



## **CBODN Coaching Community of Practice Fall 2015 Programs**

**September 1, 2015**

### **Communicate Your Coaching Brand with Clarity & Connection**

You're pretty clear on who you are, what you have to offer and why you do what you do. But how are you perceived? And how do you express and position "your brand" in the world? This workshop will provide you with practical tips on building a powerful brand as a coach and consultant.

**Presenter:** Wendy Baird

Wendy Baird is president of Insight180 Brand Consulting & Design where she provides brand strategy and creative direction to organizations that often "sell the invisible" — concepts, ideas, services and approaches. She works in organizations on naming, rebranding and brand messaging and design. A big picture thinker who thrives on collaboration, Wendy challenges convention with a talent for drawing out the creative side of even the most left-brained client.

**October 6, 2015**

### **Mindsets Matter: The Art and Science of Changing Minds**

As coaches and OD consultants we often focus on how to change behaviors—either stopping unhelpful behaviors or fostering virtuous behaviors. This interactive workshop will focus on the power of shifting mindsets as a means of unleashing vital behaviors that lead to success. Participants will come away with a deeper understanding of the power of mindsets in making change happen as well as exposure to tools to shift mindsets.

**Presenter:** Chuck Appleby

Chuck Appleby is the founder of Appleby & Associates, an OD consulting firm. He integrates several approaches in his work including, action learning, peer coaching, and design thinking. He is currently working on OD and coaching projects with Arlington County, Goodwill Industries International, John Hancock, and the World Bank Group. Chuck is an Adjunct Faculty member at Georgetown University and The George Washington University.

## **Meeting People Where They Are for Greater Well-being**

**November 3, 2015**

How do we know what our values truly are and why do they matter? For coaches and consultants these questions are often at the heart of our conversations with clients. This interactive session is an introduction to Richard Barrett's "values assessment" tools and the connection between values, needs, behaviors (including emotions), culture, and challenges in everyday life. Each participant will get their own "values assessment", take a reflective dive into their own life experiences through the lens of values, and acquire a deeper framework to meet and support their clients' development and wellbeing.

**Presenter:** Willa Gaitanis

Willa Gaitanis is an Executive and Somatic Coach and Leadership Development Trainer with more than two decades working with teams, organizations, and individuals. She is best known for having maximized NASA's Internal Coaching Program by providing coaching to middle/senior level managers and NASA's organizations and Project teams. Willa's newest endeavor after retiring from NASA in 2013 is First Frontier Consulting, LLC, a company that specializes in leadership transition and change.

## **Improv Games and Coaching Applications**

**December 1, 2015**

Improv refers to inventing, composing, or performing with little or no preparation. It's about risk taking and being open to new ideas and ways of doing things. Do you or your clients ever face unpredictable and stressful situations where things have not gone as planned or where thinking on your feet is needed? The practice of improv helps coaches and their clients prepare for these situations. This program will look at basic principles of improv and engage in a series of exercises where participants practice listening, being in the moment, "underthinking" and having fun!

**Presenter:** John Bennett

John B. Bennett, Ph.D., ACC, is the coordinator of the [\*Executive Development Exchange Network \(EDEN\)\*](#), organizing and hosting monthly meetings for a network of over 500 federal and non-federal workers who work in or with leadership development programs. He is the Principal of [\*Supportive Action, LLC\*](#) (Leadership coaching, Applied Improv and Appreciative Inquiry). John is an ICF certified coach and holds the *Appreciative Inquiry Certificate in Positive Business and Society Change*, Case Western Reserve University, Weatherhead School of Management.