



Behind  
High Performing  
Executives,  
Stands  
Excellent Executive  
Coaches



INTERNATIONAL  
EXECUTIVE  
COACHING  
CERTIFICATION  
2009-10

DOOR Training & Consulting

**DOOR**<sup>®</sup>  
—TRAINING & CONSULTING—



Senior management teams & organizations in more than 60 countries worldwide have benefited over the years from having a DOOR Executive Coach by their side while making decisions and in times of change. All our Executive Coaches have been trained in-house using the DOOR Executive Coaching Model & Methodology: based on systems thinking & behavioral coaching.

Organizations understand more than ever the need to support their senior management teams & the demand for executive coaching is growing. In order to meet this demand, DOOR Training & Consulting is opening the doors of its program to people who feel they have the professional competencies & passion to become an executive coach.

Our coaching practice has evolved over many years and the results of our methodology is witness by the success of our clients.

Participants will be selected based on professional experience, demonstrated competency by written application and an interview process. Once the course is successfully completed, the individual will obtain an International Certification as Executive Coach, recognized in more than 60 countries where DOOR operates.

We are very excited about this opportunity and look forward to discussing any element of the program with you.

Ramon J. Fonte  
Managing Director DOOR Spain  
[r.fonte@doortraining.es](mailto:r.fonte@doortraining.es)



## Mrs. Leah Zveglich Master Coach & Training Manager

Leah Zveglich is an executive coach with expertise in strategic thinking, talent management and leadership development.

Her executive coaching uses systems thinking as a framework. Through an innovative thinking process, she supports top executives and organizations to identify root causes of problems, find solutions and achieve higher performance. She often acts as a sounding board helping them make better decisions and achieve life-long learning and leadership improvement.

Leah facilitates strategic planning using pragmatic methods. Providing an objective outsider's view, using qualitative analysis and participative methods, she helps clients see the hidden potentials. She emphasizes integrated management efforts and entrepreneurialism to grow business.

She has lived and worked in Europe, North America and Asia. Leah has 20 years of business experience as a management consultant, business executive and entrepreneur. Her unique background in entrepreneurship and management has allowed her to develop innovation, integration and implementation a key competencies. She completed graduate studies in organizational behavior at Harvard University, followed by international business at the University of Massachusetts and an MBA at the University of Western Sydney.

Leah has started and managed a number of her own companies since college and has also worked for a number of start-ups, leading them through initial growth stages. In 1986, the Young Entrepreneurs Association in the U.S selected her as Entrepreneur of the year. In 1997, she was invited to the White House by ex-President Bill Clinton for outstanding export achievements with Aster International Company and was nominated for a small business export award. She has received several business awards in the U.S and frequently delivers lectures, speeches and has written numerous articles to inspire and motivate other business leaders.



## More than a course

**Executive coaching or internal performance coaching is a highly satisfying, high potential career with global prospects.**

Today, top executives must possess excellent coaching skills as part of their key competencies. At DOOR, our goal is to develop your skills and knowledge and prepare you to become a premier executive coach.

Our executive coaching practice is rooted in the "Systems Thinking & Behavioral Coaching" approaches. Systems Thinking provides the foundation for every executive coaching assignment. It is a framework which is based on the belief that the component parts of a system can best be understood in the context of relationships with each other and with other systems, rather than in isolation. One of the key benefits of systems thinking is its ability to raise our level of thinking at which we can create favorable results even in those difficult situations marked by complexity, great numbers of interactions, and the absence of ineffectiveness of immediately apparent solutions.

Behavioral coaching facilitates the performance, learning and development of the individual or a team, which in turn assists the growth of the organization. It provides executives and organizations a validated and proven system that greatly increases their chances of effecting lasting managerial and leadership behavioral change.



## What participants say about the course

"This program teaches **real coaching in its strictest sense** when compared to the fanciful coaching programs I have attended. "

- Ringo Morella | HR Director, Bristol-Myers Squibb

"The wonderful thing (about the training) was that **each tool, technique or skill that I learned had relevance to many areas in my everyday life**. As I continue to learn, I also continue to grow into a more effective executive and a better human being. "

- Althea Masangkay | VP, Hooven

"...the training made me realize that **to be an effective coach, one must understand the Coachee well**, provide challenges to a Coachee and encourage creative thinking to stimulate problem solving skills and obtain focus. "

