

## **What is Second Freedom – *Collaborate***

Second Freedom – *Collaborate* is a year-long Transformational Leadership Coaching Program for leaders, HR specialists and change agents who wish to contribute to the organization's process of becoming a Learning Organization. We offer an evidence-based program design in alignment with the organization's goals, values, culture and strategy. Our effective methodology for teaching coaching stance and skills in the workplace received the highest accreditation level (ACTP) for professional coaching programs by the acclaimed International Coaching Federation, which stands for the highest standard in the field of coaching. The Transformational Leadership Coaching Program includes a robust theoretical framework and highly practical program content. We ensure program alignment with the organization's goals, values, language and strategy by nominating internal respected figures who become champions and through close collaboration with HR professionals.

## **Why do we offer Second Freedom – *Collaborate*?**

At Second Freedom we challenge conventional ways of thinking about leadership. And we believe that more and more organizations are naturally headed in the direction of self-organization and self-directedness. Self-organized and self-directed teams and organizations require something new and different from leaders.

We also believe that we need more Learning Organizations that realize: "Knowledge provides our most important competitive edge."

How do you generate knowledge? - From experience.

The question is: HOW do organizations learn from their experience?

Most organizational cultures do not support learning. "Don't mess up. Don't make mistakes. Don't lose face. Don't make the boss look bad." We harvest predictability, control and compliance – but that has little to do with learning.

Sustainable systems need to learn from their experiences.

A leader can act as a sort of mirror, and as a supporter of this process.

We believe that the coaching stance and coaching skills are ideal to help a leader – and anyone in the organization - do just that.

## **What happens during Second Freedom – *Collaborate*?**

- Attend six modules, 3 days each, over the course of a year to help you move from what we call "transactional" leadership to "transformational" leadership
- You will experience three roles: the coach, the coachee and the observer, working on real issues in your life and leadership
- The modules will cover such things as: the basics in coaching-art of asking questions, systems thinking, levels of listening, and a whole variety of proven coaching tools that you can practically and immediately use in your leadership
- you will join a home group that meets regularly between modules to deepen the learning
- Receive personal feedback on continuous basis from peers and coaches

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- Intensive session with lead coaches
- In the last module, we officially assess your levels of coaching according to the ICF core competencies

### What are your take-aways?

- Effectively challenge, inspire and motivate to meaningfully contribute to sustainable success
- skills to effectively others help themselves and to work independently
- utilize mistakes in the context of growth and development  
reflect with others the reasons for successes and failures
- identify and pursue clear development goals
- develop others on a professional **and** personal level
- harvest the learning from experience
- focus on the long-term development
- address the strengths and development areas
- arouse enthusiasm, confidence and intrinsic motivation
- clarify significance of shared goals through behavior

**As followers**, we need to give up our idea or search for the ideal leader. We have to give up our urge to turn our problems over to someone who will take care of it. We urgently need to give that up.

**And as leaders** we need to give up our belief that without designing the organization, it won't organize itself. Because it can. And it will.

A sustainable system that is exposed to change, doesn't respond well to being told what to do when it's trying to exercise its innate creativity in response to what it has been asked to do.

"Why don't we have more great leaders?"

Well, perhaps because we don't need them anymore!

We see that people and teams don't **need** to be led by someone from outside in order to function well – especially in times of change. Instead, everyone needs to become their own leader. Everyone can learn and develop enough to not follow other people anymore.

This means everyone follows themselves and begins to create a community of relationships that organizes itself in a sustainable way.

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We like to think of the army that recognized the importance of learning. As one colonel said:  
“We realized a while ago that it’s better to learn than to be dead.”  
This level of clarity helps everyone see what they otherwise may not want to see.