



“we come when called, to support you
in moving **forward** with an advantage”

Global Executive Coach[®] **Development and Education Programme**

Our Vision:

A culturally diverse, collaborative,
vital, and self-regenerating world

Our Mission:

Inspirational and effective learning
and intercultural support for global
executives, coaches, and teams

Our Values:

Intercultural collegiality,
“presence plus©,”
high awareness© intelligence,
high integrity and ethics, continuous
creative development

Advantara®
Global Executive Coach
Development and Education Program

Program Overview

Advantara®'s 145 plus-hour professional distance learning programme is divided into three levels to make it accessible both in terms of time and financial commitment in these times of global economic change. We teach/learn in this format for several reasons:

- A record of pioneering success in distance learning – learn from wherever you are, while living your normal family and work life.
- Maximum convenience and global connection from wherever you are living or travelling using easy to access electronic and state-of-the-art technology
- We “walk our talk,” since geographically dispersed organizations and executives work this way and we will be working with them, often at a distance.
- We are completely confident and comfortable in this mode, which has proven to be essential for working with global executives. We want you to be comfortable in this mode as well, so that you have the choice between working in person/onsite with your clients, or at a distance by phone. Both are extremely successful, especially with global executives, who travel a great deal and have busy schedules.

Benefits of the Advantara® Program

- Develop or relaunch your coaching practice based on extending your strengths and background.
- Excellent for those transitioning from the business world as executives or organizational development professionals and wanting to contribute while continuing to earn.
- Develop your own capacities through our High Awareness Coaching© and Mentoring Processes led by the founder in this field.
- Become part of the top inspirational international Learning Team and Coach Network.
- Be on the forefront of Sustainable Leadership Development based: on foundational to advanced executive coaching skills geared to working **across cultures**, solid business knowledge, Organizational Development, the latest in neuroscience and mindfulness (“Beyond Presence”), ProActive Resiliency© and other areas led by international authors, speakers and the leader in this field (see faculty bio page).

How Does the Program Work?

First, we deliberately use the term **Coach Education and Development**. **In this program you learn skills over a period of time in a broad context of sustainable and innovative business conceptualization, so that they become part of the way you think.**

You learn to think expansively and in an innovative manner, and you learn to pass this on to your clients, using ontological and holistic learning resources based on science and mindfulness. In the process of learning within a Global Learning Team (coaching or being coached in almost every session using both real and actual case studies from experience with global executives, and being mentored by leader in the field of global executive coaching) **you develop as a person and as a professional.** This is important since you will be creating a developmental context for top global executives, and they require and expect nothing less than the best. Our graduates contact us years later and thank us for this development.

While many “coach training” programs are short, two or three day or even weeklong in format, we know from neuroscience that training like this doesn’t **anchor in learning in the way that an educational development programme does, allowing time for concepts and new behaviours to be practiced and take hold.** (This is what coaching is all about, so how could we think that short programs are going to work effectively?) **Sustainable integration of complex development and learning requires practice, repetition, feedback and coaching/coach mentoring.** That’s why our design take place over a period of time and in learning teams of people scattered over the world, so that **you are actually involved in working with people from different cultures as you learn.** Humans need education and development, not training alone, and this happens effectively over a period of time, addressing various parts of the brain. Otherwise, the learning doesn’t “take.” (How many times have you taken a training on “active listening” or “communication skills” and six months later when you are back in your daily work life, “sort of” remembered to use some of the principles about which you were so enthusiastic the day or week that the training took place? “I must find my notes from that session and review them.....” etc. Most people rarely do it. That’s not a failure of the person. It’s because one and two day, or even week long, sessions need to be followed up by coaching sessions that address the “action learning” phase as you function in the work environment, so that you get practice, repetition, feedback and correction to improve what you are learning and anchor it in, integrating it into, and keeping active, all of your important learning. This keeps the “brain map” for your learning active (“use it or lose it” is really true). One of our clients said “This is the most important thing I’ve done since I got my MBA!” and when he finished the program, he added, “No, I take that back. It’s the most important thing I’ve done INCLUDING my MBA.”

