

**Uncovering the secret language of cultural diversity and
how it is holding your coaching practice back.**

**The three step formula to turn biases into your
advantage**





Today's take away:

- 1. How biases work and influence your life and coaching practice**






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- 2. 4 sequel process how we examine situations – cause effect of biases**





Today's take away:

- 1. How biases work and influence your life**
 - 2. 4 sequel process how we examine situations – cause effect of biases**
 - 3. 3 steps how to turn biases into a useful tool for your coaching practice**
- 




Today's added value:

- 1. Be a more empathic coach and attract your ideal clients**






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 - 2. Have a better understanding on the effects of biases and perceptions**
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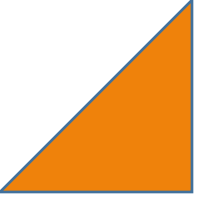


Today's added value:

- 1. Be a more empathic coach and attract your ideal clients**
 - 2. Have a better understanding on the effects of biases and perceptions**
 - 3. Effectively support your clients when leading diverse teams**
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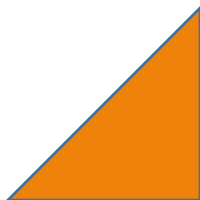
What do you see?



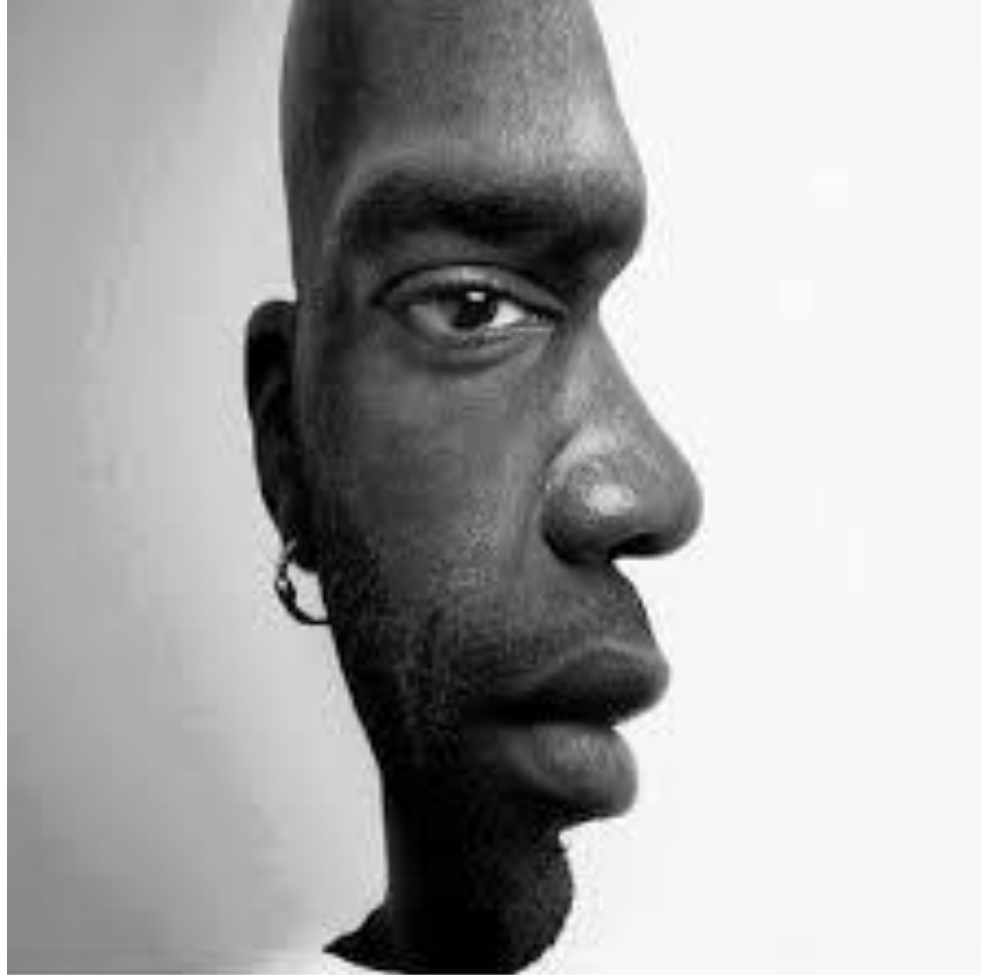


Ah, just for the fun, What do you see here?

