



## Key Note Address

# Sir John Whitmore The Future of Coaching

***Coaching has gone through its fledgling stages and is growing into a mature industry. The key question is - how it is going to mature, and what might be its function in the future?***

Coaching is much bigger than coaching. The word 'coaching' itself is sometimes limiting because people have a perception of what coaching is based on past experience. For example, those who have been involved in sport often have a very narrow impression of what coaching is. In fact coaching models the attitudes and behaviour of the next level of psycho-spiritual evolution that is emerging in many parts of the world. Coaching is a methodology, it is a means of communication, but it is not an end in itself. The greater self-awareness and greater self-responsibility that it builds in every client in every session is your contribution to that person's growth and development, and to the future of our society, culture and planet.

During this 2 hour programme we will explore the context of coaching, its relationship to leadership. You will experience a number of exercises that can be used with coaching clients to uncover their values and their gifts, their purpose and their identity behind their name and their job.

There will be plenty of time for questions and discussion of the broadest nature about personal, spiritual development and social and cultural evolution and the role of coaching plays within each.

Workplace coaching began to be recognised about 25 years ago. Since then the industry has gone through a continuous maturing process, from early enthusiasm, high expectations, poor skills, jumping on a band wagon and differences about standards, training, supervision and definitions. Several associations or groupings were formed that at first competed but now are attempting to collaborate. The respect for the industry and its impact is growing. It could stop where it is and become complacent as many initiatives do once they have survived the early trials. I believe that coaching represents and symbolises the collective societal shift from hierarchy towards self-responsibility and it is vitally important that at this time of environmental, economic and social instability that coaching plays a major role in promoting better forms of leadership and the evolutionary self development in us all upon which our very survival may depend. We will explore these areas in depth to help coaches understand where they are going anyway and what a vital role they can play in future.

**By the end of the talk, you will be able to:**

- \* Understand the role of coaching in cultural evolution.
- \* Recognise that coaching is not a tool, but a way of being.
- \* Coach at a deeper psychological level, and coach clients in their spiritual development.
- \* Take a step closer to discovering who you really are.
- \* Coach corporate leaders and individuals to the awareness and action required for social and environmental sustainability.

**About Sir John Whitmore**



Sir John Whitmore

Sir John Whitmore is Executive Chairman of Performance Consultants International. Formerly a motor racing champion, he pioneered the development of performance coaching.

Now in the field of coaching for over 30 years, he has been rated as Britain's Number One Business Coach and has been credited with having had the most impact on the coaching profession. John is also a pre-eminent thinker in leadership, in organisational development and in social and environmental sustainability. John's ground-breaking book, *Coaching for Performance*, is the best known coaching book globally, now published in 20+ languages.

He is currently working with multinational corporations and government organisations to establish coaching management cultures and values based leadership for whole system transformation. A fuller background is available at

[www.performanceconsultants.com/aboutus/sirjohnwhitmore.html](http://www.performanceconsultants.com/aboutus/sirjohnwhitmore.html)

**Contact:**

Head Office +44 (0) 2073 736 431

[johnwhitmore@performanceconsultants.com](mailto:johnwhitmore@performanceconsultants.com)