



# Second Freedom-Collaborate

Transformational Leadership Coaching Program

# Transformational Leadership Coaching Program

**Second Freedom – Collaborate** is a training in transformational leadership business coaching.

On one hand it is aimed at executives, HR specialists and change agents who would like to further professionalize their skills in developing and coaching of employees.

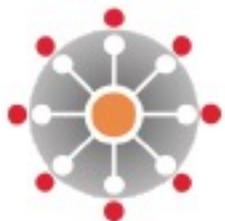
On the other hand, it is aimed at potential or already active coaches, who would like to build up and expand a well-founded toolbox of practical and highly transformational methods.



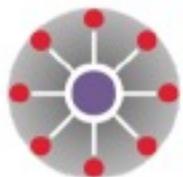
# PRINCIPLES



**Systemic Stance** – At the heart of the training is the development and internalization of the systemic, resource-oriented, appreciative and transformational work with people, which also allows us to be benevolently challenging in the service of other's growth. According to our understanding this includes especially the ability to communicate with pinpoint empathy.



**Competency Expansion** - You will learn coaching methods that will help you to lead people more effectively into responsibility - instead of prescribing solutions or giving advice. As a result, intrinsically motivated behavioral changes become possible.



**Experience-Based Personality Development** - The principle of this training is based on one's own experiences - in doing, in experiencing and in observing and reflecting. You will not only be active as a coach, but you will also take on the role of a coachee/client with your real-life issues. And you are in as an observer and provider of high-quality feedback for the other participants.

“

You cannot teach man anything  
- you can only help to discover it.

”

GALILEO GALILEI

**Duration**

6 modules of 3 days in a period of 9 to 12 month period.

**Team**

The training is led by 2 head coaches and alternating highly-experienced guest coaches.

**Setting**

During the training you will work with a maximum of 8-12 participants to ensure quality and individual growth.







Coaching basics I.  
Phases of Coaching Conversations.  
Defining Attractive Goals.  
Systemic Question Techniques.

- What is coaching?
- Features of coaching
- Indications for coaching
- Systemic constructivism
- Coaching Basics
- The coaching stance
- Introduction of the ICF coaching definition and the ICF core competencies
- Initial interview and clarification of the assignment
- Sequence and phases of a coaching process
- Systemic question techniques in coaching and their effect
- Goal development and goal formulation

## Coaching Basics II. Empathic Communication. Systemic Interventions.

- Empathic Communication and Active Listening. Nonviolent Communication (NVC) according to Marshall Rosenberg as attitude and method in coaching
- Sharpening of perception: What is empathy, what is not?
- Three levels of listening
- 4-steps to self clarification
- Determination of position and development of concrete steps with the help of the 'Scaling Walk'
- Reflection and documentation of the coaching process





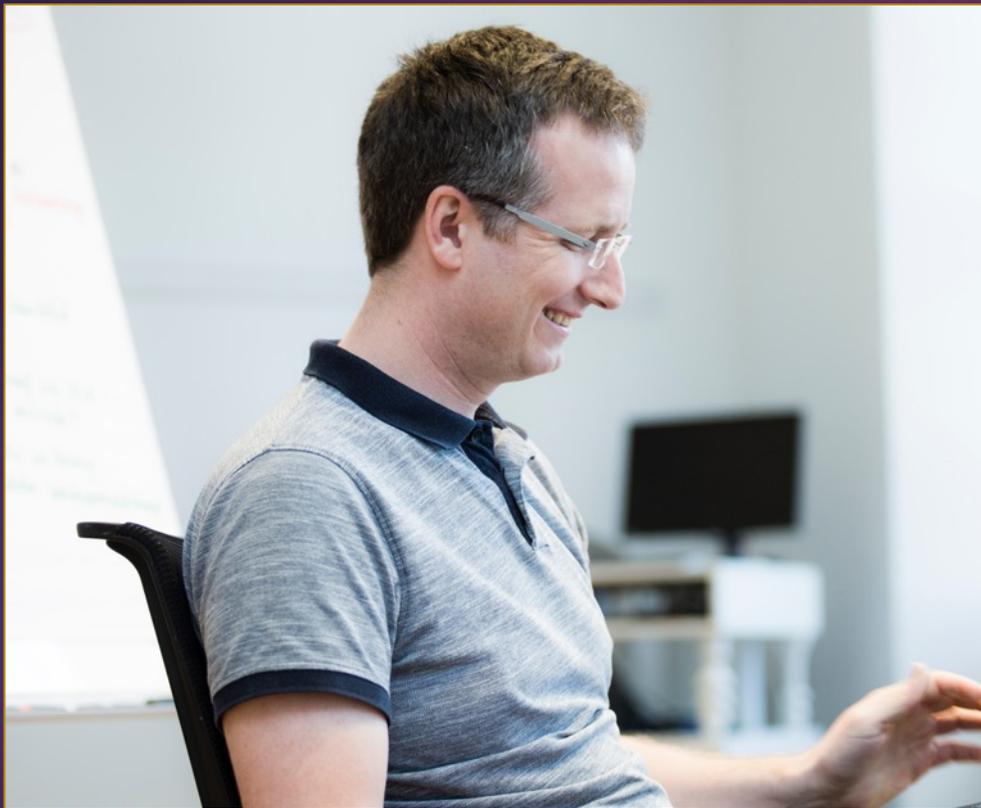
Analog Methods.  
Visualization of Social Systems.  
Solution-Focused Brief Coaching Approach.

