

Registration, Fees, Terms & Conditions:

Workshop fee: 4,500:- SEK/person (+VAT) Includes full-day workshop, workbook, lunch, coffee/tea & fruits during breaks.

Payment: A payment of 50% of the workshop fee is to be paid at time of registration. Unless otherwise agreed, the full remaining payment must be received no later than 15 days prior to workshop begin. Please make payments with date of workshop, name of payee/participant, and telephone number to: Zero Aeons AB, Bankgiro: 5693-6917 (for international participants please request bank details).

Workshop Cancellation Policy & Liability: In the event of the workshop being cancelled by Zero Aeons, the entire registration fee will be refunded to the applicant thereby releasing Zero Aeons AB from any liability. Cancellations up to 2 weeks prior to the workshop receive a refund of 50% of the fee. Cancellations two weeks and less prior to workshop begin will not receive any refund.

We reserve the right to possible changes and amendments without notice to this program.

Please Note! The number of participants is limited; please send your application at your earliest convenience. Applications will be treated on a first come basis and are binding.

Registration/Application (Please send by mail or fax)

Full Name: _____

Company: _____

Position (title): _____

Full Address: _____

Tel., fax, mobile (cell): _____

E-mail: _____

Website: _____

Special Requests: _____

Please register me for the "Coaching Leadership" workshop in Stockholm, Sweden. I understand that registrations will be handled on a first come basis and that participation is guaranteed only upon receipt of payment as detailed above.

I agree with the terms and conditions above (check box).

Place, Date, Signature, & Name (in block letters)



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Coaching Leadership The Individual & the Company.

slow down,
Stop,
be silent,
Reflect,
(ask),
& Listen.
to yourself.

III

An interactive full-day workshop for
**executives, project managers, and
entrepreneurs** about coaching
leadership through effective
communication and
clear goals.

PHOTOGRAPHY BY
CHRISTER SÖDERBERG

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"To live is to choose. But to choose well, you must know who you are and what you stand for, where you want to go and why you want to get there". - Kofi Annan, Secretary General, UN

Who am I?

Where am I?

Who do I want to be?

Where do I want to be?

How do I get there?

Answers to these questions are seemingly simple, but not always easy to define and integrate into modern living. This workshop introduces tools in performance-based personal and business development, both for yourself and for communicating more effectively with your colleagues.

Coaching is about taking you from where you are to where you want to be. **The Zero Perspective™** creates awareness of possible obstacles along the way, and coaching with **Dynamic Resonance™** helps you define your goals and focus your energies; creating time and space for the important things; in business and life.

Christer Söderberg leads you towards a working familiarity with the concept and practice of modern coaching; its techniques, tools and areas of implementation in leadership, personal development, and business development. The agenda includes cultural aspects of international business based on effective communication and mutual respect between individuals.

This workshop provides tools to begin communicating your goals more efficiently and help achieve them with awareness, balance, and focus.

Topics:

- Differences between a coach, mentor, and therapist
- History and literature of coaching
- **The Zero Perspective™**
- Time, Space, & Silence
- Forming *The designed alliance*
- Coaching with **Dynamic Resonance™**
- *Active listening, Powerful questions & Direct Communication*
- Responsibility & Accountability

Method:

- Interactive lecture and short case history analysis
- Presentation of Coaching literature
- Individual and group exercises
- Individual and group Mentor Coaching (optional follow-up)

Practices:

- Change Management - break unproductive patterns
- Conflict Management - thru language and behavior
- How to integrate and maintain new insights

Results you can experience from this workshop:

- Power of focus, and how you can apply it to life.
- The connection between harmony, creativity, and profitability.
- Empowering individuals and teams by focusing on trust, respect and cooperation.
- How increased awareness contributes to improved balance and focus on essentials.



As an entrepreneur **Christer Söderberg** has developed an intimate relationship with the multiple aspects and interdependency of international business. Christer started and managed a NGO coordinating humanitarian aid during the war in Bosnia, managed a telecom product design company based in Hong Kong and as Director of a Swedish multinational in Brazil, established the industrial products company in six South American countries. Christer has lived in nine countries and speaks the languages of seven. During the siege of Sarajevo, he lived 100 meters from the front line (and realized that he was also the enemy). He has seen street urchins smile in the midst of poverty and experienced first hand the differences in culture and working conditions on four continents. Christer shares his experiences as a coach and mentor in personal development and international business development.

Increased awareness of individual potential plants seeds for long-term success. Christer's coaching and workshops help awaken the hidden potential in individuals, creating new perspectives on cooperation and personal development. Increased focus and balance help provide a strong base for individual and corporate growth.

(*) Christer is trained according to International Coach Federation (ICF) accreditation standards and guidelines for a Certified Coach and subscribes to the ICF pledge of Ethics and Standards of Ethical Conduct. Christer is a certified axiologist by Profiles 4 professionals in Scandinavia AB (www.pro4pro.se) and licensed in the Leadership Diamond by the Koestenbaum Institute, Stockholm. (Folder version: 23 september 2006.)