

**Announcing 2011 DATES**

**COACHING  
CERTIFICATION**  
in  
**Appreciative Inquiry &  
Whole System IQ™**  
*(whole system intelligence)*



Held in both the Washington, DC area on the East Coast, and on Vashon Island, in the Seattle area, West Coast, USA.

**Learn how to help your clients achieve – *and sustain* – positive change.**

**Do you want to prepare yourself for the challenge of coaching today's leaders?**

**From June to July, 2011 on Vashon Island, near Seattle, WA, and from September to October in Virginia, near Washington DC, two intimate, and uniquely focused and engaged groups of people will gather to investigate, experience, challenge, and inquire their way to a new level of capability in working with clients and client's whole systems.**

Daryl Conner once said that "All change is personal," and so it can be said that becoming a coach to leaders demands of us an authentic commitment to personal change.

We invite you to initiate a new learning and change process that will transform you and your professional practice by committing yourself to participate in this program.

**Over 150-hours: 10 on-site days, coaching calls, assessments, experiential learning.**

**Certification through The Leading Clinic – internationally known for coaching training, and whole system change, utilizing Appreciative Inquiry.**

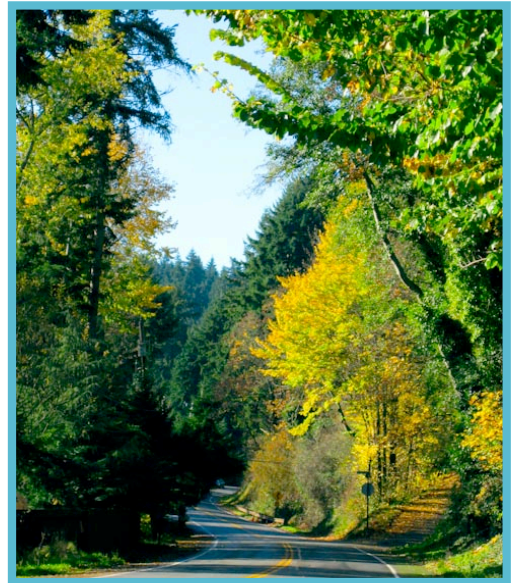
- As a **Certified Coach/Consultant in AI & Whole System IQ™** you will be qualified to coach today's CEOs and the next generation of high potential managers – plus teams and whole systems (large or small), partnerships, corporations, public agencies, or other individuals and groups – going through change.
- After completing this program you will begin or enhance your ability for working from a systemic and global perspective to achieve sustainable results.
- You will relate to your clients/client systems in deeper, more meaningful ways.

- **Appreciative Inquiry & Whole System Change Facilitator Certification™:** A special highlight of this professional development process is learning how to apply Appreciative Inquiry within the context of whole system change. You will become a **Certified Appreciative Inquiry & Whole System Change Facilitator™**, and have the knowledge, plus a complete facilitator's guide, a Powerpoint® slideshow and all of the necessary handout materials, to use in guiding individuals and organizations through an AI/Whole System change process.
- Held in a beautiful retreat settings – perfect locations for learning and personal growth – on a Pacific Northwest island near Seattle, WA or in a small town historic train station near Leesburg, Virginia (30 minutes from Dulles Airport).

## 2011 PROGRAM SESSIONS

- Session 1 **WSIQ – Whole System Intelligence**
- Session 2 **The Coaching Conversation: Break-through Reframing**
- Session 3 **Appreciative Inquiry and the AI Summit**
- Session 4 **AI and Whole System Interventions in Your Coaching and Consulting Practice**

**Note:**  
Sessions 1 and 2 run consecutively for 5 days.  
Sessions 3 and 4 run consecutively for 5 days.



## 2011 PROGRAM DATES –

**Sessions 1 & 2** On Vashon: June 22 – 26; In Virginia: September 14 – 18  
**Sessions 3 & 4** On Vashon: July 27 – 31; In Virginia: October 19 – 23

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## PROGRAM CONTENT

**Session 1 — WSIQ™ – Being a Coach/Consultant™ with Whole System Intelligence**  
Introduction to Whole System IQ™, the knowledge and skills needed to bring about integrated, large-scale change within a complex system; plus:

- The Model for a Healthy World™, the only research-based Appreciative Leadership model; MHW has been featured at the recent OD National Conference, the International OD Association Conference and at the Appreciative Inquiry World Conference.

