



## **A-N Coaching Masterclass**

### **Psychoanalysis and Executive Coaching**

#### **Transform your coaching practice!**

This coaching Masterclass explores how psychoanalysis can be used to great effect to maximize the impact executive coaching. In particular psychoanalysis gives coaches new awareness, insights and skills in relation to coaching leaders.

Psychoanalysis began the 'talking cure' tradition that has expanded and morphed into many new forms e.g. psychotherapy, counseling and more recently executive coaching. Yet psychoanalysis has been under-used in coaching as it favoured a more behavioural and goal-focused approaches. Psychoanalysis offers a radically different and highly effective approach to coaching, if applied with creativity and innovation.

Professor Simon Western's coaching is informed by his previous career as a family psychotherapist and a psychoanalytically trained organizational consultant. This workshop draws on his vast experience of successfully coaching CEO's and senior leaders internationally and across diverse sectors.

We will explore our clients dilemmas through new lenses not addressed through mainstream coaching approaches, using coaching questions such as:

- 1) What is your desire?
- 2) How do you enjoy your symptoms?
- 3) What pleasure is gained from your displeasure?
- 4) What is lacking in the coaching conversation? What is being left out?

The day will involve theory, coaching skills practice, experiential learning and dialogue in pairs and the large group to share knowledge, skills experience and learning.

## Outputs

Participants will:

Leave with a greater understanding of psychoanalysis and how to work with the unconscious

Learn practical coaching exercises they can use with clients

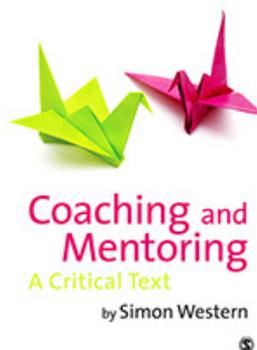
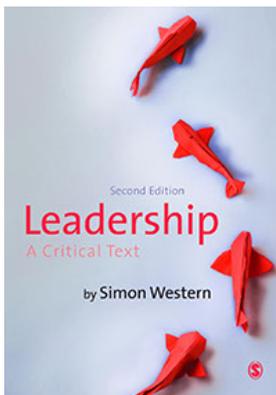
Develop insights into their own unconscious processes, which enables them to coach with greater sensitivity

Learn how to work with a greater focus on the dynamics of the coaching relationship

This Masterclass will be delivered by **Professor Simon Western,**

- CEO of Analytic-Network Coaching Ltd  
[www.analyticnetwork.com](http://www.analyticnetwork.com)
- Adjunct Professor at University College Dublin
- President-Elect International Society for the Psychoanalytic Study of Organizations
- Previously: Director of Coaching Lancaster University Management School
- Director, MA in Organizational Consultancy, Psychoanalytic Approaches, Tavistock Clinic.

Author of Leadership a critical text (Sage Pub) and Coaching and mentoring a critical text (Sage Pub)



In a highly original way, Dr Western helps us to obtain greater insight into the enigma of leadership.'

**Manfred Kets de Vries - Director, INSEAD Global Leadership Centre**

'An outstanding addition to the Leadership literature.'

**Professor Cary L. Cooper CBE - Professor of Organisational Psychology and Health, Lancaster University**

## Booking Information

**Place** Bailbrook House Hotel, Bath <http://bit.ly/1IEkJbV>

**Time** 9.30-4.30

**Date** 19<sup>th</sup> February 2016

**Fee** £225+ Vat (Registered Analytic-Network Coaches reduced fee £150+ Vat )

For further information contact [simon@analyticnetwork.com](mailto:simon@analyticnetwork.com)

To Book contact [sally@theperformancesolution.com](mailto:sally@theperformancesolution.com)

### Coaching Testimonials

*Lynne Sedgmore CBE*

*Chief Executive National Centre for Excellence in Leadership in FE*

Simon Western advised and supported me in my role as the CEO of the UK National Centre for Excellence in Leadership.

He was an outstanding strategic advisor, organisational facilitator and coach. He made significant impact at every level and I highly recommend him. His combination of expertise and talents are unusual in one person and ensure powerful outcomes.

*Luciana Biscaia –*

*Regional Head of Learning HSBC Middle East*

The coaching sessions I did with Simon were fundamental in helping me get back to my most 'resourceful' self and enjoy working again....\ he really connects to the emotions and that's why I think it works so well..!

For Further information about our international programme of Analytic-Network Advanced Coach Training

Visit the website:

[www.AnalyticNetwork.com](http://www.AnalyticNetwork.com)

<http://www.analyticnetwork.com/advanced-coach-training.html>