



newfield asia

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

# Newfield Asia's School of Coach Training Coach Certification Program Details



## Coach Certification Program

Newfield Asia is an Ontological learning organization known for its globally recognized Newfield International Coach Federation (ICF) certified programs in Asia.

We teach coaching like no other school. The ontological approach to coaching generates wisdom and transforms your capacity for action, while teaching you to coach and develop others for meaningful and sustainable change.

These programs are for:

- People who want to be better at producing their own results or producing results through others.
- Professional coaches, those planning to enter the field, and internal coaches working full time for large multinational companies
- Leaders, managers, medical professionals, lawyers, entrepreneurs and so many more who want to learn a coaching approach to be more effective.

In addition, many coaches who already have an ICF qualification attend Newfield Asia courses to take their coaching to the highest level.

The next program in Singapore will consist of three conferences: 11-14 Oct 2018; 7-10 Mar 2019; 4-7 Jul 2019

**Tuition: S\$16,950\***

## Pre-Learning Program

The Pre-Learning Program which starts in July 2018 is tailor made for people who register early for the October 2018 program. It allows participants to familiarize themselves with the Newfield Asia material and way of learning. The Pre-Learning Program includes reading materials, book lists and tele-classes and is strongly recommended for anyone considering Newfield Asia.

*\* (Includes 7% GST, excluding travel, meals and lodging.)*

## Meet the Newfield Asia team

Introducing from left; Eya Sicat, Chris Balsley (standing), Mark Hemstedt, Joylynn Seetoh, Maricarmen Güell, Terrie Lupberger, Marcus Marsden, Beatriz Garcia, Tini Fadzillah, Carol C. Courcy and Malti Bhojwani.

We look forward to collaborating with you soon!



## Contents

- Why Newfield Asia?
- History of Coaching
- What is Ontological Coaching®
- Research foundations of Ontological Coaching®
- Syllabus for Newfield Asia Coach Training Program

## Why Newfield Asia?

The Newfield Asia Coach Certification Program will appeal to people who care passionately about contributing to others and are willing to invest the additional time and effort in understanding how human beings operate at the most fundamental level and how they change. It is not, however, for everyone. People who simply want to get the rubber stamp of accreditation will find more convenient and cheaper programs that can be done over net/phone. The Newfield Asia Coach Certification Program is deeply grounded in multi-disciplinary research and is meant for those coaches who want to be leading practitioners in the field.

The original founders of Newfield, Julio Olalla and Rafael Echeverria, worked closely with Fernando Flores, a leading proponent of the personal development movement of the 1970s and one of the world's most outstanding philosophers. Julio was considered among the founding fathers of the coaching movement itself. The training team in Asia worked with, and learned directly from, Julio. They are some of the most sought after speakers on coaching around the globe and each one is a recognized expert in their field.

Newfield Asia also employs a number of innovative learning best practices such as learning groups, tele-seminars, mentor coaching, recommended readings, assignments, web-enabled distance learning, etc. so that participants get a rich experience throughout the nine months. Post-graduation, our vibrant and active alumni network enables you to share resources and coaching tools as well as network with hundreds of the finest coaches in the world. This provides a highly conducive environment for continuous development and along with our regular events, allows you to stay at the cutting edge of the coaching profession.

Newfield Asia started in 2010 by bringing the Newfield suite of programs to Asia. Newfield originally started in 1991 and was one of the first coach training schools in the world. Thanks to its world-class faculty, cutting-edge research-driven content, innovative learning methodologies and vibrant alumni community, today it has evolved into a coach-training institute regarded by many as the best in the world. The programs are offered in North America, Canada, Latin America, Europe and now Asia.

## History of Coaching

The term 'Coach' originated in the sports field in the late 1880s, and has been a well-known profession within the sporting arena for years. However it has only been in the last 40 years or so that coaching has emerged as a distinct profession with applications to all walks of life.

### 1950s and 1960s

After the second great depression of the 1930s and the Second World War in the 1940s America entered a period of sustained economic growth coupled with relative peace and security. This gave people the space to explore other aspects of their lives apart from their daily subsistence needs.

At the same time many famous scientists, psychologists, writers and philosophers from Europe had crossed the Atlantic during and immediately after the war where they were able to collaborate with their American counterparts. In addition, the academia and college students were being increasingly exposed to the Hindu, Taoist and Zen philosophies of India, China and Japan. The air was palpably bursting with fresh ideas.

