

Organizer:



Coaching for Leadership Excellence

教练型领导者 Workshop

By Marshall Goldsmith

November 13-14, 2019

Renaissance Shanghai Yuyuan Hotel

Chinese Translation Is Provided/ 提供高质量中文同传

Four Reasons to Attend >>>>

- 1. The Topics:** This workshop is designed for Asia/Greater China-based executives who are concerned about leading with unprecedented challenge with driving engagement, productivity and innovation amid unheard-of speed of change
- 2. The Experts:** Listen to world-famed leadership thought leader Dr. Goldsmith, who rarely delivers 2-day workshops nowadays, and well-respected Chinese executives in both MNCs and local companies, who along with Dr. Goldsmith, will share ideas, tools and best practices in leadership development in local and MNC contexts
- 3. The Peer Participants:** Participants are shortlisted based on experience, organization and desired contribution for optimal learning impact
- 4. The Participant Community for Ongoing Growth and Challenge:** We will create a C4LE 2018 WeChat group to allow participants to ignite and benefit from ongoing leadership learning and mutual support



Marshall Goldsmith

“It's not hard to see why people don't want to hear negative feedback. Successful people are incredibly delusional about their achievements. Over 95 percent of the members in most successful groups believe that they perform in the top half of their group.”

- Marshall Goldsmith

Who Should Attend >>>>

- CEOs and other C-suite individuals, GMs and other senior business and HR leaders
- Senior executive coaches and leadership consultants
- Due to threshold program requirements, MindSpan retains the right to decline intended registrants in order to honor the limit of participant numbers. Thank you for your understanding

To register or learn more, call us at (86-21) 5059 8969 x 801 or e-mail us at kerry.zhao@mindspan.cn

Past participant companies:

Alibaba, Huawei, Lenovo, Midea, Neusoft, Mindray, TCL, Syngenta, IBM, Google, GE, Bosch, Audi, Abbott, Pfizer, Medtronic, Lilly, Bayer, PepsiCo, Roche, Baxter, B.Braun, Voith, Bertelsmann, Standard Chartered, Chanel, Ingersoll Rand, SPX, Luxottica, ADP, Morning Star Arkema, Rémy Cointreau, Johnson Matthey, YSC

What You Will Learn >>>>

1. What makes Marshall Goldsmith the #1 global CEO coach and #1 Leadership Thinker
2. The self-awareness trap that overthrows executives in power
3. Gaps between knowing and doing
4. The trouble with success
5. The truth about behavior change
6. Triggers of change and how to identify them?
7. The power of powerful active questions
8. The power of structure
9. 20 undesirable habits that hold back executive careers
10. And this common #21 habit for more of the Chinese leaders
11. Using feedforward for personal development
12. Team building without time wasting
13. The power of inertia
14. You and your Mojo
15. Measuring your Mojo
16. The Mojo paradox and Mojo killers
17. How does stakeholder-centered coaching process (SCC) work and why it works
18. How to assess and fast track competent Chinese leaders for global business

Workshop Overview >>>>

He has been considered one of the most influential business thinkers in the world and has coached hundreds of CEOs and their management teams.

Dr. Marshall Goldsmith is the world authority in helping successful leaders achieve positive, lasting change in behavior: for themselves, their people and their teams. Globally known for being pragmatic while provocative, insightful while being in the instant, highly intuitive and wise, yet personable and self-deprecating, Marshall stands out as a sharp contrast to the old-school academics and business-school professors who tend to be preachy.

In this highly interactive workshop, participants will learn the unique competencies needed for the Global Leader of the Future. Dr. Goldsmith will share leaning from his 40-years' experience in being a top global CEO coach, a lifetime leadership student and a Buddhist, and from highlights from his bestselling books he illustrates how the leader of the future will be different from the leader of the past. He will describe the challenges that come with success and show how to use "what to stop" in coaching engagements. Participants will also get to practice and be ready to use feedforward – a positive process for learning that has been successfully implemented around the world.