- Deepening of systemic questioning techniques
- Visualization of social systems with ground anchors
- Association and dissociation in coaching
- Solution-focused brief coaching
- Analog techniques: Working with symbols

Recognize projection mechanisms.  
Interrupt patterns. Design actions.

- Recognize projection mechanisms with the help of the self-reflection model
- Change of perspective I
- Transforming supposed "weaknesses" and developing useful counter-strength
- Recognize and dissolve "recurring patterns of thought and behavior"
- Becoming aware of "learned beliefs" with the Wheel of Influence
- Implementation of development and action plans





## Coaching in Decision-Making. The Inner Team. Transforming Core Beliefs.

- Getting to know your inner parts/voices
- Constellation of the Inner Team
- Quick-win tools for decision coaching
- Tetralemma constellation according to Mathias Varga von Kibéd
- Transforming hindering beliefs positively with the belief transformation process



Conflict Coaching.  
Structured Change of Perspective.  
Live Coaching.  
Assessments based on ICF Core Competencies.

- Conflict management in individual coaching
- Special features of conflict management in the triad
- Addressing difficult messages
- Empathic self-clarification
- Translation into relationship-oriented communication
- Conducting live coaching with unknown coachees
- Reflection on personal development during the training



### **In addition**

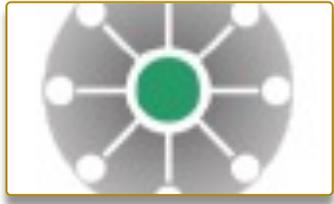
Leading coaching conversations. Structured self-reflection. Exchange in peer groups

### **Optional**

Mentor coaching.  
Individual ICF certification.

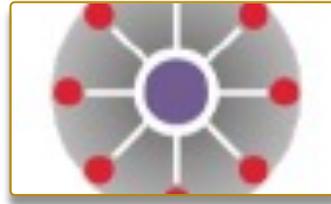
# What is Transformational Leadership Coaching?





## Transformational

Systemic-transformational coaching never looks only at the individual, but includes the environment, the context and the resulting interactions. The approach assumes that every system creates its reality on the basis of the subjective perception, principles and experiences of its system. This enables a remarkable appreciation of differences, behavior and reaction patterns.



## Coaching

Coaching is an effective and sustainable form of adult-oriented development of people. In the sense of help for self-help it activates ownership, intrinsic motivation and one's own problem-solving skills in strategic planning and change processes. Inner attitudes and behavioral patterns of individuals are impacted as well as their interplay in the system.



## Program

Your will and commitment are required if you want to internalize an attitude, sharpen your intuition and use coaching techniques with confidence. The training requires you to be active not only in the modules, but also to hold coaching conversations and to work with your peer group. Nothing is more valuable than your own experiences and reflecting on them in a sustainable way. Be a learner again, look beyond your own nose and think outside the box and venture into the realm of not knowing!



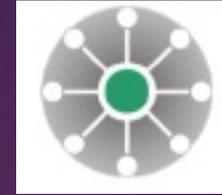
You receive an essential skill set for effective and impactful transformational coaching and leadership in today's rapidly changing and unpredictable world.