It was in this concoction of demand and supply that the 'human potential movement' took off, especially in California in the 1960s to explore what humans were really capable of if they lived life to the fullest.

Psychologists such as Abraham Maslow, Carl Rogers and Fritz Perls, singer songwriters like Joan Baez, writers like Aldous Huxley and George Leonard, anthropologists like Gregory Bateson as well as experts in Daoism (Gia Fu Feng), Zen (Alan Watts), Hinduism (Haridas Chaudhuri) explored this question in great depth and often in close collaboration. This led to a multidisciplinary synthesis the likes of which had perhaps never been seen before.

### 1970s

In the 1970s many of these ideas and principles were aggregated, codified and made available to a much wider audience through self-awareness courses run by highly charismatic trainers. Fernando Flores, with whom Newfield founders, Julio Olalla and Rafael Echeverria, worked with for many years, was a key architect of these courses.

There was an increasing number of people who had done these self-awareness workshops but, despite understanding many of the principles on an intellectual level, they were finding it difficult to apply them practically to their daily lives in a sustainable way.

This was a problem looking for a solution. This came in 1974 when W.T. Galway, a tennis coach, wrote his famous book "The Inner Game of Tennis". It was based on humanistic and transpersonal principles and the concept that 'the opponent within is more formidable than the one outside.' According to many people, this was the first major transition from the sports coaching model of control and teaching to what initial practitioners and other leading lights developed and fine-tuned, into what eventually became personal coaching.

## 1980s

Not all coaches were as talented however. In the 1980s there was a profusion of people calling themselves 'coaches' in this rapidly developing field. But there was no formal training or qualification of coaches. As a result, although there were many excellent coaches out there, many clients also had substandard coaching experiences.

## 1990s

At the turn of the decade the first widely respected professional coaching schools came into operation. Thomas Leonard (Coach U), James Flaherty (New Ventures West), Julio Olalla and Rafael Echeverria (Newfield) were among the first to go about turning the 'coaching industry' into the 'coaching profession'. An increasing number of books started treating coaching as an independent field of study, the first of which was John Whitmore's 'Coaching for performance' in 1992.

In 1995 Thomas Leonard and others formed the International Coach Federation (ICF), which provided a certification for coaches that has become the worldwide standard. This meant that clients could be assured of a high level of competence from coaches, provided the coaches were qualified.

As a result of increasing professionalism, coaching found wider acceptance in the business world. Executive coaching as a discipline that blended personal coaching with organizational behavior and management studies took off.

Famous CEOs and MDs such as Jack Welch (GE), Meg Whitman (eBay), Sam Palmissano (IBM), Alan Mulally (Boeing/Ford), Mark Tercek (Goldman Sachs), Joe Katzenbach (McKinsey) appreciated the value generated from having an Executive coach. The latter part of the decade also saw the rise of superstar coaches such as Tony Robbins and Marshall Goldsmith.

## 2000s

Coaching is now a well-established profession in America and Europe. The number of companies employing the services of professional coaches has gone up substantially, not just for their CEOs but also for their high potential managers. Companies regularly employ full time internal coaches. IBM has over 60 of them. Even space exploration organizations like N.A.S.A send selected employees to Newfield to become certified coaches.

Asia is currently about 20 years behind the West in coaching but is catching up fast. Companies offering coaching services for senior and high potential managers in Asia have had a lot of success over the last decade fulfilling the need for high quality coaches here. However most of the coaches in Asia are still uncertified. As the market matures over the next few years clients, in particular HR professionals, are likely to follow global trends and demand a qualified coach to be assured of the quality of the coaching.

## 2010s and beyond

The 21st Century will be the Asian century. We are already seeing in certain countries a demand for certified coaches that far outstrips supply. Over the next few decades, coaching is likely to be an exciting, fulfilling and lucrative profession for people who love contributing to others and who are willing to invest in their own development so that they can do so effectively. In this relatively young field in Asia, the opportunity exists for talented coaches to become recognized names and add their names to the history of coaching and leave a much broader legacy. The most respected coaches have all got certification and soon the most successful Asian coaches are likely to follow their lead. These people will become the 'brand ambassadors' for the coaching profession and will establish themselves as the 'figureheads' and 'knowledge experts' of the coaching industry and influence the evolution of the profession in Asia.