Learning Teams at **Advantara®** are typically 6-10 participants living in various geographical areas. For example, in one year participants in the Global Learning Team lived in Belgium, Sweden, Uganda, United Kingdom and USA. Previous participants have been resident in Asia, Latin America, United States, France, and Italy and have been nationals from Denmark, Germany, Italy, Ecuador, and other countries. Often our participants have considerable cross cultural experience and may be in intercultural relationships or marriages.

Graduates may be invited, depending on their development and business design, to become part of the most advanced global executive coaching network in existence.

*We are very serious about being global and inclusive! This is why **Advantar®**'s program is taught entirely by distance learning. We are pioneers in this approach; our founder was one of the first people ever certified in this area and has built on emerging technology since then. We've added faculty who are specialists in distance learning to make it easy to learn.*

The Basic Structure of the Program.....

Participants progress through **Three Levels**, beginning with the Foundation Level, which is essential to the philosophy of **Advantara®**. At the completion phase of each level there is a mutual assessment before proceeding to the next level. Those who have completed all levels may apply for Certification as a Global Executive Coach and/or may be invited to join the Developing Faculty and Mentor Program and/or the Global Associates network (please see link). Admission is at the discretion of **Advantara®**'s leadership to ensure appropriate matching and standards.

Who Should Participate? Advanced Adult Learners who:

- Have a passion for, and some experience in, working globally across cultures but want a complete professional program so that they feel absolutely confident in all areas. You will be working with top executives and teams.
- Are committed to mindful, sustainable leadership across the globe and are willing to become as effective as the leaders they coach through a period of time, well beyond what training experience offers.
- Like global executives, are busy and committed to their own development, working from home or office with people all over the globe.
- Want to take the opportunity offered in an economic downturn when intercultural and global professionals are needed and valued (as evidenced by the increase in calls we are getting for global executive coaching and coach education).
- Want both sound, well researched theory and practice in their chosen professional field, led by the most credentialed and experienced professional in global executive coaching.
- Value knowing how to assess their own progress and that of their clients.
- Chose "beyond excellence" for themselves and their clients (we suggest that you read comments from participants on our website at www.advantara.com/comments.html, scroll down to comments from this program).

It is common for **Advantara®** participants to be **experienced business people, organizational development or consultant professionals, or coaches** (some of whom have been through one or two other coach training programmes). They join this global coach development learning community, becoming part of a global network of truly advanced, cutting edge executive coaches with an inclusive and creative approach for developing

truly resilient leaders who are successful in building sustainable and innovative teams organizations in a fast-paced and complex global environment.

Approach and Content

We consider that executive coaching is about “surfacing the wisdom of the client” through the development of sensitivities, characteristics and skills. This way, the client “owns” the solutions and internalizes the coaching process. The Advantara coach has supported them in changing the actual maps in their brain. We teach you to do this.

Educational sessions are lively, interactive, and most meetings include practice: participation in or observation of, and feedback on, *coaching sessions with scenarios involving global executives and issues/opportunities they face.*

Level I: Integrative and Philosophical Foundation

Based on sustainability and high awareness coaching as well as a global and intercultural perspective with attention to working within developing organizations (from mono-cultural to multi-cultural to global). Understanding organizational and individual change management and development as well as how learning happens in the brain are also key. Content at this level includes:

- Learning Team Introductory Module
- Review of Beginning and Intermediate Coaching Skills within our philosophical approach (mindful presence, intercultural excellence, highly competent triple bottom line sustainability).
- Executive Coaching Skills.
- *High Awareness Coaching*© (a personal and professional coach development course).
- Diversity and Intercultural Issues.
- Distinctions between Counselling, Training, Coaching and Consulting.

47 contact hours, 4 hours of mentoring.

