

## **Frequently Asked Questions (FAQ)**

### **What is the philosophical basis of our Institute?**

**Advantara®** is a composed word expressing our mission. It means...

***We come when called, to support you in going forward, with an advantage!***

**With Advantara® at your side, you move forward with ease and enjoyment, facing challenges smoothly, recognizing and taking advantage of opportunities.**

**We believe that global executive coaches are in a unique position to support business and other world leaders in creating a better global human and business environment, while helping them and their business to succeed at extraordinary levels.**

**Our vision is a world where people of diverse backgrounds live and work together, contributing their best to the rich blend of global excellence.**

**We believe in proactive, mindful, intercultural, integrative learning that will support leaders and their teams to develop global and intercultural leadership skills that will leverage the richness of the human environment for the benefit of their companies, communities, and the global environment.**

**Professional Ethics and human respect for individuals and cultures are important values.**

### **What is Advantara®'s Definition of Global Executive Coaching?**

**As leaders in the field, we define global executive coaching as:**

- **a facilitative, mutually designed relationship between a professional global executive coach and an individual, team or group of executives with senior influential position(s) in globally operating multicultural organizations;**
- **a profession supporting global executives in meeting challenges, solving problems, and creating and leveraging opportunities for themselves, their organizations, and the welfare of the global business environment;**
- **a relationship empowering executives and teams from different cultures to manage constant change, adaptation, and transitions across new and different environments successfully, and to leverage the rich complexity of diversity;**
- **a process empowering clients to remain rooted in their original cultural perspective, while developing a consciousness of how individual actions and decisions affect multiple systems and outcomes and express competencies for working across cultures;**

- a process facilitating surfacing our clients' wisdom and using constantly evolving goals and strategies to produce observable and measurable results.

### **Why is coaching so important in Advantara®'s approach?**

Through years of educational and business experience, our founder, Hannah S. Wilder, has studied adult leadership development and learning strategies. She has researched and worked at every level, from the internal/personal (mental, emotional, etc) management level to the organizational. Through her reading, experience, teaching, feedback from clients and conversations with experienced colleagues around the globe, she and others have seen the truly remarkably effective impact of coaching, which works particularly well when combined with other learning methods. She has been one of the pioneers in defining this field.

***Coaching is a real-time, results-oriented learning mode which combines mental, attitudinal, emotional, and behavioural change methods.*** It works with individuals, groups, and teams. Coaching as we practice it addresses the individual within a system, and the interdependence of all factors and systems in producing excellence in leadership and results. Our goal is to help you see clearly, facilitate finding your own solutions and own them, facilitate your own recognition and creation of opportunities and support you in taking advantage of them, learn about your own authentic leadership style and how best to translate it into successful behaviours.

Many educational methods address the ideas and concepts, which are quickly perceived in the neo-cortex area of the brain. This is like receiving and comprehending the "map." People often wonder why "the road to (anywhere you don't want to go) is paved with good intentions" or why New Year's resolutions rarely come to fruition.

It's because actual changes in people take place in another area of the brain, the limbic. This area is slower and requires practice: repetition, feedback, and coaching.

Coaching is like having a partner walking shoulder to shoulder with you, supporting you in learning to walk the territory and assisting others in your organization to do the same, so that you, your teams, and your organization flourish in a continual learning environment on a practical rather than merely theoretical level.

### **Where does Advantara® operate?**

All around the world. Both our Associates and our programme participants live and work on all continents. We work by internet and telephone as well as travelling when the engagement calls for that. Often we combine modalities in the same way that our clients do.

Our clients have called us from: a hut in Africa, the jungle in Columbia, a hurricane in Manila, offices all over Latin America, Europe, and North America, China, an alley behind a pub in Wales, a bus in Tuscany, ...we think you see the scope and convenience.

### **When did Advantara® begin?**

Our founder **Hannah S. Wilder** has been working in the field of international leadership development and education for several decades, working at the macro level, then the micro level, then with internal systems, so that it's not possible to say exactly. Everything she and her colleagues has done has informed our work. She formed her first global network of coaches in 1999 and founded the coach training program in 2004. Among her associates are seasoned trainers like herself, and she has now trained them to be the most well educated global executive coaches in existence. They are not former business people who've taken a quick coaching program; rather, they've dedicated at least a year and often more to their study in addition to other certifications and experience they have. Nor are they ordinary executive coaches who've taken a short course on intercultural coaching. They've studied a wide variety of subjects and practiced in every possible kind of real coaching situation either from their own practice or that of other people in the network. **It's the synergy between our Global Associates and our coach training that constitutes one of our primary unique features.**

