International Coach Network</b>	

## Course Information

### Contents

<b>Why Analytic-Network (A-N) Coaching?</b> .....	<b>2</b>
<b>Course Schedule</b> .....	<b>3</b>
<b>Course Content</b> .....	<b>3</b>
<b>Course materials:</b> .....	<b>3</b>
<b>On successful completion of the course</b> .....	<b>4</b>
<b>Application for Attendance</b> .....	<b>4</b>
Who is the course for?.....	4
Course Entry Criteria?.....	4
<b>Fees</b> .....	<b>5</b>
Fees Refund and Cancellation Policy.....	5
<b>What now?</b> .....	<b>5</b>
<b>Testimonials</b> .....	Error! Bookmark not defined.

### Why Analytic-Network (A-N) Coaching?

Today's organizations are impacted by powerful and disruptive social and technological changes and this demands new leadership skills for new times. The A-N Coaching System has been designed to offer a dynamic framework that delivers an innovative and highly effective new approach.

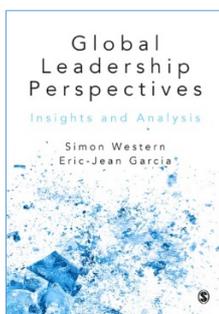
#### The Analytic-Network Coaching System works across five frames:

1. *Depth Analysis*: working at depth with individuals on their purpose and developing depth insights
2. *Relational Analysis*: supporting new understandings of relational and team dynamics
3. *Leadership Analysis*: understanding new leadership practices, discovering your hidden leadership
4. *Network Analysis*: coaching leaders to think connectedly and emergently in our networked world
5. *Strategic Analysis*: drawing on the four previous frames to strategically influence change

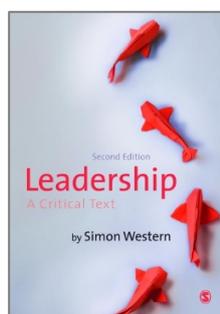
#### Training in Analytic-Network (AN) Coaching is unique in the field because it:

- provides a rigorously researched training program based on the latest academic coaching theory and practice,
- draws on a unique and very effective coaching method the 'Analytic-Network Coaching System',
- brings coaching beyond the individual behavioral focus,
- offers a coaching breakthrough addressing how to work with leaders in the digital 21<sup>st</sup> century,
- reflects a broad range of experience tried and tested in the field internationally.

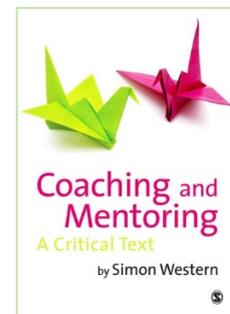
Drawing on Dr Simon Western's research, which is published in three acclaimed academic books, this coaching approach stands apart; drawing on rigorous theory and building on a depth of experience gained from working with leaders internationally. The training is innovative, rigorously researched and very practical in its application.



*Global Leadership Perspectives: Insights and Analysis* (Western & Garcia, Sage 2018)



*Leadership: a critical text 2<sup>nd</sup> Edition* (Sage 2013)



*Coaching and Mentoring: a critical text* (Sage 2012)

Dr Western's work transcends traditional coaching and leadership approaches as he brings psychoanalysis and critical theory, as well as organizational, leadership and network theory to inform his work. Dr Western has coached leaders internationally at the most senior levels and offered leadership development and strategic consultancy in all sectors. Prior to his international coaching and leadership work, he gained experience of being a psychotherapist and family therapist.) Dr Western is recognized as a leading figure in the field and currently serves as President of the International Society for the Psychoanalytic Study of Organizations (ISPSO [www.ispsso.org](http://www.ispsso.org)).

### **Join our International Network of Advanced A-N Coaches**

This three-day training is the beginning of a collaborative journey we embark on together; much more than a one-off course which might claim to give all the answers. You are invited to join our international network after the training (see below) to maintain learning and work with us to deliver coaching together.

***Our coaching and leadership approach is ethical, practical, theoretically rigorous and tried and tested in the field.***

## **Course Schedule**

The course runs over 3 days (please ask for confirmation for each particular course -timings may vary)

- Day 1. 9.30am -- 5.30pm
- Day 2. 9.00am -- 5.30pm
- Day 3. 9.00am – 4.00pm

There will be a short refreshment break and an hour's lunch break each day.

We will start and finish on time.