Grounded in ancient wisdom traditions, quantum science, and consciousness studies, Transformational Presence for Leaders and Coaches (TPLC) offers practical yet powerful tools, skills, language, and approaches that expand your capacities for Whole-Mind Thinking and Whole-Being Awareness.

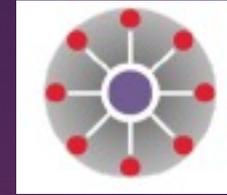
The Transformational Leadership Coaching Program is about creating a culture or environment that can best support the greatest potential to emerge. For individuals, teams and whole systems.

# Transformational Coaching



- ▶ Transformational Coaching **cuts to the essence** of circumstances and situations, identifies emerging potential, and then partners with that potential to discover a clear pathway forward—a pathway that can lead us toward a world that works.
- ▶ Transformational Coaching skills help you help others **come into alignment with who they essentially are** - and with the purpose of their lives by connecting them with their awareness and the potential of the moment.
- ▶ Our program enhances **your capacity to call forward the greatest potential in the people around you.**

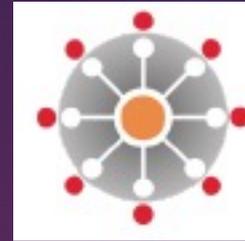
# Transformational Coaching



## How do we do it?

- ▶ In Transformational Coaching, **we work 'inside out'**.
- ▶ We bring our client, coachee or employee **in contact with the energy of his or her essential self.**
- ▶ From a deep understanding of who he/she essentially is and the choices he/she makes in life, **we help create a culture where continued growth and transformative change is achieved.**
- ▶ You will examine the premise that everything - including our thoughts, emotions, perceptions, situations, and circumstances - are **objects that arise and that are impermanent.** You experience how to step into their energy and work with it for accelerated and productive results.

# Transformational Coaching



## What are your take-aways?

- ▶ Frameworks and approaches for **navigating complex situations and circumstances** and finding effective next steps.
- ▶ How to **cut quickly to the essence of a situation** and its potential, thereby accelerating transformation.
- ▶ How to **work with** instead of **struggle against**.
- ▶ How to sense and perceive **beyond the obvious**.
- ▶ How to understand what is happening on **multiple levels** in circumstances and situations.
- ▶ Approaches for **reducing stress and fostering resilience** in the face of uncertainty, hardship, and challenge.
- ▶ How to **use intuition** in powerful and effective ways in your coaching.
- ▶ How to meet both opportunities and challenges with **clarity and confidence**.
- ▶ “Connecting the dots” and **work with the interconnectivity of everything**.

## Typical Questions in Transformational Coaching

- Do I push against or flow with?
- What is the opportunity expressed through this challenge?
- What is the potential?
- What is the invitation?
- Who is this asking me to be?
- How is this asking me to engage?
- How do I partner with the potential?
- How do I listen to what is wanting to happen?



