



**International Coaching Week 2017**  
**ICF Paris International proposes a Collaborative Coaching Culture Workshop Programme – in English**

**Building a Coaching Culture for Our Organisations**  
**Coaching as a style of managing, leading, engaging and transforming.**

In today's world, leaders in organisations are expected to deal with more complexity, more uncertainty and faster decision-making due to rapidly changing market conditions. Some of the trends keeping managers and HR awake at night include:

- supporting higher employee engagement, relevant for better customer service, higher productivity;
- changing demographics, with new generations requiring different management styles;
- accompanying transformations in a sustainable manner.

To align with this VUCA environment, coaching will need to shift from an individual development program for executives to an organisational development tool, helping to build an integrated coaching culture within organisations in order to better serve their multiple stakeholders.

What is a "Coaching Culture", and what does it look like in organisations having a 'strong coaching culture'? What impact can it have on an organisation's performance? What are critical success factors to embed a coaching culture in your organisation, and make it sustainable? How will the role of the external coach evolve within this landscape? To address these questions, this half day workshop will include:

- ✓ **Key insights from recent international research studies (by ICF and HCI)**
- ✓ **A dynamic exchange with thought leaders sharing their own experiences, stories and best practices from their organisations:**
  - **Patrick Oudot de Dainville**, Executive Coach and former Director Top Executive Development for L'Oréal International
  - **Brian Chaloner**, Certified Coach and Lead for Coaching at the Airbus Leadership University
  - **Marie-Agnès Debar**, Global Head of Coaching & Internal Executives Coach, Danone
- ✓ **Experimentation and work on your own personal questions of how to best use coaching within your organisation or your client's organisation.**

This experiential workshop is aimed at business and HR leaders as well as coaches working in organisations and will allow you to take away: experiential learning, success stories and best practices how to implement and sustain them so that they become part of your organisational DNA.

**Date: Wednesday 17th May 2017, Time: from 9 a.m. to 1 p.m.**  
**Venue: Forum 104, 104 rue de Vaugirard, 75006 Paris, doors open 8.45 a.m.**  
*(Metro St.Placide ou Montparnasse)*

## Speaker profiles



*Patrick Oudot de Dainville*

*Patrick holds an MBA from INSEAD and had an international career during his 33 years with the L'Oréal group. He was a pioneer for the expansion of L'Oréal in Asia and the Middle East (starting up new businesses and creating new organisations). He was Area Director for Luxury and Professional product lines in Asia, Africa, Pacific Rim, Latin America and Europe. Within this role over a 15-year tenure he coached and developed around 100 Managers from all backgrounds and cultures. He was also International HR Director for one of the Group Divisions. After being trained as an Executive Coach in 2012 he became Director of Leadership Development for the group (Top 250) accompanying them individually as Coach and with training programs on Leadership and Transformation. Since 2016 Patrick works as an independent Coach and Consultant. He is a certified ICF coach and NLP practitioner, Appreciative Inquiry, MBTI, Erickson and Humanist hypnosis. His passion is helping Managers to fully reveal their talents and potential and accompanying them on the path of change and transformation.*



*Brian Chaloner*

*Brian started his career in a major publishing house in London, leading a small team of editors and running projects on multi-lingual glossaries. Following a decision to try out a new life in a new city, Brian came to Toulouse with his wife and joined the faculty of the engineering school: l'Institut National Polytechnique, where he taught English, Communication and Culture for several years. In 1997, Brian joined AirBusiness Academy (then EURESAS) and worked on training documentation before joining a major project at Airbus, the aim of which was to train the entire staff in the subject of Business Awareness, ahead of the company's integration process. He then went on to lead the AirBusiness Academy contribution to a wide number of leadership courses and programmes, including those in partnership with IATA and external universities and coaching federations. Today, Brian is part of the Team Development and Transformation group within the Leadership University, where he continues to work in and around the topics of coaching both for teams and individuals. As well as coaching individual clients outside Airbus, he still finds time to garden, cook, enjoy good food and wine and play the violin.*

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ICF Paris International is an English-language initiative by ICF Chapter Paris Ile de France. Our events aim at creating an opportunity for the international coaching community to get together in Paris. Internationally renowned and diverse guest speakers are invited to share about trends, best practices, methodologies, tools with the coaching community in France. The events are open to all nationalities, to both ICF members and non-members.

We welcome your contributions to make our events successful.

Please contact one of our ICF Paris International team members within our chapter to share your suggestions, contacts and proposals:

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**40 euros (ICF members) – 80 € (non-members) including coffee/tea (compulsory on line payment).**