- Key change models and approaches, such as *Whole Field Alignment*, *TOTE*, *Strategic Intention*, and the archetypal *Hero's Journey*. (see below for a complete list of skills and models taught).



### Session 2 — The Coaching Conversation: Breakthrough Reframing

Learn to shift the framework of someone's understanding, and enable them to experience their world in a completely new way, using our unique approach to reframing – *Breakthrough and Accountability Reframing*, a powerful tool for encouraging creativity and (self) motivation, and for with clients and client systems to formulate new behavioral choices.

### Session 3 — Facilitating an Appreciative Inquiry and an AI Summit

Experience “appreciative inquiry” (AI) as a vehicle for creating a positive, shared vision, inclusion and collaboration, and commitment to whole system action — one that ultimately, enhances individual and group effectiveness.

AI has been known to “turn tension to enthusiasm, cynicism to collaboration, and apathy to inspired action.” As a **Certified Appreciative Inquiry & Whole System Change Facilitator™**, you will build positive futures *with* your clients, by creating shared images of possibility. For this session you will receive additional materials, such as:

- The Leading Clinic's unique, comprehensive leader's guide, handouts, and a high quality slide show – all the tools you will need to facilitate your own system-wide Appreciative Inquiries.
- The Timeline for Tomorrow: the whole system change facilitator's guide to a customizable, integrated process for change, using Appreciative Inquiry.



### Session 4 — Whole System Interventions in Your Coaching and Consulting Practice

Explore creating sustainable performance change with whole system interventions. As we close the program, preparing for certification, we will explore what is necessary for coaching/consulting with leadership teams, for ensuring change accountability, and for increasing system self-worth, hope and capability. You will receive the LeadTeam Action Guide™, and learn how to use it to help your clients build personal and system-wide competencies to become successful leaders of 21<sup>st</sup> Century companies.

## Partial List of Skills We Teach

- Contracting for whole system change;
- Whole System IQ data gathering;
- Effective questioning;
- Well-formed outcomes/setting comprehensive goals;
- Applying whole field assessment tools;
- Sensory acuity: Listening for breakthrough commitments;
- Appreciative coaching for positive breakthroughs in results;
- Positive discourse;
- Appreciative inquiry facilitation: topic selection and inquiry development;
- Creating vision statements for whole systems;
- Customizing/designing whole system change processes;
- Reframing.

## Partial List of Processes and Models Presented

- Whole System IQ™;
- Whole Field Alignment™;
- Appreciative Inquiry
- The 6 Phases of Appreciative Inquiry and Whole System Change
- Appreciative Leadership – Model for a Healthy World™;
- T.O.T.E.;
- The Conversations of Leaders;
- Organizational Capabilities;
- The Archetype for Change: Hero's Journey;
- Learning as Transformation;
- Appreciative Inquiry;
- Accountability and Breakthrough Reframing™;
- Organizational Capacity Building;
- Leadership Team Coaching;
- Strategic Intention;
- Process Alignment;
- Logical Levels of Change;
- LeadTeam action planning using the LeadTeam Action Guide™.

## ABOUT THE PRESENTERS

**Sherene Zolno**, internationally known business consultant, executive coach, and educator, works extensively with leadership teams and has developed for them the *Model for a Healthy World™* – now used to guide leaders in their internal coaching, mentoring and leadership practice. Her structure for change, the *Timeline for Tomorrow*, is being utilized as the basis for transformational change efforts in major organizations across the US and Canada. She was an early proponent and teacher of Appreciative Inquiry, and has used the AI framework in her consulting practice for nearly 20 years, developing the unique integration of AI and whole system change that is core to The Leading Clinic's coaching certification program.



As chair of the Leadership Institute of Seattle's Leadership and Organization Development graduate program she introduced these concepts to students, contributing to a 'positive revolution in change' within the OD Profession. A frequent speaker and contributor in the field, she recently spoke (and was published) on "Getting Smart About System Change," at the ODN National Conference, and on "Appreciative Leading: seeing our way to a healthy world," for both the International OD Association conference in Canada, and the AI World Conference in Nepal.



From his background as the leader and Chief Executive Officer of several major healthcare organizations, **Rick Skillman** brings a unique perspective to his consulting and training practice. His focus is on how leaders can align sound business judgment with a stance for respect, hope and capability directed to employees at every organizational level.