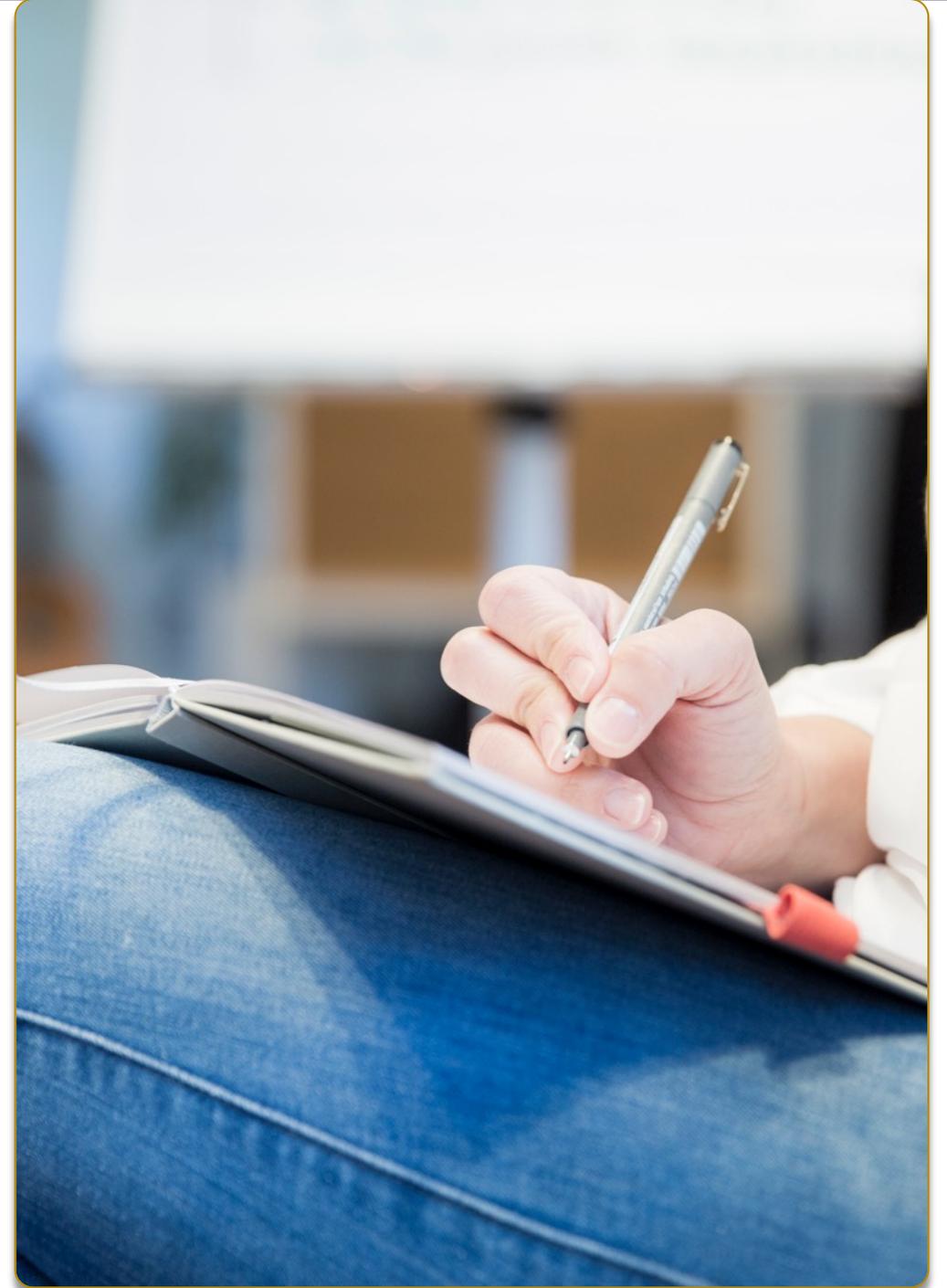
# ACTP

ICF ACCREDITED COACH  
TRAINING PROGRAM

ICF

## Our Quality Standards

TLCP is based on the standards of the International Coaching Federation (ICF). This worldwide association of professional coaches has 8 core competencies and defined ethical standards, that distinguish people with a coaching stance. In addition, TLCP is accredited by the ICF with the ACTP, its highest seal of accreditation possible. **Second Freedom** has adopted these guidelines as the basis for TLCP. As professional executive coaches we recognize the high benefit of core competencies for people who accompany other people towards development and high performance.



## Get the seal of quality of your professionalism

By completing TLCP, you will have already fulfilled the essential requirements for certification as an Associate Certified Coach (ACC) by the ICF. We recommend that you strive for ACC certification. Other formally required steps to certification are: the collection of practical coaching experience, mentor coaching, to assess one's own coaching competencies in practical application, as well as the completion of an online knowledge test at the ICF. You can of course also participate in the training independently of a certification, if wish to decide to do so at a later point in time. More detailed info on ICF certification:

[www.coachfederation.org](http://www.coachfederation.org)





Three-dimensional. Potential based. Interdisciplinary.

# METHODOLOGY

## THREE-DIMENSIONAL

1. You work **as a coach** and apply each method directly.
2. In the role of **the coachee**, you work on your own, genuine issues & concerns.
3. Through your role as **an observer** of coaching processes you will refine your perception. You learn to give authentic, clear and goal-oriented feedback and suggest effective ways to improve.

