



newfield asia

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Newfield Asia's School of Coach Training Powerful Conversations To Create Change



Program Philosophy

Newfield Asia's programs are designed to challenge interpretations about learning, about change, and about life—for the sake of creating the wisdom needed to live a masterful life (inside and outside organizations). Newfield Asia strongly believes that transformational learning or coaching cannot be reduced to a checklist of things to “do” with a client or a check sheet of prescribed questions to ask.

Newfield Asia teaches coaching using three fundamental principles:

- 1) The observer that you are in the world (in other words, the way you see things) allows for the actions you take or don't take. Expand the observer you are and you expand the range of possible actions.
- 2) The observer you are is constituted by your language (and thoughts), your emotional “intelligence” or capacity, your physiology and the movement it allows for — and these interact to form a system of behavior and thinking.
- 3) Your habits and ways of doing things are “automatic” or transparent to you much of the time — as an individual and as an organization. Innovation and creativity come when this system is interrupted, and that is the role of a coach. Coaching modifies the interpretations that keep you from what you want; those that keep you trapped in actions and beliefs that don't support your goals or visions.

Description of the Program

Newfield Asia offers our coach training program which consists of “The Foundations in Ontological Learning Course” plus “The Art and Practice of Ontological Mastery” (TAPOM) which is accredited by the International Coach Federation (ICF). The Coach Certification Program (Foundations plus TAPOM) is delivered over nine months and consists of three in-person conferences, bi-weekly teleclasses, reading of Newfield Asia papers and related coaching materials, and one-on-one conversations with program colleagues. Each participant is supported throughout the program by a Newfield Asia Coach.

The intention of the in-person conferences is to produce a rich learning context out of which new actions and new ways of thinking are available to the participants. Newfield Asia believes that in-person learning is essential to producing great coaches. Newfield Asia also believes that it is in the practice of coaching that coaches improve. Accordingly, the design of the program includes a “Coaching Practicum” where participants practice coaching, receive real-time feedback, and also have coaching modeled by Newfield Asia Coaches.

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!



The coach training program is broken into two modules: “The Foundations In Ontological Learning Course” (Module I) and “The Art and Practice of Ontological Mastery” (TAPOM - Module II). The focus of the first four months of Module I is on creating a shift in the way the participant “sees” and “moves” in their world so they are a more powerful observer when leading or coaching. The ICF Core Coaching Competencies are introduced as framework for having powerful conversations. The focus of the final five months (Module II) is on having the participant apply the models and distinctions learned in the first four months to their coaching of others. Participants deepen their understanding of the art and science of coaching and apply the principles and distinctions of Newfield coaching through practice coaching sessions and experiential exercises. Module II of the course is preparation to apply for certification as a Newfield Asia Certified Coach.

Eligibility for certification requires completing all written assignments, attending the conferences, and participating in observed coaching conversations. After the course is completed, a participant will apply for certification by submitting recorded coaching tapes to Newfield Asia’s Program Coach Panel for assessment, acceptance and certification. Certification can be granted up to two years following completion of the course.

The Newfield Asia Coach Certification program offers each participant an opportunity to:

- o Explore and envision the meaning of one’s own life.
- o Enhance self-confidence.
- o Discover the capacity to fully live one’s emotions.
- o Re-order daily life according to one’s priorities.
- o Learn to see problems as development opportunities.
- o Discover the power of action contained in one’s fundamental questions.
- o Learn to powerfully coach others to do the same.

Key Distinctions

From Newfield Asia's perspective, coaching is about recognizing and shifting the "observer" that someone or a group/team is. Shift the way someone “views” his/herself and the world around them, and you shift the action they can take and therefore the results they can produce.

Newfield Asia’s fundamental interpretation is that human beings live in language and that language is generative — it creates or generates the reality we experience. Much of Newfield Asia’s foundational thinking is based in what is called the Ontology of Language. Through declarations, requests, promises, offers, assessments and assertions, people produce the results (or not) they are seeking. Shift the way you speak, improve your competency in having conversations, and you will shift the results you are able to produce for yourself and for your organization.

Second, Newfield Asia claims that the body, the way someone moves through space and time, also contributes and constitutes the way someone "sees" or takes action in their world. In different body dispositions, we experience different worlds. For example, if you have a habitual way of moving that is very "determined," you can easily accomplish certain results. However, if you are a leader sitting around a table asking brainstorming questions with your subordinates, the mood of determination may not serve your purpose in that moment. If you, as the leader, are blind to that, you may not get the results you are seeking. In our modern approach to learning, we have discounted the domains of body and movement, disconnecting them from what we consider important, the mind. However, if we reflect and examine how we learn, we will discover that true learning is embodied learning; i.e., learning in the body.