:



Ah, just for the fun, What do you see here?





This webinar is for you if you want to:

- **Bring your coaching to a higher level**






This webinar is for you if you want to:

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- **You want to learn and understand how biases have a negative, positive or neutral effect**





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- **Bring your coaching to a higher level**
 - **You want to learn and understand how biases have a negative, positive or neutral effect**
 - **Become more culture savvy**
- 



Dutch
Lived on 4 continents
Entrepreneur
Expat
Intercultural trainer
Mother
Spouse
Psychologist
Professional certified coach



I'm committed to bring cultural awareness into the world

Henriëtte Wentholt, ACC



Edmée Schalkx, PCC



TCK

5 languages

15 countries

anthropologist

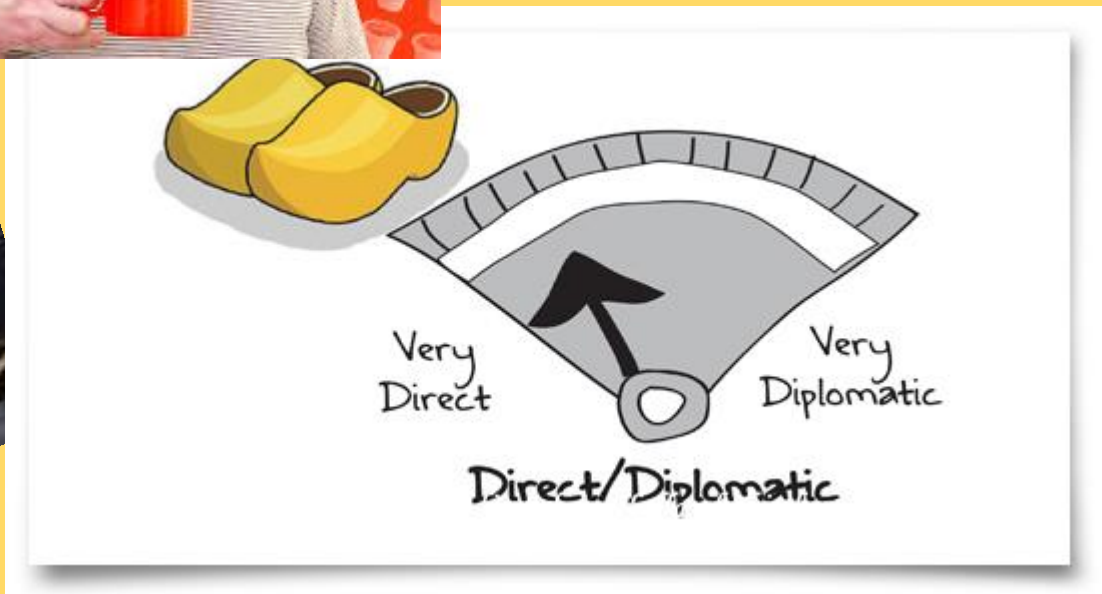
mother

entrepreneur

certified mentor coach

professional coach and trainer

My passion is supporting people to grow and become culture savvy



Culture **SHOCK**




How can we help you?

✓ **Avoid making same mistakes we made**



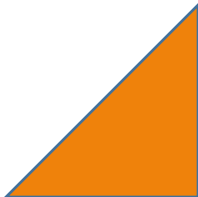


How can we help you?