### **What are some of Advantara®'s other unique features?**

Our Certification Programs are cutting edge, application-based, high level training programs for professionals based on years of experience in coaching global executives. We are leaders in this field, offering:

- Essential, intermediate, and advanced executive coaching skills
- An intercultural and global business perspective
- Team Coaching Certification for Pluricultural and Geographically Dispersed Teams as well as co-located Teams,
- *High Awareness*®, *PresencePlus*® based coaching, using practices and principles that develop extraordinary capacities and skills in the coach's being and perceptual and behavioural repertoire
- Integrated learning and change management (organizational development, training, coaching, consulting) education
- Training in executive coaching evaluation and research on effectiveness and return on investment (the first coach training program to offer this as a core requirement)
- Coaching practice in every session
- Small global learning teams composed of professionals
- Learning in the environment that our clients work in, globally, electronically, interculturallly
- Familiarity with a wide range of intercultural and leadership assessments
- Fostering of leadership skills in our coaches themselves
- Training and Experience in Leading Distance Learning Worldwide
- Continual practical learning through association with our Global Network of Associates who are active in the field and bring their experience into the training

### **Who Are Advantara®'s Faculty Members and how are they trained?**

**Advantara®** Institute has one of the most distinguished faculties in the coaching profession, with experience in global intercultural business and higher education as well as extensive experience in global intercultural coaching.

**Our Dean of Faculty, Hannah S. Wilder, MA (Harvard University), PhD (Massachusetts Institute of Technology)** is known worldwide for consistent innovation in the field and high standards of practice and training. She has had a distinguished career in both business and the academic world. Please read or download her biography at [www.Advantara.com/faculty.html](http://www.Advantara.com/faculty.html) A keynote speaker and author of articles, books, and blogs, she is the creator of our curriculum, which is continually being enriched with input from participants and faculty members as well as other members of the profession.

**Core Faculty Members - Graduates of our programmes who have also undergone specific faculty training and are also active Global Executive coaches. These members teach either entire modules or individual sessions and assist in mentoring our students.**

**Resource Faculty Members – Outstanding practitioners in the field of coaching or fields supporting coaching.**

These professionals are available for presentations or to speak with our programme participants. They also contribute materials to the curriculum. Please see our faculty list: [www.Advantara.com/faculty.html](http://www.Advantara.com/faculty.html)

**When was Advantara® started and who are its participants and graduates?**

**Advantara® was started in 2004 and three groups have gone through in small global learning teams. Entry into the program has no formal requirements. However, we do expect a certain level of professional background and experience in business or coaching. The application procedure is for the purpose of making sure that participants have a high chance of success and also to put them in learning teams where they will learn the most. The application form and interview assists us in doing this.**

**Our program participants are highly qualified professionals who bring a great deal of cross functional, cross professional, and cross cultural diversity and enjoy learning from one another. Graduates and participants live in Singapore, Taiwan, North and South America, Europe, Africa, and Oceania.**

**What are the coach training program components?**

**At Advantara® we emphasize many dimensions of learning: course modules, practice, mentoring and partner coaching. We believe that we are the artists of being alive and creating a better world for humans and business. We stand up in our true selves as we persistently stand with our clients for expanding their minds, their repertoire of choice and behaviour, for their success. We train our coaches to be committed, true, flexible, multi-dimensional human beings. This is why the mentoring portion of our program is so important. Coach training is a wonderfully challenging growth and education process that goes far beyond the acquisition of skills. It develops the whole person for flexible and cross cultural business environments.**

### **Does Advantara® offer short courses as well as longer training programs?**

Yes, we are now developing some basic programs. For those seeking "rounding out of their coach training" rather than certification, we offer the flexibility of taking a maximum of three courses individually.

### **How Many courses are there and what are they?**

For the Global Executive Coach Training Programme there are 23 modules with a total of 156 contact hours counting for 300 academic hours.

You may apply these toward a PhD in Coaching and Human Development through the International University of Professional Studies, a virtual educational institution.

We will be happy to speak with you in person to tell you what the specific modules and costs are.

Please contact our Director to set up a conversation via skype or phone.

### **Can I speak to people who are now in the program or who have gone through it?**

Please see the Participant Comments page first. **Advantara®** programme participants are very enthusiastic about talking about their experiences. For people who are seriously interested, a last step for confirmation can be to speak to a couple of our participants or graduates. Naturally, since our participants are busy professionals, we want to respect their time, so we will put you in contact with graduates when you are ready to make up your mind after having spoken with our Director. Please respect their time, as they are successful and busy professionals.

