



## Testimonials

### *Analytic-Network Advanced Coach Training*

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 conceptualisation. It is based on very interesting philosophy, depth psychology and other appropriate behavioural paradigms, theory and models. Prof Western has integrated his thinking into a comprehensive training model 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 and can truly say that what Simon has created is the best coach training I have attended and goes beyond what is usually encountered and explored. It is academically robust but also highly sensitive and fluid. I cannot recommend it highly enough

*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!.....

*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. I highly recommend this training programme

*Martin Vogel, director, Vogel Wakefield, The Counter-consultancy London, UK*

**The Analytic-Network Advanced Coach Training is one of the most integrative approaches to coaching that I have come across.** Simon addresses, as you would expect, the psychological dimensions of coaching. But he also includes cutting edge thinking on how our construct of leadership needs to adapt to the networked society in which influence is as important as formal authority. The course challenges coaches to reflect upon the role they play in organisations – whether they help business to be a force for positive change or collude in the aspects of business that keep us stuck in dysfunction.

*Nevena Radovanovic, MSc Psychologist; HR Manager, BDK Advocate Serbia*

**Really unique, value based and excellent opportunity to explore, learn and develop yourself, people and society as a whole.** During March 2016, I had an opportunity to attend Analytic-Network Advanced Coach Training, held by Professor Simon Western. This training provided me with a possibility to connect my work as counselor and my HR experience, and to broaden my scope of work in order to offer variety of possible individual work with my clients. What I liked most is that A-N Coaching is heavily connected with renowned and recognized psychotherapy approaches but is also in pace with contemporary leadership styles. This gives you numerous possibilities to help people to grow, helps you as a professional to broaden your skills and knowledge, and makes you and your coachees as leaders-in-change.

*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.** It was also well-structured, thought-provoking and stimulating. The training was enhanced by good course materials, a comprehensive reading list and the opportunity to network with other professionals coaches in a variety of settings.

*Nevenka Aleksić, HR Consultant & a Business Coach Belgrade, Serbia*

**Very powerful and a must-do for every coach in their development process.** I recommend the Analytic-Network Advanced Coach Training because it's a high-level systematic training. It emerged at the right moment to bring the new life and quality to coaching. With Dr Western's avant-garde thinking, depth and clarity of thoughts, knowledge and wisdom, the five frames of A-N Advanced Coaching is 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.

*Philip JH Crocker PCC - United Kingdom*

**The outcome for self is surprising and the impact on my practice has been profound** I would recommend ANC to any established professional coach as a way of exploring motivation and leadership at a deeper and more strategic level

*Monisha Singh India; Leadership & Personal Development Coach, MBA  
Stanford Uni*

NEVER HAS A COACHING FRAMEWORK BEEN AS HOLISTIC AND  
Powerful as Analytic-Network Coaching.

As a trained Executive Coach from Colombia Teachers College, I wasn't sure what else I needed to add to my repertoire given the esteemed Institution. But I couldn't have been more surprised.

Training in the ANC framework, proved to be the best decision I ever made . It's holistic approach is informed by a cross disciplinary approach – of psychoanalysis and family systems , leadership and organizational theory, social movement theory, religious studies and environmentalism. Thus, offering a very complete and all rounded approach to individual development.

Simon takes a very liberated perspective to develop concepts such as Eco-Leadership and Networked society .

Unlike traditional Coaching approaches, this is a non-reductive approach , which addresses the development of the individual as a “whole” and not merely as a corporate being. Being focused on both the inner (unconscious behavior drivers) and the outer environment it lends itself to the holistic development of the individual, in the context of their networked environment and not in isolation. The framework brings to fore the importance being an individual and balancing that with being part of an interconnected society.

As a coach, I left with a vastly more expanded and complete framework, that allows me to be far more effective and complete in my coaching.

## **Comments from Course Feedback Forms**

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

”Stimulating, absorbing, disturbing, new perspectives put together in new ways. I got what I expected and wanted.”

“Very interesting. It has brought together a lot of what I know and do with one structure.”

“Enriching. Brought back so many things into my conscious awareness to look at them again and have my skills, stretch my thinking.”

“A really great experience. Thank you.”

“I believe in your model, Simon, it fits with everything we need to do.”

“Timely, powerful, nourishing, exhausting.”

“Affirming, enlightening, freeing and empowering. Content very clear, well-structured and very well-explained. Massive thank you. I’ve learnt a huge amount and am thinking differently”

“Excellent. Met expectations fully”

“I find techniques I can use in my coaching practice”

“Profound, stretching, intriguing. Deep work. Useful interlinking frames. Too

important to miss”

“Very challenging but affirming at the same time. Huge shifts for me, personally and professionally”

“I do love the model and am excited by the community”

## **Testimonials for Personal Coaching by**

*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*

Simon Western completed a very effective assignment at London Business School. At the very beginning of my tenure, he worked with me to help form my management team. 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. As a result of Simon's facilitation, we were able to address these issues and to move forward successfully.

*Lynne Sedgmore CBE, CEO of Centre for Excellence in Leadership (UK Further Education)*

Simon Western advised and supported me in my role as the CEO of the UK National Centre for Excellence in Leadership.

He was an outstanding strategic advisor, organisational facilitator and coach. He made significant impact at every level and I highly recommend him. His combination of expertise and talents are unusual in one person and ensure powerful outcomes.

His roles included:

- i) Strategic advice on the national leadership strategy for Further Education working with CEO, Board and Senior Management Team.
- ii) Facilitating CEL's development as a national educational agency
- iii) Acting as coach to myself and other CEL staff.
- iv) Training our leadership coaches

*Eva Freedman HSBC Bank Head of Organisational Development, Asia Pacific Region*

Thank you so much for providing me with such an empowering opportunity and helping me access so much of what's within me that will help make me successful in the new role.

*Graham Hackett BAE Systems - Submarine Solutions Project Management Manager*

Changes to my management style have been most noticeable to myself and colleagues. I am no longer as directive or dogmatic in the way that I deal with others, as I had been.... Overall my people management skills have made a significant step forward and my Annual 360 Behavioural Performance Review rated my "Developing Others" capability as "exemplary and a role model to others.

*Luciana Biscaia, Regional Head of Learning HSBC Middle East*

The coaching sessions I did with Simon were fundamental in helping me get

back to my most 'resourceful' self and enjoy working again. Simon is challenging without being rude, he really connects to the emotions and that's why I think it works so well..!