Learning from his clients is one of the key success factors for Dr. Goldsmith, and in the November Shanghai workshop, he will inspire his participants to be open, eager and challenging in making most out of this rare opportunity for personal development.

You will remember this workshop as one of the most enduring and enriching experiences for personal enlightenment and transformation.

“ Great leaders encourage leadership development. By opening developing themselves. ”

- **Marshall Goldsmith**

Program Outline >>>>

Part 1: The Myth and Magic of Success

- Lack of self-awareness and fateful flaws of leaders
- Gaps between knowing and doing
- The trouble with success
- Success is an illusion
- Avoiding success pitfalls and becoming more successful as these people do

Part 2: The Hard and Intriguing Change Game

- The immutable truths about behavioral change
- Triggers for change and how do they work
- Identifying triggers
- Moving from superior planners to superior doers
- Forecasting change environments
- The power of powerful active questions
- The power of structure in getting better
- Becoming the trigger
- The circle of engagement
- The hazard of leading a changeless life

Part 3: Teaching Leaders What to Stop

- The 20 undesirable habits that hold back executive careers
- And this 21st unproductive habit more common in China
- Using feedforward for personal development
- Developing yourself as a leader and partner: Ask, listen, think, thank, respond, involve, change and follow-up
- Leadership is a contact sport
- When behavioral coaching will NOT work
- Team building without time wasting

“ Our inner beliefs trigger failure before it happens. ”

- **Marshall Goldsmith**

“ Our greatest challenge is overcoming our own egos. ”

- **Marshall Goldsmith**

Program Outline (Continued) >>>>

Part 4: Mojo and Living a Better Life

- The power of inertia
- You and your Mojo
- Measuring your Mojo
- The Mojo paradox
- The building blocks of Mojo: Identity, Achievement, Reputation and Acceptance
- Mojo killers
- Four (4) pointless arguments
- Your Mojo tool kit for a journey to a more engaged, happier, and more meaningful life
- Connecting inside to outside

Part 5: Stakeholder-Centered Coaching and Leadership

- Understand how – and why – the role of a leader has changed over time
- Be ready to use a decision-making style that matches your own latitude and the readiness of those you lead
- How does stakeholder-centered coaching process (SCC) work and why it works
- Using SCC process to identify tipping point behaviors and enable leadership growth
- Learnings from coaching 150 Fortune 500 CEOs using this methodology

Part 6: Panel Discussion: Leading in Our Unpredictable, Chaotic and Volatile Environments (Marshall Goldsmith with 2-3 Chinese Entrepreneur Leaders, whose names are yet to be confirmed)

- Differing leadership mantras and styles between East and West
- What are new leadership skills in assessing dramatic tectonic shifts and value opportunities?
- What are truly behaviors you want to foster in the Chinese climate?
- How to be more agile and increase ability to analyze what we see happening with a higher degree of accuracy than before?
- Leadership acceleration practices in fast-changing Chinese business environment
- Advice to Chinese executives who lead their companies' global expansion

“ Successful people become great leaders when they shift their focus from themselves to others. ”

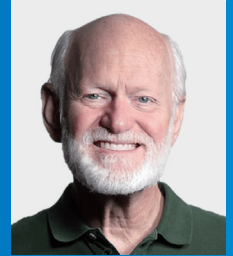
- **Marshall Goldsmith**

“ Anybody can change. But they have to want to change. ”