Third, the results you produce are heavily influenced by the moods and emotions you act from. Your moods and emotions predispose you to take certain actions and to not take other actions. Your moods influence what you say and cannot say. Your moods are always reflected in the way you move. In that way your conversations, moods and movement form a coherency that predisposes you to a specific way/habit of taking action. Newfield Asia coaching is about creating new coherencies or habits, through practices, that serve what the client is trying to achieve in life.

Fourth, Newfield Asia recognizes and teaches about the tremendous influence that culture plays in the way you see things and the results you produce. Your culture, history, race, religion, gender, etc. all influence and shape the thoughts, intentions and emotions you have and don't have. A good coach needs to be aware of these influences and how they shape action.

Fifth, Newfield Asia teaches the concepts and philosophies of the Four-Quadrant Model as developed by Ken Wilber, Contemporary Philosopher, in his book A Theory of Everything. We also include the concepts originally discovered by Clare Graves that offers an interpretation that individuals, groups, systems operate within levels of consciousness that impact the actions that are available to them.

Sixth, Newfield Asia recognizes the great mystery that life is, how critical the emotion of gratitude is to a 'life well lived', and how little we know or can predict the future. Without awareness and respect for the mysteries of life, you cannot be a great coach.

Historical Context

Newfield Asia started offering the Newfield Network suite of programs in 2010. They were originally constituted in 1990 by the Newfield Group by Julio Olalla and Rafael Echeverria, former students and colleagues of Fernando Flores. Emphasis was placed on providing transformational learning and coach training. In 1996, Julio Olalla created a separate entity called the Newfield Network, Inc. to continue the training in both North and South America and Europe. The program was offered in Singapore for the first time in 2010. Newfield Asia has over 200 graduates throughout Asia.

Program Strengths

- Intellectual grounding and rigour in the fundamental discourses that inform our lives, culture and perceptions of reality, married with fun, lightness, energy and lots of dancing.
- Original white papers to illustrate key distinctions and foster reflection and discussion. For example, “Our Current Common Sense about the Human Condition”, “The Crisis of Western Thinking”, “Transparency and Breakdowns”, and “A New Discourse of Learning”.
- World-Class Program Coaches who coach and provide feedback to participants on their coaching.
- Creation of a safe and trusting environment for the introspection and exploration of a new way to look into learning, the larger questions, the “mystery” that life is, and new ways of being and behaving.
- Power of instructional design that incorporates individual, small group and large group activities to foster learning and that uses movement as a distinguishing and integrating opportunity. The pace of learning through assignments is rapid; performance expectations are set high. The program not only develops technique through reinventing the self as a new observer, the program produces personal transformation.
- Fascinating instructional materials that acknowledge the importance and interrelatedness of culture/ language, body and mood/emotion for understanding the human experience and being able to intervene.
- Inspirational and visionary leaders, considered as some of the pioneers of coaching, who model the excellence and possibility of coaching as a major tool to impact people, organizations, governments and the world.
- Energetic and fun approach that sparks the desire to learn.
- Internationally diverse group of participants in each program. In any given course you’ll have participants from all of Asia as well as students from Australia, Europe and the Americas. They become companions, fellow learners and friends during the program.
- Ongoing and active community of graduates all over the world.

Program Challenges

- Newfield Asia does not emphasize the 'business of coaching' in its program. While it includes information on how to market and grow a coaching practice, the focus of the training is on learning to be a great coach, not on the entrepreneurial skills necessary to run a coaching business.
- Newfield Asia gives little attention to diagnostic inventories or assessment tools.
- The design of the Newfield Asia program insists that participants gather in-person at least three times. This may be seen as a hardship for those needing to travel. However, Newfield Asia believes as a fundamental value that transformational learning demands face-to-face time.

A Partial List of Resources

- Heller, S. and Surrenda, D. (1995). ReTooling on the Run. Berkeley, CA: Frog, Ltd.
- Lewis, T., Amini, F. and Lannon, R. (2000). A General Theory of Love. New York, NY: Random House.
- Maturana, H. and Varela, F. (1987). The Tree of Knowledge. Boston, MA: Shambhala Publications, Inc.
- Wilber, K. (2000). A Theory of Everything. Boston, MA: Shambhala Publications, Inc.
- Whyte, D. (1994). The Heart Aroused. New York, NY: Currency Doubleday.

Contact Information

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