## **Course Content**

**Course preparation:** You will be given some light pre-reading from the course handbook as course preparation.

**Learning Modes:** You will experience these different modes of learning on the course:

- **Theory Seminars:** These are supported by two research-based text books, one on coaching and one on leadership that you receive, as well as the course handbook.
- **Coaching Practice:** You will practice coaching skills and practice your personal way of taking up each of the five-frames of the Analytic-Network Coaching System. You will receive personal feedback on your coaching skills.
- **Being Coached:** Each day you will personally be coached by others to help you understand the client experience and to develop deeper personal awareness and insights.
- **Observing Coaching Practice:** You will observe coaching demonstrations from course leaders and observe peers undertaking coaching practice, which is followed by feedback and dialogue.
- **Learning Dialogues:** These take place in small and large groups. You will get the opportunity to explore ideas, ask questions and share experience and knowledge. This helps to maximize 'lateral learning' from each other.
- **Working with the Unconscious:** We use innovative experiential learning methods such as the Free-Association Matrix to unlock individual and collective unconscious knowledge and wisdom. This approach permeates the course as our aim is to develop coaching approaches that work with the unconscious and with our associative and emotional capability as coaches.
- **Informal Learning and Networking** during breaks and evenings.

**Course materials provided** (the books below are not provided on all international courses)

- ◇ Course training handbook
- ◇ *Leadership: a critical text* 2<sup>nd</sup> Edition (Sage 2013)
- ◇ *Coaching and Mentoring: a critical text* (Sage 2012)

## On successful completion of the course

Upon successful completion of this training you become a **Registered A-N Coach** and are:

- Certified to use A-N Coaching System on a 1-1 coaching basis
- Certified to coach and debrief your co-workers/clients with the WILD Leadership Questionnaire Report; see [www.hiddenleadership.com](http://www.hiddenleadership.com)
- Entitled to join *The Analytic-Network Advanced Practitioner, International Coaching and Leadership Network*
- Invited to advertise your personal coaching practice on the A-N website [www.analyticnetwork.com](http://www.analyticnetwork.com) 'Find-a-Coach' page

## Application for Attendance

### Who is the course for?

Analytic Network welcomes professional coaches and consultants, as well as 'leader-coaches' i.e. managers, leaders, human resources (HR) and organizational development (OD) professionals who have informal coaching roles.

We believe that bringing together a diverse mix of experienced participants from coaching, consulting, management, leadership, HR and OD backgrounds from international settings and across sectors enriches the learning experience of all.

We work with the understanding that coaching is both a formal and informal practice.

### ***Coaching – a profession and practice***

Coaching is the name given to a particular profession in its own right with its own expertise and accrediting bodies. It is also a description of what someone does in practice and the bedrock of good leadership practice, 'Our CEO has an excellent coaching approach when dealing with conflict'.

### Course Entry Criteria?

We are not prescriptive about the criteria for who can attend the program; we welcome those from diverse professional and 'life' backgrounds. However, this course is not a beginners' guide to learning coaching skills. It is for advanced practitioners who wish to learn additional coaching and leadership approaches.

The course is for coaches and leaders who have realized that quick fixes and the unrealistic promises are part of the problem not the solution. This training is for those who are serious about delivering real change at individual, team and organisational levels. It also offers participants rich conceptual and theoretical learning, and opportunities for personal growth and self-development.

We aim to ensure that each learning group has the right balance of experienced individuals so that high quality peer-peer learning can take place. We also aim to maintain the high standard of our Registered Analytic-Network Coaches and Leaders.

We are looking for people to join our network who come with a rich life and work experience, who have the ability to be self-reflective and a strength in coaching and leading people.

This training is for those with a curious mindset, who are willing to engage with conscious and unconscious dynamics, and who are ethically minded and want to help create the 'good society'.

A small group (3-6 people) attending from the same organization can support the transfer of greater organizational learning back to the company; to encourage this we offer a group rate.

## Fees

Different fee rates apply depending on different regional economies and our venue costs. Fees also differ depending on whether you are paying as an individual, being sponsored by a company, and whether you are paying the early bird price or full fee. Please select the appropriate fee on the booking form when you apply for a particular course.

### The fee includes:

- Course Training Handbook and two hard copy text books valued at £70
- Full course attendance, including coffee and tea (lunch inclusion varies pending on location)
- Personal Leadership Report from the WILD Leadership Questionnaire
- Assessment to become a Registered Analytic-Network Coach and a Certified Coach for WILD Questionnaire

The fee **does not** include:

- **Accommodation** – participants will need to find and book their own accommodation (we will inform you if this differs in various locations).

### Allocation of Places and Cancellation Policy

- ◇ Training course places will be allocated on a first come first served basis. However the Organizer reserves the right to reject an application to participate in the course.
- ◇ When allocated a place the participant will be asked to sign the [Participant Agreement](#) (click to download) to establish the terms and conditions of attending and completing the Programme. This sets out intellectual property rights, cancellation policy, and the conditions of successfully passing the Programme, obtaining certification and thereafter maintaining the status of the Participant as a *Registered Analytic-Network Coach*.
- ◇ Enrolment on the Programme is subject to the receipt of funds for the course. The full balance is due 21 days prior to the start of the Programme.
- ◇ Cancellation by Participant:
  - Cancellation up to 8 weeks before course starts: Full refund
  - Cancellation up to 4 weeks before course starts: 50% refund
  - Cancellation after 21 days before the course starts: No refund
- ◇ Cancellation by Organizer.
  - If for any reason the Organizer has to cancel the course the Organizer will use his best endeavors to offer another course date. Alternatively the Participant will be entitled to a full refund of any course fees paid. The liability of the Organizer is strictly limited to the repayment of course fees and the Organizer is unable to compensate the Participant for any other expenses incurred.
- ◇ In addition, the Organizer reserves the right to remove from the Programme, without compensation, a participant who is negatively impacting other participants and/or the learning environment.