In the future, executive coaching in Asia will reach far more deeply into an organization than it does now. Already there are companies that send hundreds of their most senior executives for executive coaching. As the number of certified coaches increases it is likely that companies will hire coaching firms to do much larger interventions. Indeed, the day when an Asian company does a full scale coaching intervention for a 1,000 managers is not far away.

Progressive companies will build their own in-house coaching knowledge expertise by employing full time executive coaches or by having handpicked employees trained up as ICF coaches so they can embed a coaching culture within the organization in a way that augments and complements existing structures (appraisals, bonuses, development plans, corporate learning web sites, etc).

For large companies, the CEO is likely to have an external CEO Coach as per current practice. However, there will be internal or external coaches coaching a much larger number of managers in the company and the methods employed will be far more innovative and cost effective. Traditional coaching will be combined with elements of peer coaching, web based learning, group tele-seminar coaching, etc.

## What is Ontological Coaching?

One of the key differentiators of the Newfield Asia Coach training program is that it is grounded in a rigorous and substantive theoretical framework – Ontology, the study of ‘being’. When a leader is said to have ‘presence’, it is his or her ‘way of being’ that is being referred to.

To clarify what ‘being’ is let us contrast the conventional paradigm of ‘Have-Do-Be’ pushed by marketing executives all around the world with the ‘Be-Do-Have’ paradigm that Newfield Asia coaches use. An advertisement may show a guy riding a racy bike that impresses an attractive girl who falls for him. The message being pushed is that only if you ‘have’ the bike (by buying it) will you be able to ‘do’ certain things (like attracting good looking women) and therefore ‘be’ a certain kind of person (i.e. cool and sexy). However our understanding is that the order is completely reversed. Bill Gates needed to ‘be’ a risk taker in order to ‘do’ certain things like quit college and start his own company. And only then was he able to ‘have’ fame and fortune. It all originated with his ‘way of being’.

A person’s ‘way of being’ refers to how that person perceives the world. It determines the actions he would consider taking, which ultimately determine the results he creates.

The results we create therefore provide feedback on our way of being and how we observe the world. So for example, if a person were working in a safe but boring job – it would indicate that he or she perceived the world as a risky place and placed a premium on security. He or she would only be able to become a successful entrepreneur if he or she fundamentally shifted the way he or she saw the world – as a place primarily full of opportunities rather than threats. He or she would have to shift his or her ‘way of being’.

A person’s ‘way of being’ can be understood more clearly by breaking it up into three areas – the way he or she uses language, the mood he or she generates and the way he or she uses his or her body.

### Language

If a boss asks a subordinate whether he will be able to complete a project on time there is a big difference between the answers ‘yes’ and ‘I’ll try’. By being conscious of the different uses and abuses of language we can become far more effective in creating what we want to achieve with others. The problem is that we are so used to the language we habitually use (including the internal conversations in our head) that we don’t realize what we are generating. Language has long been considered an inert tool that describes reality. But Newfield Asia coaches understand that language is actually highly active and in fact generates reality, as we perceive it. Newfield Asia coaches are highly sensitized to the various distinctions and can help their trainees learn to employ language far more effectively.

### Moods and emotions

Many times we have fights with a loved one and know on some level that we should apologize or make a peace offering. However, we are unable to take that action because we are stuck in the emotion of stubbornness. Our moods and emotions also determine our ‘way of being’ and the results we create. A coachee who is predominantly in the mood of ‘anger’ will produce very different results from one who is predominantly in the mood of ‘gratitude’. This is an area that most basic coaching models miss.



Newfield Asia coaches understand the importance of practices that will help their coachees learn to stay more consistently in a mood that is effective for creating what they want.

## Somatics

The way a person uses his body also determines how he perceives the world. The simple act of deliberately uncrossing one's arms facilitates a more open way of being. Standing up straight can increase a person's confidence. Newfield Asia coaches become adept at coaching people on how to shift their body so as to create shifts in their way of being. In our coach training program we have a team of trainers, some of whom work exclusively on showing participants how to use their body to generate the appropriate non-verbal presence for the situation they are dealing with.

Language, moods and body are all coherent. A shift in one can produce shifts in the other two and so this creates multiple entry points into shifting a person's way of being which as we've discussed determines the results they create.