- Neri Mendoza | Sr. Director, PricewaterhouseCoopers

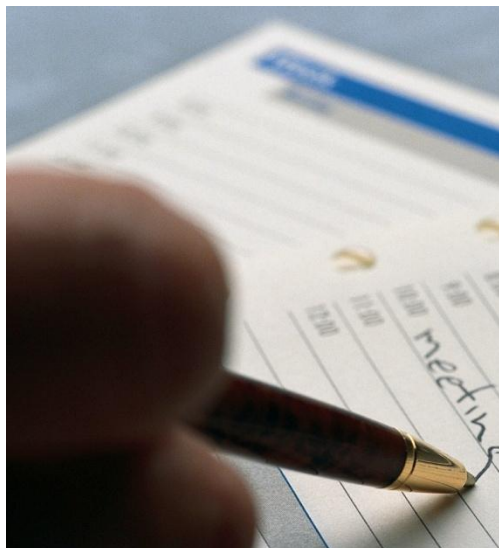
"**Learning was enhanced by the numerous applications of principles and tools** in executive coaching using role plays in different actual cases experiences shared (by a Master Coach) helped a great deal in my development as an Executive Coach. "

- Rene Serapio | Corporate HR Director, Siemens



## Target participants

- People who have already been coaching without formal training and would like to raise the standard of their coaching practice to international level with more structure and tools.
- People with more than 10 years of business experience who wish to become an executive coach, or internal coach.
- HR practitioners who want to introduce coaching in their organization with focus on performance coaching, career coaching and organizational coaching.
- Executives who would like to develop high levels of coaching skills to be an effective leader increasing performance for his direct reports.
- Certified Coaches who have been practicing executive coaching and would like to upgrade their skills to high level executive coaching practices and be able to work with a larger coaching projects with other coaches.



# Course Content

## MODULE 1 (3 days)

### Executive Coaching

- Coaching as professional management service
- Different schools in executive coaching and comparison
- Different practice areas of coaching
- Importance of common language

### Executive Coach

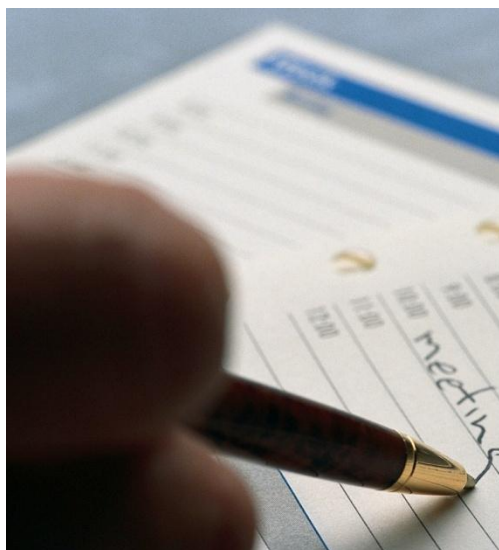
- Core competencies of executive coach and self-rating
- Understanding me and my development plan to be a coach
- Critical Success Factors of Executive Coach

### Diamond Model of Problem Solving and Creativity

- Tools and approach narrow options
- Tools and approach to expand options and explore possibilities
- Career Coaching: cases, tools, challenges
- Matrix and Network organizations

### Personal Mastery

### Appreciative Inquiry



# Course Content

## MODULE 2 (3 days)

- Developing emotionally intelligence leaders
- Developing culturally intelligent leaders
- Our brain, thinking and behavioral patterns

### Coaching Cases & Practice

- HR Coaching
- Team / Group Coaching
- OD Coaching
- Business Coaching
- Life coaching in executive coaching context
- Most commonly used business models for 2009
- Top business thinkers today
- Psychometrics in Executive Coaching
- Other Assessments

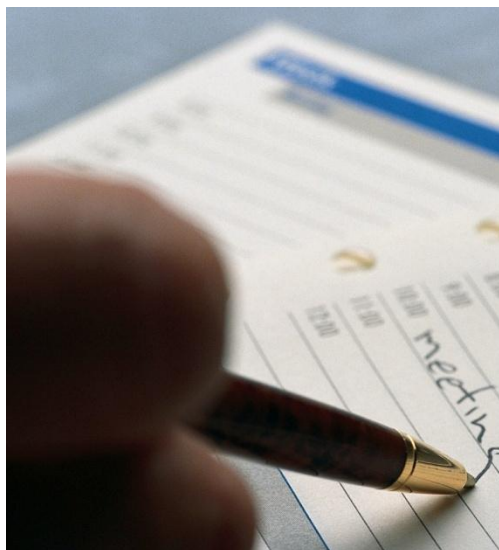
# Course Program

## MODULE 3 (3 days)

- Leadership Models
- Decision Making & Emotions
- Systems Thinking & Causal Loop
- Behavioural Coaching in Action