- ✓ **Avoid making same mistakes we made**
 - ✓ **Understand that culture matters**
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 - ✓ **Understand that culture matters**
 - ✓ **Turn biases in neutral or positive attitudes**
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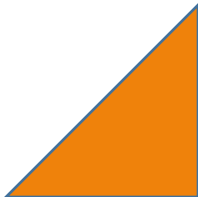
How can we help you?

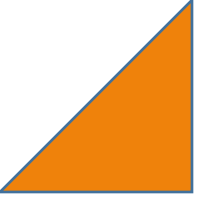
- ✓ **Avoid making same mistakes we made**
 - ✓ **Understand that culture matters**
 - ✓ **Turn biases in neutral or positive attitudes**
 - ✓ **Implement a simple formula to support your clients when dealing with cultural differences**
- 



What are biases:

Biases are the result of a skipping some steps in an observation process and as result you have a perception of a situation, idea or person.





How do biases harm or serve us?





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Let's start by saying that the primordial function of bias is to keep us safe





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How do biases harm or serve us?

Let's start by saying that the primordial function of bias is to keep us safe

If this is true then bias can have a positive or negative impact

The way you perceive something and what you do will result in an observation where you have certain emotions






We want You!





Biases when written down become qualifications

**skills,
age,
Languages,
gender,
place of birth,
education**





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Qualified





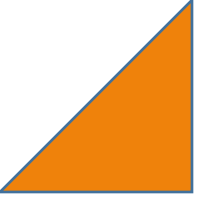
Biases when written down become qualifications

Disqualified

skills,
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education

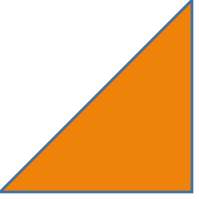
Qualified





How do biases work:





How do biases work:

SEE





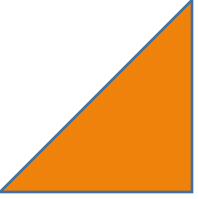
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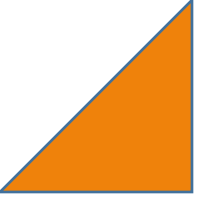
How do biases work:





How do biases work:





Reflection Culture Shock example



DUTCH WEATHER

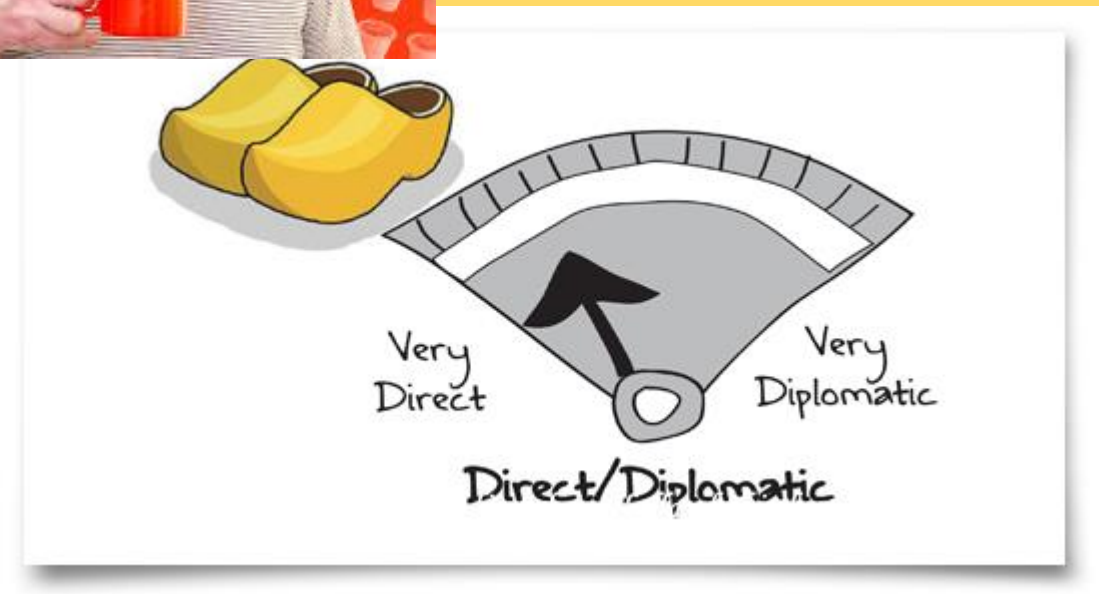


IF YOU 'RE A PLANT YOU



AtLUCE
**EASY
GOING**







3 steps how to turn biases into a useful tool for your coaching practice





3 steps how to turn biases into a useful tool for your coaching practice

Beliefs and attitudes : SEE and EVALUATE





3 steps how to turn biases into a useful tool for your coaching practice

1. Beliefs and attitudes

2. Knowledge and Skills





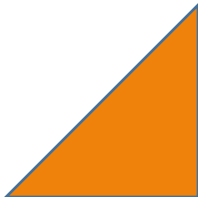
3 steps how to turn biases into a useful tool for your coaching practice

Knowledge and Skills : JUDGE





3 steps how to turn biases into a useful tool for your coaching practice

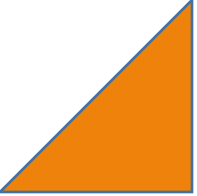
- 1. Beliefs and attitudes**
 - 2. Knowledge and Skills**
 - 3. Be willing to open up**
- 



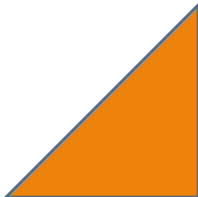
3 steps how to turn biases into a useful tool for your coaching practice

Be willing to open up: ACT





Because biases is part of our process of measuring where we are standing and how to act , it has an *inherent* effect on *culture* as well as communication and selection of friends, groups we make part of and our choice of workplace.





From our experience:

We have heard complains and struggles from both the coaches and coachees that often communication seems not to be clear.

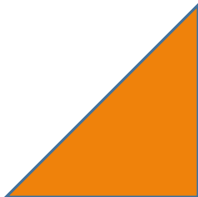




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Biases, communication, perception, behaviour and beliefs are predominantly formed by culture.





We developed an exclusive training programme for coaches:

**It is unique in the market,
not even coaching schools are offering this kind of training
to their coaches!**





Special offer:

- You will learn to look at the Core Coaching Competencies through the lens of culture






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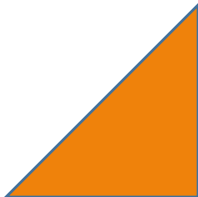


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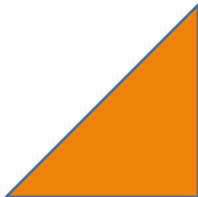


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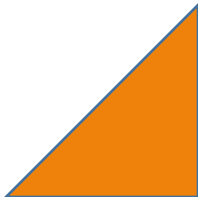


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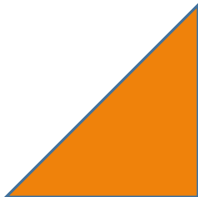


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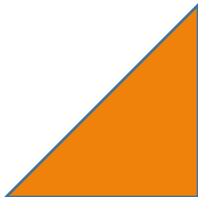


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 - Become acquainted with coaching and cross-cultural concepts
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 - Become acquainted with coaching and cross-cultural concepts
 - Develop the cultural competency you need to support your clients
- 



Guest speakers:



Philippe Rosinski, MCC



Dr. Barbara Gibson





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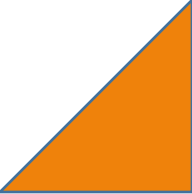
+ A signed copy of P. Rosinki's book: Coaching across cultures



To register or if you want more information:

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**Thank you,
we hope to keep the conversation about cultural awareness going!**