## ICF Core Coaching Competencies

We teach our coaches the ICF core coaching competencies which include how to build rapport and trust, how to enter into a coaching agreement, how to work with the coachee to develop coaching plans, etc. However we begin the Newfield Asia Coach training program by learning frameworks, models and practices that effectively facilitate the process of change in themselves before trying it with others. Beyond learning coaching as a list of 'to do' steps, participants deeply explore what it means to be a human 'being'. Ontological coaching provides an extremely deep well of knowledge from which to draw to serve this purpose.

## Research Foundations of Ontological Coaching

Major developments in biology and philosophy in the 20th century have resulted in Ontology or ‘the study of being’ providing a deeply grounded view of human life. This is the Newfield Asia basis of a rigorous, substantive robust and accessible theoretical framework for the development of professional coaches.

### Fernando Flores

Fernando Flores was a key figure in the formation of the discipline of Ontological coaching. It took shape in his multi-disciplinary doctoral thesis at Berkeley ‘Management and Communication in the Office of the Future’. He consolidated the ideas of Humberto Maturana, Martin Heidegger and John Searle among others to produce a new understanding of language and communication. This work was later taken on and made accessible by his colleagues Julio Olalla and Rafael Echeverria, the founders of the Newfield method.

### Maturana and ‘Structural Determinism’

Maturana was a neuro-physiologist who demonstrated through a series of experiments that humans and other living systems were ‘structurally determined’. This meant that it was their internal structure that determined their reaction to events rather than the events themselves. In one experiment he surgically rotated the eye of a frog by 180 degrees. When a fly appeared in front of the left side, the frog, it stuck out his tongue to the right side to try to catch it. This was because the ‘internal wiring’ of the frog was misaligned. To illustrate the principle... when you stick a key in the car ignition, the engine roars to life. However when you stick the same key in the car door, it swings open. Exactly the same external stimulus produces completely different responses depending on the internal structure of the system being stimulated. In the same way when someone says ‘the exam is making me nervous’, it would be more accurate to say ‘the way I am internally wired is making me nervous, the exam is simply activating my circuitry’.

Maturana emphasized that structural determinism did not mean that humans and other living creatures could not change their reactions. He found that neuronal systems have plasticity and can change. As the nervous system changes so does the way the organism perceives reality. And this changes the actions the organism takes.

The relevance of these key ideas to Ontological Coaching is that the client is limited by how he is observing his world and that problems, possibilities and solutions exist in the ‘eye of the beholder’.

### John Searle and ‘Speech Acts’

At the same time a major development was taking place in Western philosophy known as the ‘linguistic turn’ led by Ludwig Wittgenstein, Gustav Bergman and others – the view that language is not an inert way of ‘describing reality’. According to this new theory – language ‘constitutes reality’. When someone spills ink over himself and thinks ‘this is a disaster’, the language of the observation is itself the reality that is created. This had a strong linkage to Maturana’s work because if ‘language’ itself was the ‘eye of the beholder’ then problems, possibilities and solutions must lie in the way language is used.

John Searle, another professor at Berkeley (of Philosophy) synthesized earlier groundbreaking research on language by GCJ Midgley, PF Strawson, John Rawls, H Paul Grice, William Alston and in particular John Austin, the Professor of Moral Philosophy at Oxford. Searle wrote the book 'Speech Acts' in 1969, which laid down the distinctions in the different ways that language could be used and abused to empower or limit the users' ability to create the results desired. "Speech Acts" was later developed into 'Basic linguistic acts', a fundamental model used in Ontological Coaching as taught by Newfield Asia.

## Martin Heidegger and 'Being and Time'

German philosopher Martin Heidegger's book 'Being and Time' is considered one of the most important philosophical works of the 20th Century. In it Heidegger explored what it meant to be a 'being', a subject considered so obvious that it had never really been explored. He concluded that a 'being' was something that 'experienced' or interpreted the world. He also emphasized the importance of moods in our interpretive existence when he said: "The foundation of any interpretation is an act of understanding, which is always accompanied by a state-of-mind, or in other words, which has a mood". He felt that moods were a 'predisposition for action'. The mood one is in determines what actions one can or cannot take. Based on the work of Heidegger and the even more famous philosopher Nietzsche, a model of basic moods of life is used by Newfield Asia and is used by coaches to help clients develop new ways of interpreting events and generating new, more effective habits.