



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

Global Executive Coach[®] Training Program

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



The Advantara® Global Executive Coach Development and Education Programme

Advantara®'s 146.5 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 life
- Maximum convenience and global connection
- 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.

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 solid business knowledge and mindful presence called “Beyond Presence” led by international authors, speakers and the leader in this field (see faculty bio page)

How Does the Programme Work?

While many “coach training” programs are short, two or three day or even weeklong programs, 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. 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.

Learning Teams at **Advantara**® are typically 6-10 participants living in various geographical areas. For example, in 2007-8, participants 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 nations other than these. Often our participants have considerable cross cultural experience and may be in intercultural relationships or marriage. Graduates become part of the most advanced global executive coaching network in existence. *We are very serious about being global and inclusive! This is why Advantara®'s Programme 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.*

Participants progress through **Three Levels**, beginning with the Foundation Level which is essential to the philosophy of **Advantara**®'s program. 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?

People who

- have passion for and some experience in working globally across cultures but want a complete professional programme so that they feel absolutely confident in all areas
- 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 coaching and coach training)

- 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
- who value knowing how to assess their own progress and that of their clients
- who chose “beyond excellence” for themselves and their clients (we suggest that you read comments from participants on our website)

It's 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. Training professionals should understand that this is not a short and quick “training” programme, but a developmental education program. Global executive coaching requires sustained maturity, resourcefulness, inner strength, savvy, and the ability to stay with challenging situations over a period of time. This is a because of the environment in which our clients function.

Approach and Content

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

Level I provides the **Integrative and Philosophical Foundation** for this program, which is 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 as this level includes:

- Learning Team Practicum
- 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 and How to Confidently Coach within it:

- 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 combines two areas, **Advanced Coaching Development and Practice Creation, Marketing and Management** to complete the virtual classroom participation for the global executive coach.

Level IIIA includes:

- 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 IIIB takes a practical and participative approach to:

- Leading Distance Learning Worldwide
- Branding
- Practice Design and Organization/Systems
- Marketing
- Language of Global Business.

48 hours class contact, 4 hours of mentoring

Fourteen hours of mentoring is included at a special price.

Additional mentoring may be arranged through the Faculty Director.

Certified Global Executive Coach© Process

Those participants who have progressed through three levels will have completed many of the requirements for 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. We stand behind our Certified Global Executive Coaches®.

Outstanding participants who are interested in Developing Coaches may apply be invited to join the Developing Faculty and Mentor Programme.

All participants will be required to sign a non-disclosure agreement and the **Advantara® Code of Ethics** (See Link on website).

Other Certification

Our Curriculum Designer and Faculty Director, Hannah S. Wilder, MA (Harvard University, PhD Massachusetts Institute of Technology) is an ICF MCC twice over, and 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. We are known for our high standards, ethics, innovation, and diversity values. Those who progress through all stages may apply for this certification, the highest in our profession.

Advantara® is recognized for its quality worldwide and graduates typically easily obtain certification at international coaching organizations. In our field, it is the Advantara® Global Executive Coach Certification that is most respected.

For more Information and Application

You may **download an application form** or request it from either Hannah S. Wilder (HSW@Advantara.com) or Irene Oehler (IO@Advantara.com).

We welcome enquiries from those considering the program. *A Learning Team is forming now, so if you are interested, please contact us right away.* As we have many enquiries, please list your specific questions and read our Frequently Asked Questions second on the website before contacting us.

Our fees are the most reasonable in the Executive Coach Training field (we have done our market research) and are localized for different regions of the globe.

Example: Our total USD price in 2009 is \$9, 080 including 146.5 hours of classroom instruction 9 at \$55 per hour and 14 hours of mentoring (at \$75 per hour!). Participants enrol at individual levels, priced at 1/3 the price (roughly \$USD 3,000 per level). The certification process is priced separately. We do make adjustments according to global economic region and for groups of

individuals who bring a cohort of learning colleagues with them (all need to go through the application process, however).

Advantara®'s Programme is still the most reasonably priced program in existence, although it is the flagship program in this field.

Check with us for localized prices in Europe, Great Britain, and Asia. We take levels of economic robustness (or lack thereof) into account.

For a Faculty list and biography of our **Founder, Hannah S. Wilder**, please visit our website and click on **Our Faculty** page.



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