## What now?

- ◇ Contact us with any questions [simon@analyticnetwork.com](mailto:simon@analyticnetwork.com)
- ◇ Fill out the booking form and return it to us
- ◇ When accepted onto the course, we will hold a place for you and send you payment details and our training agreement for you to sign and return.
- ◇ It is your responsibility to obtain your visa if one is required for entry to the UK. Contact us for an invitation letter if needed.

**Note:** *Courses vary when delivered in different countries and with different partners. This information is written as a general guide only: specific information about particular courses is sent when you sign up for the training*

## Feedback from Previous Training Participants

*Frans Cilliers: Professor in Psychology, University of South Africa. **This three-day coaching training experience was one of the most rewarding training experiences I have ever attended.*** This course is extremely well based in scientific thinking and conceptualization... based on very interesting philosophy, depth psychology and other appropriate behavioural paradigms, theory and models... which constantly challenges and stimulates the mind and the practice of professional leadership coaching.

*Jen Gash: Director at Craft Your Life, OT Coach and Discovery Party UK. **Simon's Analytic-Network Advanced Coach training has, quite frankly, transformed my coaching practice as well as having significant impact on my personal and business development.*** I am an experienced coach and therapist ... what Simon has created is the best coach training I have attended and goes beyond what is usually encountered and explored. ... I cannot recommend it highly enough.

*Dr Lynne Sedgmore CBE: Executive Coach, Previously CEO Centre for Excellence in Leadership, a National Education Leadership centre, + CEO of 2 other organizations and a non-Executive Director on over 25 Boards. **Having worked with a range of coaching approaches I find Simon Western's training the most comprehensive, stimulating and expansive approach of all.*** Most importantly it is practical and fosters workable and deep change within individuals and addresses the reality of organisational life.

*Djura Prins: Coach and Consultant, The Netherlands. **This coaching practice stimulates us to connect with the world from my personal ethics and make it a better place now and for future generations.*** The course Analytic-Network Coaching generated new personal coaching lenses and immediate new practice. I still feel very much inspired.

*Monisha Singh India; Leadership & Personal Development Coach, MBA Stanford University. **Never Has A Coaching Framework Been As Holistic and Powerful as Analytic-Network Coaching.*** As a trained Executive Coach, I wasn't sure what else I needed to add to my repertoire. ... I left with a vastly more expanded and complete framework that allows me to be far more effective and complete in my coaching. Training in the ANC framework, proved to be the best decision I ever made.

*Mark Nobbs: Executive Coach UK. **The feedback I got at the end of the session was incredible :)*** I started coaching a new exec today and deliberately used the A-N approach. The Depth Analysis session worked brilliantly. It was 90 mins of fantastic self-discovery for the client and 90 mins of living the dream for me!

*Nevenka Aleksić, HR Consultant & a Business Coach Belgrade, Serbia. **Very powerful and a must-do for every coach in their development process.*** With Dr Western's avant-garde thinking, depth and clarity of thoughts, knowledge and wisdom, the five frames of A-N Advanced Coaching are the most systematic and logical approach in the coaching process. It can help turn coaching into a dance floor where the art of the A-N coaching approach helps you successfully float with your client through the five frames.

*Annette MacArtain-Kerr, Systemic Consultant & A-N Coach, Postgraduate Researcher Development Programme, Queen's University Belfast. **I recommend the Analytic-Network Advanced Coach Training because it is an excellent fit with the challenges of a diverse, global work environment.*** ...The training was enhanced by good course materials, a comprehensive reading list and the opportunity to network with other professional coaches.

### Testimonials from Leaders on their personal coaching from Dr Simon Western

*Christopher Yates, former Group Head of Organisational Development, HSBC. 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.*

*Sabine Vinck, Associate Dean, Executive Education, London Business School. I found his facilitation style incredibly effective at making sure that individual members of the team felt comfortable expressing where they were at personally and what issues they saw in what we were trying to accomplish and to move forward successfully.*

*Graham Hackett BAE Systems - Submarine Solutions Project Management Manager. Overall my people management skills have made a significant step forward and my Annual 360 Behavioral Performance Review rated my "Developing Others" capability as "exemplary and a role model to others." **Read more testimonials and comments here.*** [Testimonials](#)