Level II: The World of the Global Executive—How to Confidently Coach Within It

Content at this level includes:

- Coaching Emerging Global Executives (nine areas of essential development for GEs and their coaches).
- Coaching Leaders for Improved Global Accountability
- Understanding and Coaching in Global Organizations
- Working with Global HR Management Professionals
- Overview of Global Economic and Business Influences
- Ethics in the Global Executive Coaching Profession
- Coaching Global Executives – Advanced Skills
- Global Transition Coaching
- Integrative Change Management Design and Practice within Global Organizations.

51.5 contact hours, 6 hours of mentoring.

Level III: Part A—Advanced Coaching Development

Content at this level includes:

- Virtual classroom participation for the global executive coach.
- Introduction to Assessments for Global Executives (personality, behavioural, intercultural, leadership)
- Coaching Global Business Teams - Independent Certification
- Evaluation and Research for Effectiveness and Return on Investment.

Level III: Part B—Practice Creation, Marketing, and Management

Content at this level includes:

- Virtual classroom participation for the global executive coach.
- Leading Distance Learning Worldwide
- Branding
- Practice Design and Organization/Systems
- Marketing
- Language of Global Business.

48 hours class contact, 4 hours of mentoring (Level III: Parts A and B).

14 additional hours of mentoring available at a special price.

Additional mentoring may be arranged through the Faculty Director.

Certified Global Executive Coach© Process

Those individuals who progress through all three levels of the curriculum may apply for the **Advantara® Global Executive Coach Certification**, the highest in our profession.

Those participants who progress through all three levels will complete many of the requirements for this certification and may apply to complete the remainder, which include a minimum number of hours of coaching, a comprehensive examination, a coaching demonstration, additional mentoring, and a required recommendation from the Faculty Director. **Advantara®** stands behind its Certified Global Executive Coaches©.

Outstanding participants who are interested in becoming a part of **Advantara®'s** Developing Faculty and Mentor Programme may apply or be invited to join.

All participants will be required to sign a non-disclosure agreement and the **Advantara** Code of Ethics.

“Pinnacle Quality” Curriculum

Advantara®'s Curriculum Designer and Faculty Director, Hannah S. Wilder, MA (Harvard University), PhD (Massachusetts Institute of Technology) is an ICF MCC twice over, a founder of The Global Executive Coaching Special Interest Group (which carries ICF continuing education credits), and has a 100% success rate in having coaches she has mentored and taught become certified through the ICF portfolio track.

Advantara® is known for its high standards, ethics, innovation, and diversity values. Its curriculum is recognized worldwide for its quality and graduates typically obtain certification from other international coaching organizations without difficulty.

Faculty

Advantara®'s highly professional faculty members come from around the globe and bring with them a wide variety of backgrounds and experiences. They have taught under supervision and had feedback sessions. They are also trained coaching mentors for the programme.

For a Faculty List and Biographies, including our founder, Hannah S. Wilder, please visit our website at: <http://www.advantara.com/faculty.html>

Fee Structure

Based on market research, **Advantara®**'s program fees are the most reasonable in the Global Executive Coach Training field and are localized for different regions of the globe.

Fee Example: In 2010, **Advantara®**'s total fees are \$9,080 (USD) for 146.5 hours of classroom instruction at \$55 per hour and 14 hours of mentoring at \$75 per hour (\$3,020 USD for each Level). This price applies in North America and is an example. Fees in the UK are £6000 at this writing. Fees are localized for each region and are subject to change. Limited partial work scholarships may be negotiated with trusted individuals.

Please contact **Advantara®** for current prices.

Program Application

Download an application form from the **Advantara®** website at:

http://www.advantara.com/Advantara_Application2008.pdf This document is current today, as we have known what's needed for several years based on a five year history.

Or, request an application form from Dr. Hannah S. Wilder at HSW@Advantara.com.

A Learning Team is forming now! Please contact us right away.

For More Information

For general information, please see our Frequently Asked Questions section on our website at: http://www.advantara.com/FAQ_020408.pdf

For individuals seriously considering enrolling in the program, please direct your specific questions to Dr. Hannah S. Wilder at HSW@Advantara.com.



***Beyond Excellence in
Educating and Developing
Global Executive Leaders and Coaches***