



PEOPLE  
DYNAMICS INC.



# **LEADER AS COACH**

## **Seminar**

**PRINCE GEORGE**  
**NOVEMBER 24 & 25, 2009**  
**8:30AM TO 4:30PM – CIVIC CENTRE**

**COACHING IS ESSENTIAL TO GREAT LEADERSHIP!**

**BUILD AND STRENGTHEN YOUR LEADERSHIP SKILLS  
AND COACH YOUR EMPLOYEES TO:**

- **ENGAGE THEIR UNTAPPED POTENTIAL**
- **ACHIEVE PEAK PERFORMANCE**
- **CHANGE THEIR SELF-DEFEATING BEHAVIOURS**
- **ACCEPT ACCOUNTABILITY**
- **CREATE A CULTURE OF CONTINUOUS LEARNING  
AND DEVELOPMENT**
- **IMPROVE THE ORGANIZATION'S BUSINESS  
BOTTOM-LINE RESULTS**



## LEADER AS COACH

As Business Professionals and Leaders, we are faced with mastering ever changing challenges and unpredictability. It is more important than ever for everyone to contribute their best, build their capacity, and create a sustainable future.

Coaching is a key component of Leadership! It's the art of empowering people, engaging their untapped potential, and helping them gain additional and deeper insights and perspectives that transform their thinking and result in choices and decisions that are more meaningful and sustainable long term.

Join us in this interactive workshop where we learn, practice and experience key coaching skills and strategies, and discover our own new insights to help us become better Leaders and Business Professionals.

### **Seminar Topics include:**

- Management and Leadership roles and competencies
- Self-Awareness and Self-Management
- Coaching Communication Skills and Language
- Coaching Process and Strategies
- Giving and Receiving Feedback
- Coaching and Feedback Conversations and Relationships
- Skills, strategies and tools for developing employees
- Personal Coaching Style assessment tool

### **After attending this seminar, participants will be able to:**

- Distinguish the differences between managing and leading; when to step into each role
- Use a variety of communication skills and tools to be an effective leader and coach
- Understand the importance and impact of coaching and feedback in a leader's role
- Use coaching and feedback effectively and appropriately
- Create a culture of empowerment, teamwork, and continuous learning and growth
- Identify and understand their personal coaching style, and others
- Improve their leadership and coaching skills using their personal coaching style

# Leader as Coach Seminar – Civic Centre, Prince George November 24 & 25, 2009 – 8:30am to 4:30pm (Lunch provided)

## COST:

Seminar cost is \$395.00 per person, plus GST. Register 3 or more participants from one company and receive a 10% discount.

**Special Offer: Register by October 31<sup>st</sup>, 2009 and pay \$350.00 per person, plus GST.**

Seminar cost includes a personal workbook for each participant, lunch for each participant on both dates, and refreshments during the seminar.

## REFUND POLICY:

Withdrawal from seminar must be submitted in writing:

- 14 or more days prior to seminar date will receive full refund less \$25 per person administration fees.
- 7 – 13 days prior to seminar date will receive 50% refund of cost paid.
- 6 or less days prior to seminar date will receive a credit voucher for 75% of cost paid. This credit voucher can be used for future seminars offered by People Dynamics Inc.

**HOW TO REGISTER: Email: [info@peopledynamicsinc.com](mailto:info@peopledynamicsinc.com); Phone: (250) 563-8902**

**Fax: (250) 563-8903; Mail: 2379 McTavish Road, Prince George, BC. V2K 5R5**

**PAYMENTS CAN BE MADE BY CASH, CHEQUE, MONEY ORDER, VISA, OR MASTERCARD.  
PLEASE MAKE CHEQUES PAYABLE TO PEOPLE DYNAMICS INC.**

PDI reserves the right to cancel or change dates of events with 6 days notification prior to scheduled event date.



**LEADER AS COACH Seminar – Prince George – November 24 & 25, 2009  
TO REGISTER by mail or fax, send this completed form to People Dynamics Inc.**

Participant(s) Name(s): \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Contact Phone# & Email: \_\_\_\_\_

Total Fee Payment: \_\_\_\_\_  
(Including 5% GST)

Method of Payment:  Cash  Cheque  Money Order  VISA  MasterCard  PO  
(Check which apply)

VISA/MC/PO Number: \_\_\_\_\_ Expiry Date: \_\_\_\_ / \_\_\_\_ (m/y)

Name of Cardholder: \_\_\_\_\_  
(Please print)

Authorized Signature: \_\_\_\_\_

**Please let us know if the participant has special dietary restrictions. Thank you!**



*Building capacity and enabling the realization of potential within . . . .*

**AT PEOPLE DYNAMICS INC. (PDI) WE PROVIDE:**

- COACHING - INDIVIDUAL AND TEAM
- CONSULTING
  - STRATEGIC PLANNING
  - ORGANIZATION DEVELOPMENT
  - HUMAN RESOURCES
- WORKSHOPS
- FACILITATION
- RECRUITMENT
- OUTPLACEMENT (TRANSITIONING)
- KEYNOTE SPEAKING



THIS WORKSHOP IS DESIGNED AND DELIVERED BY:

**ELIZABETH VIEIRA-RICHARD,**  
MASTER CERTIFIED EXECUTIVE COACH AND MENTOR COACH,  
SPEAKER AND OD/STRATEGIC CONSULTANT.

Elizabeth Vieira-Richard, CEO of People Dynamics Inc. (PDI) works with executives, teams and organizations globally. She provides Executive Coaching and Consulting in the areas of leadership, management, business and strategic planning, performance, change and human potential. She is a catalyst and facilitator of change, and is recognized as an international intercultural Master Executive Coach and Mentor Coach.

She has worked with organizations, such as: Coca-Cola, Corporate Express, Exxon Mobil, Imperial Oil, Canadian Natural Resources, Alterna Energy, Response BioMedical Corp., Investors Group, CIBC Wood Gundy, Integris Credit Union, Royal Canadian Mounted Police (RCMP), BC Ambulance Service, Northern Health Authority, Canadian Forest Products, Abitibi Consolidated, Pope and Talbot, All-Wood Fibre, TDB Consultants, McBride Secondary School, College of New Caledonia, and the University of California San Diego, to name a few.

Prior to starting People Dynamics Inc. in 1994, Elizabeth worked in management leadership positions with Fortune 100 companies in South and North America. She studied Business Administration (Marketing Major) and Human Resources Management at York University, and Adult Education and Development at St. Francis Xavier University.

Elizabeth completed her undergraduate and graduate coaching education and accreditations at The Coaches Training Institute, Coach U, and the Interdevelopmental Institute. She is one of the few coaches globally who has achieved the designation of Master Certified Coach & Mentor Coach from the International Coach Federation (ICF); and she also holds a Master Certified Developmental Coach designation. She is a Certified Corporate Trainer and Facilitator, and Adult Educator. She has taught Business, Management, Human Resources, and Labour Relations programs at the College level. She is qualified to deliver and interpret psychological assessment tools, tests and programs.

Elizabeth volunteers as a Mentor and Coach for female entrepreneurs and business owners, coaches, and Human Resources professionals. She is a Mentor, Big Sister, and Board Member with Big Brothers Big Sisters of Prince George; and a Board Member with the Prince George Hospice Society.

People Dynamics Inc. has two offices in Canada - Prince George, British Columbia and Toronto, Ontario. We invite you to visit our website: [www.peopledynamicsinc.com](http://www.peopledynamicsinc.com).