- **Marshall Goldsmith**

Workshop Leader: Marshall Goldsmith >>>>

- At the recent Thinkers50 ceremony in London, Dr. Marshall Goldsmith was recognized again as the World's #1 Leadership Thinker and #1 Executive Coach. His newest book, Triggers, is a #1 New York Times and Wall Street Journal best seller, as well as an Amazon Best Business Book of the Year.
- Goldsmith is the author or editor of 36 books, which have sold over two million copies, been translated into 32 languages and become listed bestsellers in 12 countries. Along with Triggers, his two other New York Times bestsellers are MOJO and What Got You Here Won't Get You There - the Harold Longman Award winner for Business Book of the Year. In 2016, Amazon.com recognized the '100 Best Leadership & Success Books' in its To Read in Your Lifetime series. The list included classics and newer books - management and self-help books. Both Triggers and What Got You Here Won't Get You There were recognized as being in the top 100 books ever written in their field. Marshall is only one of two authors with two books on the list.
- Marshall's other professional acknowledgments include: Institute for Coaching – Lifetime Achievement Award for Leadership In Coaching, Harvard Business Review and Best Practices Institute – World's #1 Leadership Thinker, Global Gurus, INC and Fast Company magazines – World's #1 Executive Coach, Institute for Management Studies – Lifetime Achievement Award for Excellence in Teaching, American Management Association - 50 great thinkers and leaders who have influenced the field of management over the past 80 years, BusinessWeek – 50 great leaders in America, Wall Street Journal – top ten executive educators, Economist (UK) – most credible executive advisors in the new era of business, National Academy of Human Resources – Fellow of the Academy (America's top HR award), World HRD Congress (India) – global leader in HR thinking. His work has been recognized by almost every professional organization in his field.
- Goldsmith is a Professor of Management Practice at the Dartmouth Tuck School of Business. His Ph.D. is from UCLA's Anderson School of Management, where he was the Distinguished Alumnus of the Year. His MBA is from Indiana University's Kelley School of Business, where he was recognized as the Distinguished Entrepreneur of the Year. He is one of a select few executive advisors who has worked with over 150 major CEOs and their management teams. He served on the Board of the Peter Drucker Foundation for ten years. He has been a volunteer teacher for US Army Generals, Navy Admirals, Girl Scout executives, International and American Red Cross leaders – where he was a National Volunteer of the Year.



“ After living with their dysfunctional behaviors for so many years, people become invested in their dysfunctions rather than changing them. ”

- **Marshall Goldsmith**

About MindSpan >>>>

- Founded in Shanghai in April 2006, MindSpan is a client-centric leadership development company and a leading executive coach network in APAC with more than 400 coaches including 45 ex-CEOs in top companies.
- MindSpan's core business is one-on-one executive coaching, which is 60% of our revenue. In addition, we provide other cutting-edge coaching/leadership programs such as:
 - *High-performance Leadership Team* program (HPLT, delivered in both English and Chinese)
 - *Experienced Leadership Program* (ELP, an integrated 6-month leadership program blending assessments, workshops of 8 days and 1:1 coaching)
 - *Global CEO Coaching* program by Gary Ranker and other top CEO coaches
 - *Executive Presence for Impact* program (EPI)
 - *ICF-accredited Executive Coach Certification Program* (ECCP, in both English and Chinese)
 - *Leader as Coach* workshop (LaC, delivered in both Chinese and English)
 - *High Flyers Leadership Coaching* program (HFLC, a low-cost coaching solution for HIPOs/mid-level managers)
 - *Marshall Goldsmith Coaching for Leadership Excellence* workshop (C4LE, designed and delivered by Goldsmith himself)
 - *Thinking and Leading Strategically* workshop (TLS, customized workshop)
 - *Leading Transformation Alan Mulally Way* workshop (LTAM)
 - *China Leadership and Executive Coaching Conference* (CLEC, biennial conference, the 5th CLEC will be held in Shanghai in 2019)
- MindSpan proudly serves 450 leading MNCs and Chinese companies. Partial client list includes Microsoft, J&J, GE, Ford, IBM, Deloitte, Bayer, Mars, Standard Chartered, Roche, Boehringer Ingelheim, ABB, BMS, Novartis, Texas Instruments, Coach, AB Agri, Starbucks, GSK, ThyssenKrupp, Philips, BCG, Bosch, Schneider Electric, Coca-Cola, Pfizer, Jaguar Land Rover, Intel, Daimler, DuPont, Abbot, B.Braun, Bertelsmann, McKinsey, Eaton, Saint-Gobain, Honeywell, Delphi, PepsiCo, Cisco, Mead Johnson Nutrition, L'Oreal, Richemont, Lenovo, Huawei, Alibaba, Midea, JD.com, Lianjia, TCL and China Resource.
- MindSpan serves clients in Greater China, Japan, Korea, Thailand, Indonesia, Singapore, Vietnam, India, Australia, Israel, South Africa, EU and North America.