His coaching revitalizes leaders' commitment and intentions, helps build strong teams, and encourages breakthroughs in financial and performance outcomes. He has recently completed writing the book, "Memoirs of a CEO: the struggle to lead with heart and soul," about his experiences as a healthcare leader. (Now available as an E-book through [www.proactionassociates.com](http://www.proactionassociates.com).)

Learn more about the program presenters' work and about The Leading Clinic's programs by visiting The Leading Clinic website, hosted at: [www.proactionassociates.com](http://www.proactionassociates.com).

## What participants have said about Coaching Certification in Appreciative Inquiry and Whole System IQ™ ...

“Thank you for a wonderful week of learning! I found the session to be more rewarding than I had anticipated (personally and professionally), and the other participants were exceptional. You both are such gifted guides...I feel very fortunate to have met you.” -EM

“I could not let the day go by without reaching out to you. I can’t even begin to tell you how much I appreciate your generous sharing of knowledge and your kindness and patience throughout our AI /Whole Systems training process.” -TC

I came into the week expecting to pick up a new methodology, but I left with a new way to see the world and a new group of friends...I can’t wait to see what happens with session #3!” -JC

“Even this, on the first full day of reflection, the impact has been huge. And this morning I was so touched and pleased to hear from my partner and coach from the class for our scheduled coaching call – incredible!” -MM

“I am so honored to have you in my life as teachers. It always feels so welcoming and inviting here.” -TY

“This has truly been a great journey for me. Thank you for all of your hard work, heart and hospitality.” -PE

“Thank you for a wonderful Session 4 last week. Though the journey to and from Vashon Island was long, coming from Singapore, it was joyous and fruitful to be there. I feel my self-worth and hope (for myself and people around me) have been enhanced, and my capability increased... all for a more healthy world.” -AH

“Thank you for such a wonderful learning and social experience this past 5 days. It was excellent!” -GW

“You provided a fabulous experience full of lessons and new ideas – served up with a scrumptious topping of love and wisdom. Thank you!” -KR

“We were working together all day today and were talking about you and Rick and the Logical Levels model we explored on Sunday. What a wonderful learning experience – and great to be able to share it with my colleagues here.

I am so very certain that I will continue to use AI and WSIQ in my work. Thanks to you both for all your time and support.” -RR

“I wanted to tell you that I used your Field Alignment™ model not only to assess and formulate a change plan, but also to describe change to 50 leaders. And they totally understood how this was going to be different from what they had been through before.” -KZ

# Coaching Certification in Appreciative Inquiry and Whole System IQ™ with Sherene Zolno and Rick Skillman

## Application Information

**Program Costs:** The fee for all sessions (a total of 10 days and over 150 hours of coach/consultant training) is \$1895. Some partial scholarships are available (see below). A 10% discount is offered for two or more registering together. Personal costs for travel, meals and accommodations are not included.

**To apply,** email a one-page bio/ personal goal statement to [szolno@comcast.net](mailto:szolno@comcast.net). Include the following information: your name, address, telephone number and email address.

**Scholarship application:** Some partial scholarships are available (up to \$200), particularly for those employed in non-profit organizations, or those who are traveling an especially long distance.

If you are applying for a scholarship please include one paragraph in your email regarding your request/need, or call Sherene Zolno at 206-463-6374 to discuss your request for a scholarship.

**Deposit.** Once your application has been approved you will be asked send a deposit of \$500 to hold your space in the program. This deposit is sent to: The Leading Clinic, 25900 Pillsbury Rd SW, Vashon, WA 98070. Payment via "PayPal" is also available for international participants, although some additional fees to use this service apply.

Deposits are fully refundable with a minimum of 21 days notice prior to the first session. The remainder of your fees are due at the first session, unless other arrangements were made.

For further information, telephone: 1-206-463-6374 and ask for Sherene.



**The Leading Clinic**  
*Innovating the future*

The Leading Clinic is a 501 (c) (3), non-profit organization. Your program tuition is a donation that is used to further TLC's work creating sustainable whole system change within nonprofit organizations, government agencies and community-based programs.

This work has enabled nonprofit organizations to make a profound difference in the quality of life in their communities. Thank you for your support.