### Coaching Cases & Practice

- Performance Coaching
- Leadership Coaching
- Development Coaching
- **DOOR International Executive Coach Certification**





## FAQs

**How is DOOR's Executive Coach Master different from other Coach training programs?**

Based on our experience, it is difficult to become a good executive coach with coaching skills alone. So we focus on:

1. Systems thinking based executive coaching focusing on root causes of issues rather than symptoms for sustainable results.
2. Pre-screened Participants with similar goals and interests to create a more cohesive learning community.
3. Supported by various creativity tools, problem solving tools, decision making tools, and business models & framework to make each session timely and action oriented.

With those in mind, our program develops 4 core skills for executive coaches:

- **Communication skills:** To hear without judgment.
- **Analytical skills:** To bring out other useful viewpoints.
- **Problem solving questions:** To discover new actions.
- **Self-awareness skills:** To stay balanced and aligned



## FAQs

### How is the Certification done?

The certification involves a three-part examination:

1. Written Examination which tests knowledge of coaching, coaching tools and management framework
2. Oral Examination which tests knowledge application
3. Coaching session which tests coaching skills and application of knowledge in real situation

The evaluation is conducted by 3 international executive coaches from 3 different continent. **Certification is through DOOR International**, which is one of the top management consulting & training companies in the world.

### How is DOOR certification different from ICF or other certification? Is it globally accepted?

Currently, there is no single standard governing coaching practice around the world. ICF (International Coach Federation) has a certification. However, it is not a global standard nor pre-requisite to be a coach. Their certification is for coaching in general, not specialization in executive coaching.

DOOR certification is specialized for executive coaching and it is recognized in over 60 countries where DOOR operates. Based on our experience of working with high performing organizations, we have developed more focused, structured and systematic approaches to achieve sustainable results.



# Course Calendar

## NOVEMBER 09

M	T	W	T	F	S	Su
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

## JANUARY 10

M	T	W	T	F	S	Su
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## MARCH 10

M	T	W	T	F	S	Su
1	2	3	4	5	6	7
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



## Why DOOR

We are experts in performance improvement and training providing comprehensive solutions through executive coaching, human capital development, and facilitative consulting. Our services focus on building better leaders and organizations. Our effective, innovative programs give individuals the necessary skills to take on broader leadership roles and add the best value to their organization.

- DOOR has presence in more than 60 countries.
- More than 25 years experience.
- We develop programs with the most important worldwide corporations and local companies
- We focus on customer results & are passionate about customer success.



# EuroSite : a unique Development Center

EuroSite is a versatile space in the middle of a natural park. Thanks to the excellent location the weather is warm and the atmosphere is calm, all year long.

## EuroSite

Cami del Montros s/n - Finca la Serra  
08810 Sant Pere de Ribes - Barcelona - Spain

Latitude 41°15'15.79"N

Longitude 1°45'11.09"E





# Sign-up information

- Participant number is limited to 12 people on first-come first-served basis. Please call early to reserve a seat. Your slot is guaranteed upon payment.
- Please downloading an application form at [www.es.doortraining.com](http://www.es.doortraining.com). Fill in the detailed information and mail it back to Mrs. Mireia Catot at [m.catot@doortraining.es](mailto:m.catot@doortraining.es). We will contact you to schedule a telephone/online interview to finalize your application process.
- Course price per participant is € 3.000 per module.
  - The workshop includes morning snack, lunch, afternoon snack, and a handbook (reading + workshop file).
  - Each module has a reading list composed of an average of 4 books. Price of books is included in the workshop fee.
  - Participants receive templates (hard copy and soft copy) of all tools and have access to extranet coaching resources.
- Course Venue in our Training Center EuroSite, Sitges, Barcelona, Spain.
- To sign-up, please contact:

Mireia Catot  
DOOR Training Spain - EuroSite  
Tel: +34 (93) 896-1522  
Fax: +34 (93) 896-1502  
E-mail: [m.catot@doortraining.es](mailto:m.catot@doortraining.es)  
[www.es.doortraining.com](http://www.es.doortraining.com)



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[www.es.doortraining.com](http://www.es.doortraining.com) - [info@doortraining.es](mailto:info@doortraining.es) +34 93 896 15 22

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