



**ICCO Lab 2010**  
Creating Excellence in  
Coaching in Organizations  
Multiple Lens Perspectives

**The Lab is our one event a year that is devoted to you, our members.**

**We will harness what the great minds in the room bring to the table so we move forward in our work, in our profession, and within ICCO.**

As it's for you, we're shaping it to be what you need, what you've told us you need in our events and the in-between conversations.

Come together with like-minded professionals to not only talk about what's going on in coaching in organizations but to create an action plan to move towards mastery in coaching in organizations.

**This lab:**

- Is used as a container to see where our members are, what they're struggling with, how they want to grow and how ICCO can serve them,
- Helps us figure out what we can dive into right now, and what we have to park until we can do it well. (i.e. commitments we can keep)
- Is a spring board for what we do in ICCO through the following term
- Is a way for members to connect with Board members so they can work on an action plan to move forward, populate committees, co-create for their own organizations, practices etc
- As we do in a laboratory, brings together a myriad of ideas, great minds, concepts and trends to generate something new, edgy and what hasn't happened anywhere else (until now).
- Is a vehicle to look 5 years out in the organizational world such as
  - How will organizations be structured?
  - How will people be working especially when there is more and more decentralization and many work from home, cafés, hotelling stations in their organizations etc
  - How will we attract the new up and coming excellent organizational coaches so we get their point of view on the table? (look at ICCO's demographics)
  - What aren't we paying attention to?
- Is to figure out what the conversations are that aren't happening anywhere else and to put them on the table to have them

**Fresh eyes in the industry**

This event is so unique, so different... and so beneficial for us, those of us who want to stand out by digging deeper than ever before. Funny, isn't it, that in a world full of hype and sizzle, so many often forget the power of putting great minds together in a room to percolate, create and move? Well, this event will change that. The emphasis will be on leveraging your knowledge and ideas and combining them with current research and measurements that speak to mastery. It's where your GREAT content

gets married to CUSTOMIZED models and concepts, and can be SUSTAINED by addressing long-term needs from the client perspective. When these three things come together...it creates a tipping point. What are the fresh new concepts, the leading edge ideas that create breakthrough?

[Click here](#) to register for the lab now.

### **Some of the questions we'll be addressing are:**

- What's the critical thinking and trend scanning that can move us from 'Best practices' to 'Next practices' for each stakeholder group?
- What's the critical dialog that needs to happen between coaches and educators to raise the quality of the game about educating for coaching in organizations?
- Where does it make a difference to have research-based answers about what works in coaching in organizations, rather than simply others' good opinions and observations?
- What is the thought partnership that client organizations require from coaches and educators to make wise choices about who to hire, how to structure and integrate interventions, and evaluate to answer the question, 'was it worth it?'
- How do training organizations identify the standards to which they train organizational coaches and is that meeting the current and future needs of organizational clients?
- Does coaching excellence always translate into coaching effectiveness? If not, why not?

It's not about rethinking what we're doing for the umpteenth time...the Lab is about creating and synthesizing... bringing great minds together to craft something beyond what each of us could do on our own, positively impacting our professions and our organizations: how we think and learn, teach, hire, manage, deliver and evolve.

[Click here](#) to register for the lab now. Be there. Be instrumental in shaping what mastery and excellence looks like in coaching in organizations.

**We booked the** glass-enclosed penthouse with panoramic views of Chicago and have the whole floor to ourselves, a perfect environment to have the intimate conversations ICCO is famous for. [Click here](#) to read more about Hotel 71. Breakfast, lunch and snacks during the Lab will be provided.

**The hotel has offered us an amazingly discounted rate of \$159 + taxes (that's over a \$100 discount off the Expedia rate) for a limited time AND are offering that same rate for the 3 days before and after the Lab. For those of you who want to spend extra time in Chicago to explore this great city, here's your chance! [Click here](#) to book your room online or call 1-800-621-4005 and ask for the ICCO Lab 2010 rate when booking.**

Now... are you ready to positively impact coaching in organizations by creating and spreading the word? If you're wondering what attendees of the last ICCO Lab thought of the experience, read on...

- *"I hope we have more of these. I recognize the value of the symposia, of course, as the signature event organized by ICCO--but look how much we accomplished in such a short time at this members' conference! I hope it will be a regular event, at LEAST annually."*
- *"Great place to discuss the crucial currents and best practices of the work of executive coaching in organizations!"*
- *"Like the Executives I coach, seldom do I take 'time out' to consider the big picture challenges and opportunities of my work and coaching profession. This time with international colleagues allowed that reflection time as well as providing a forum for true personal and professional dialogue with industry thought leaders."*
- *"This was my first experience with ICCO and I found a great, committed group of executive coaches and coaching program managers - all of whom were excited to discuss the future of coaching in organizations and how to continue to improve our work together. It was a great lab and I look forward to many more."*
- *"I found the openness, willingness to share and the level of strategic thinking of the ICCO members almost breathtakingly invigorating."*
- *"ICCO's mission of bringing together key stakeholders in coaching in organizations is a great mission and the level of dialog is clearly at a level that will continue to advance the field."*

If you're not currently an ICCO member, this is a great time to join. Contact our Association Administrator, Alexia Longacre for more information at [leaders@coachingconsortium.org](mailto:leaders@coachingconsortium.org)

Best!

The ICCO Lab 2010 Design Team:

Donna Karlin

Ed Maier

Jody Michael

Jonathan Sibley

John Lazar

Kevin Cuthbert