

**Get to know us and join us  
in one of our upcoming **Taste & Test** sessions!**

### **Taste & Test 4 : What is Coaching ?**

Coaching is widely used as a development process : more than 80% of companies claim to use it. And yet Coaching is a profession. It is a profession that shows some similarities with Consulting, Mentoring, Training, Athletic development and Therapy and yet it is quite different. Coaching supports personal and professional growth and development based on individual-initiated change in pursuit of specific actionable outcomes.

At the end of this 4<sup>th</sup> Test and Taste session, you will understand what Coaching is as a profession and understand the difference between Coaching, Consulting, Mentoring, Training and Therapy.

### **Taste & Test 5 : Binary Thinking & Coaching**

There is an ancient tradition of binary thinking – of framing things in terms of opposites such as good/bad, day/night, black/white, emotion/reason. The binary tradition of thinking in polar oppositions almost always builds in dominance or hierarchy. Binary thinking is limiting and wants to keep everything in pairs and in place whereas the world is far more complex than that. Things are not black or white, they also come in shades of grey and a range of colours. Sometimes binary thinking is effective and/or required and more often we need to be able to opt for multiple thinking in everyday situations.

In this 5<sup>th</sup> Taste & Test session, you will discover what the role of Coaching is in the Binary Thinking process and you will explore how to break through this severe way of judging and looking at the world.



**THE  
COACHING  
SQUARE**

Inspiring your coaching journey

## Who should participate?

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Anyone who wants to get to know The Coaching Square in a pleasant way by exploring one or all of the above topics:

- Line Managers, Team leaders and supervisors
- HR-Managers, Training Managers, Trainers, Consultants and Coaches
- Anyone who wants to understand :
  - What Coaching is as a profession and how it is different from Consulting, Mentoring, Training and Therapy.
  - How binary thinking simplifies reality and limits our observation of reality and what the role of Coaching is in the Binary Thinking process

## What Can You Expect?

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In each “Test and Taste” session you will get to know The Coaching Square via an interactive appetizer during which we will explore each topic:

- 1/ What is Coaching ?
- 2/ Binary Thinking & Coaching

## Taste & Test ...

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Savour what the profession of Coaching is and what it is not.

Savour what binary thinking can do for and against you and understand how Coaching comes in here to make your thinking more effective

## Our Approach

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- We work through active and interactive learning
  - We maximize learning through
    - Exploration exercises
    - Discussion
    - Brainstorming and other techniques

## Practical information

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**Taste & Test session 4 : “What is Coaching ?”** will take place on :

Date: March 15, 2010

Time: from 6.30 p.m. to 9 p.m.

Where: Samuel Morselaan 26  
1780 Wemmel.

**Taste & Test session 5: “Binary Thinking & Coaching”** will take place on:

Date: April 19, 2010

Time: from 6.30 p.m. to 9 p.m.

Where: Samuel Morselaan 26  
1780 Wemmel.

## Cost

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The charge for participation in a Taste & Test session is 35 Euros per session. Sandwiches and drinks are included.

Payment can be made at the cashier's desk or by direct bank transfer to account number 979-652 13 50 45.

You will receive a refund of the charge for participation in Taste & Test upon enrolment in one of The Coaching Square's training programmes in Dutch – French or English.

## Registration

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You can register by sending your name and invoice details by email to [info@coachingsquare.be](mailto:info@coachingsquare.be) and [kathleen@coachingsquare.be](mailto:kathleen@coachingsquare.be)

For payment details: see above under "Cost"