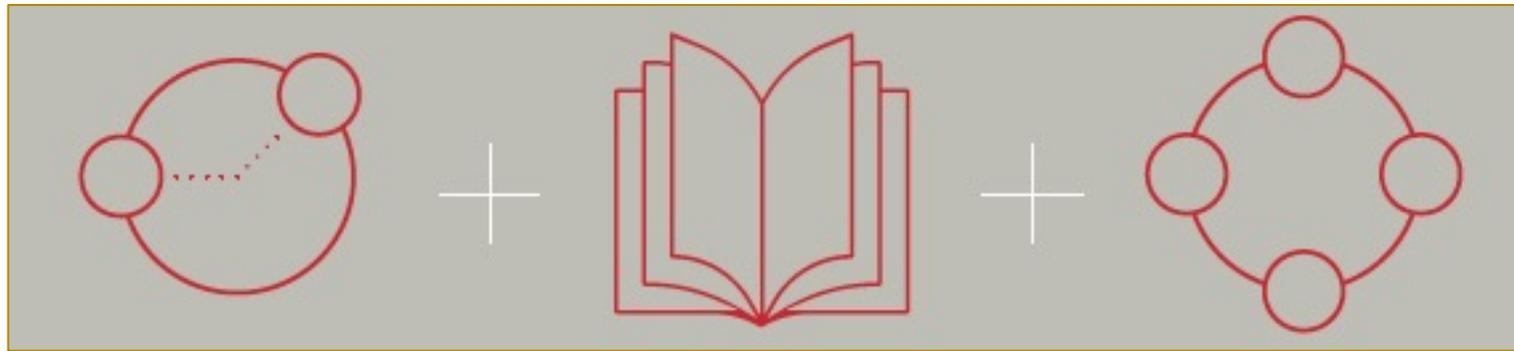
## POTENTIAL BASED

Every human being already carries everything that he or she needs for their development. In coaching, the focus is therefore on potential-oriented self development. This means that your coachee is responsible for their content - and you are responsible for the process. The focus is on competencies, less on 'deficits'; on goals and solutions instead of on causes and the past.

## INTERDISCIPLINARY

You will learn and work with a broad mix of methods, which will allow for exceptional learning. We support you in transferring what you have learned into your everyday work. Your instructors are certified, experienced senior coaches with different backgrounds. The heterogeneous training group enables you to gain versatile insights and enriching exchange.

# Program Structure



**In the role as coach**  
you lead coaching sessions.

**In the role as student**  
you will study the handout, literature, articles and videos.

**In the role as peer**  
you exchange with others to improve coaching skills & receive feedback.

The training includes 6 modules of 3 days each, from Thursday to Saturday. In total, it extends over approximately one year.

In between the modules, the participants conduct self-organized coaching sessions, reflect on them and document their progress.

They receive assignments and literature recommendations and organize themselves independently in their peer groups (coaching partnerships) to exchange ideas and support each other.



Some participant's voices

# Participant's Voices

" I wish my employees would take more personal responsibility"

**As a manager**, you know that in the end it is you again who decides on how to achieve a result or who points out influencing factors that your employees themselves could have considered. You may be asking yourself how your employees can more often develop solutions themselves and find their own ways to overcome difficulties on the job - without you having to tell them or put them under pressure.

" This kind of conversation I have not learned on my career path."

**As an HR specialist**, you may be having thoughts similar to this, when employees approach you in confidence with professional or even very personal topics - looking for a solution or some clear advice from you. Or when you are challenged in your role as an HR Business partner, you are required to act at eye level with other hierarchical levels.

" I would like to receive a sound training of current coaching skills for my everyday work life."

**Working as a coach** could be a professional specialization for you. For this purpose, you would like to go through a professional coaching training on the one hand - and work with methods that have been proven in practice and based on the most current scientific findings of the coaching industry.

*“Thank you very much, dear Marion, for instructive, inspiring, life-changing, connecting and absolutely unforgettable nine months of coaching training!*

*You have not only taught us a lot, you have shown us how to do things - you have inspired us, amazed us, encouraged us, gave us very differentiated feedback, went into conflict with us and at the same time showed yourself as a human being.*

*You made yourself vulnerable, shared your feelings with us, challenged and encouraged us; with devotion, creativity and love”.*



Cohort Business Coaching Program 2018/19

# Our Stance

courageous & direct –  
at the same time  
respectful & appreciative

open & relationship oriented –  
at the same time not  
„chumming up“

experienced & with a lot of  
heart and soul -  
without any guru attitude

professional & confident – at  
the same time approachable  
and vulnerable

fun-loving & humorous – and  
not self-promotional

curious & up-to-date in  
developmental psychology  
& applied neurobiology but not  
theoretical or dogmatic





**Marion Riehemann**  
Master Certified Coach ICF  
Lead Coach