Coaching for Leadership Excellence Workshop

Information & Registration Form

Reserve Your Seat Today! >>>>

Dates: November 13-14, 2019

Venue: Renaissance Shanghai Yuyuan Hotel/159 Henan Road, Huangpu District

上海豫园万丽酒店/上海市黄浦区河南南路159号, 近福佑路口和人民广场

Participant Price and Discounts

Item	Price in RMB ¥ and US\$	Remarks
Individual Fee	RMB ¥ 29,800 (US\$ 4,730)	
Group Fee (for 3 or more participants from same company)	RMB ¥ 26,820 (US\$ 4,257)	A 10% discount is offered for group participation
Early-bird Fee	RMB ¥ 25,330 (US\$ 3,753)	A 15% discount is offered for registration before March 31, 2019

Participant Information

#	Full Name	Company	Title	Cell phone #	E-mail
1					
2					
3					
4					
5					
6					

How to Make Payments

<input type="checkbox"/> or <input type="checkbox"/>	Bank transfer/电汇	See the bank account information below
<input type="checkbox"/> or <input type="checkbox"/>	Check/支票	See the company name below

(人民币支付)

公司名称: 上海励行企业管理咨询有限公司

开户名: 建设银行上海分行花木支行

Swift code: PCBCCNBJSHX

银行帐号: 3100 1523 2120 5000 5786

(Payment in US\$ or Other Currency)

Company Name: MindSpan Development Ltd.

Opening Bank: Longyang Office, Shanghai Branch, Bank of China

Swift code: BKCHCNBJ300

Bank Account #: 4390 5924 7118

Register Now! >>>>

- Fill out and scan the Registration Form and send to your Account Manager or contact Kerry Zhao by email: kerry.zhao@mindspan.cn or by phone: (86-21) 5059 8969 x 801

“ Real leaders are NOT people who can point out what is wrong. Real leaders ARE people who can make things better. ”

- **Marshall Goldsmith**

Terms & Conditions >>>>

- Participant fee is inclusive of participant workbooks, refreshments and luncheons.
- Program participants shall not videotape any session of the workshop.
- If you are unable to attend, a substitute delegate is welcome at no extra cost. Or your registration can be credited to a future MindSpan workshop.
- Participant fee will be paid in full amounts and invoice will be issued upon receipt of full payment of participant fee. For corporate participants, we can also issue invoice before payments are made.
- Cancellations should be confirmed in writing four (4) weeks before the workshop commencement date. In this case, half the participant fee will be charged for cancellation. MindSpan will not accept cancellations within four (4) weeks of the workshop commencement date. Workshop workbook, however, will be couriered to the delegate.
- Failure to attend this workshop without prior notice will result in loss of participant fee.
- MindSpan will refund full participant fee if the workshop is canceled due to its own operational reason, but will not be held accountable for any other expenses incurred by the participant or his/her employer as a result of the cancellation. Alternatively, the delegate can choose to attend another MindSpan workshop to be organized in future.
- MindSpan reserves the right to change the dates or venue for this workshop as a result of circumstances beyond its control or as it deems necessary, without penalty and in such situations no full refunds. Partial refunds or alternative offers shall be made based on discussion with paid or committed participants.
- The registration information you provided to MindSpan will not be published or shared with external parties for whatever purpose.
- Full attendance in the 2-day workshop is required for certification.