### **Has Anything been published about Advantara® approach?**

Having completed and revised the curriculum, Hannah is now writing two books. Watch for them in the near future on our website.

### **Can I get ICF Certification through Advantara®'s Programs?**

ICF's primary interest is in certification for its own core competencies, which are relatively basic coaching skills. **Advantara®** teaches these essential skills, which constitute a small part of this program and **Advantara®** coaches have had a 100% success rate getting certified through ICF's portfolio track because our coaches perform well and we are known for high standards. **Advantara®** has its own certification process which has higher requirements than most coaching organizations, including ICF. There are many options for certification evolving in the coaching profession.

### **How many hours per week do I need to set aside for this program?**

If you read English easily, and you wish to go through the program in one year, your contact and preparation should take between 3 and 4.5 hours a week. If you'd like to go more slowly you may do so. It's quite possible to do the program while working. The program is intended to

facilitate your life and work to go more smoothly as you develop and practice. Mentor sessions are individually scheduled and usually occur about once a month.

### **Who is best suited for this program?**

Professional people with some business experience and a desire to work with high level executives in complex systems, in a global business environment are attracted to the program. People in the developmental or helping professions, even those with some coaching experience, will do well in the program.

People who understand that

1. global systems and people are interdependent and
2. both coaches and executives have the potential for influencing global trends in a positive and sustainable direction
3. People who want a stimulating career working globally where they can earn well and support highly influential people.

A number of people who have graduated from or entered the program have previously completed other programs in Europe and the United States, some of them two or more. They found at **Advantara®** what they had been seeking. Why not simply begin with the best and save time and money? We train you in essential coaching skills as well as advanced global intercultural coaching skills and much more contextual education for global learning.

### **Is there an application process? How long does it take?**

The application process, which can be completed and evaluated within a week or two assesses that

- participants can work well together as a team and learning team member values are in alignment with the programs objectives and values
- participants have the capacity to complete the program successfully and prepare for the certification process

### **Where is Advantara® Based Geographically?**

Our Director, Hannah S. Wilder, lives in the United Kingdom and teaches globally. Faculty members live all over the world, as do its programme participants.

### **What is the cost of the Advantara® Coach Training Programme?**

Contact us for specific prices for specific programmes. Because we are a global programme, we are keenly aware of localized economies. Therefore, our prices are localised to economic regions. We give discounts to members of certain organizations, like SIETAR (Society for Intercultural Education Training and Research).

The same is true for our coaching and our programmes for training executives in coaching skills. It depends also on your company's needs and the number of people involved. We like to work with you to meet your needs, within your budget.

### **What are you looking for in your associates?**

We like to work with people who have good intercultural savvy and experience, are very skilled at coaching or consulting and training and yet are open and willing to learn, who offer some unique approaches and skills that broaden our offerings, and who share our values and ways of working. We work collaboratively with our clients to meet their needs within their budget. We expect our associates to sign and adhere to our Code of Ethics and to sign a working agreement but each engagement with clients is different within that agreement. There are no "stars" among us in the sense that there are exceptions to the above, and yet our standards and mutual learning community holds the highest standards possible. Our clients trust us, so we have to include people we can trust.

### **Where do you see Advantara® in the future?**

We see continual complexity and challenge in operating global businesses that both serve the needs of our world in terms of humanity and environment and we know that this can be done through known modalities while doing well financially. This means we see Advantara® meeting a growing demand where there are mergers and acquisitions, cross cultural operations, leadership challenges and the need for making the most of your leadership development budget. One of the ways this can be done is through developing internal capability within organizations and combining this with external partnerships - whichever is most effective and economical for our clients.

### **What kind of strategic partnerships are you planning?**

We are interested in working with organizations that complement and enhance our offerings. We'd like to partner with MBA programs because we provide an excellent coaching skills training for executives (Coaching as a Leadership Strategy ©) and believe that integrating this into advanced business education is an excellent idea for producing efficient and effective business leaders who can easily develop others within their organizations.

### **Have more questions?**

Contact our director via email for information and application, and start dates of the next classes as [HSW@Advantara.com](mailto:HSW@Advantara.com) with "Interested in Coach Training Programme/coaching/strategic partnership/other(choose one)" in subject line. Please include your questions and complete contact information.

**We look forward to hearing from you!**