



# Certified Ontological Coaching and Leadership Program

*Asia 2024 Online*



A photograph showing three people in a meeting. A man in a dark blue shirt is in the center, seen from the back. To his left is a woman with dark hair, and to his right is a woman with dark curly hair wearing a white top with black stripes. They appear to be looking at something on a table.

# Overview

The Certified Ontological Coaching and Leadership Program (COCLP) is the most in-depth and comprehensive coach training program available in South Africa, Europe and the Asia Pacific region.

The ontological approach is an extraordinarily powerful methodology for effecting real change at the individual, team and organisational level. It is highly effective because it is based on a new practical understanding of the power of language, moods and conversations for behavioural and cultural change.

As such, the program is highly relevant to the professional fields of coaching, organisational consulting, management and leadership. Coaching and leadership is not something that is learned in a few months. Like any profession, it requires a curriculum that gradually builds key competences that are acquired through extensive experience and supervised practice. COCLP is an 18 month program that enables the development of full professional competence.

COCLP is designed for those seeking both personal and professional mastery in their lives. Participants

are able to integrate major advances in understanding the nature of human existence and co-existence into their personal and professional lives, as the necessary experiential basis for professional coaching. They are able to simultaneously experience significant personal, professional and leadership development, along with the development of substantive coaching competence.

The learning context is highly interactive and experiential. Full advantage is taken of the richness and depth of learning that occurs in through interaction between participants in experiential activities. This is supplemented by individual support conversations. Each participant is deeply respected as a learner who brings a diversity of skills and experiences to the course. Full support is provided to ensure that learning opportunities in the program are maximised and individuals can grow and apply their leadership and coaching skills immediately.

# Introducing



## INTRODUCING A UNIQUE AND POWERFUL APPROACH TO LEARNING, LEADING AND COACHING

In a world of increasing complexity and uncertainty, generated by what seems like relentless and accelerating change, coping effectively and living a meaningful life have become central issues in our everyday existence. Dealing with these issues requires learning and addressing a critical question: “What learning is necessary to live and work well?” Ontological coaches and leaders are skilful facilitators of profound learning that generates genuine transformation and more powerful and constructive ways of engaging with different aspects of life and work.

Ontology focuses on our Way of Being, which is a dynamic interrelationship between three areas of human existence – language, emotions and body. Way of Being contains our often deep-seated perceptions and attitudes and is the underlying driver of our behaviour and communication. Ontological

Coaching has a holistic orientation that respectfully generates learning in all three areas of language, emotions and body as the catalyst for substantive and sustainable change.

COCLP will assist coaches, leaders and business consultants to develop a uniquely powerful way of observing and working with organisations. An organisation is seen as a network of conversations, relationships and commitments. How well people converse, relate, and manage their commitments, has a major bearing on performance and productivity. Leadership and management effectiveness is fundamentally about conversations and relationships. Shifts in Way of Being, individually and collectively, underpin the enhancement of conversational and relational competence, and are central to improved work practices, cultural change and lasting organisational transformation.



# Benefit

## HOW YOU WILL BENEFIT FROM THIS PROGRAM

The distinctions provided in the Certified Ontological Coaching and Leadership Program will enable you to become a more powerful observer of yourself and others. You will acquire a new set of distinctions and competences for working with individuals and teams. These will enable you to observe the continuous interrelationship between how people speak, listen and converse with each other, their moods and the language of their bodies. These new ways of observing will enable you to open up possibilities for others which, even though were there before them, they could not see.

On successful completion of the program, you will be able to:

- Coach to a high level of competence across a wide range of personal, professional and organisational issues, and at a deeper level than is available in other coaching programs
- Lead authentically with greater influence and impact
- Facilitate and consult with organisations in ways that result in improved productivity, collaboration and trust
- Greatly increase your ability and capacity for masterful living and action
- Develop more constructive and mutually fulfilling relationships in both your personal and professional life

As a graduate of the program, you will also be eligible to become part of an international network of ontological practitioners working as Executive Coaches and Organisational Consultants and experience the benefits of continual professional learning, support and business opportunities.



WHO WILL BENEFIT FROM ATTENDING THIS PROGRAM?

COCLP is highly applicable for:

- Existing and aspiring coaches
- Leaders and managers
- Organisational consultants
- Professionals operating in highly people focused environments
- Individuals interested in substantive personal development

### ICF ACCREDITATION

This program has been granted Level 1 and Level 2 status (previously Accredited Coach Training Program - ACTP) by the International Coach Federation (ICF). for 269 hours.





# Program content

COCLP is conducted over three progressive levels. By fully engaging in the course, participants will embody key ontological distinctions to substantially enhance their own lives, and apply them with increased competence in coaching conversations.

## LEVEL 1: THE LINGUISTIC BASIS OF ONTOLOGICAL COACHING

This level focuses on learning to utilise a new understanding of language in everyday interactions and coaching. Although the primary focus is on language and the application of specific linguistic tools, there is a continual integration with the domains of emotions and body.

### AT THE END OF LEVEL 1 YOU WILL BE ABLE TO:

- Understand the conceptual framework and principles of Ontological Coaching
- Apply a different and deeper approach to the role of listening in coaching and leading
- Understand how specific linguistic actions shape reality and how they are used effectively in coaching to shift behaviour in individuals, teams, and organisationally
- Ask powerful questions that shift the client's perspectives, and create new possibilities for living, working and learning
- Utilise powerful conversational strategies for dealing with change
- Apply the ethics of Ontological Coaching to generate deep trust and rapport in coaching conversations and as a leader.

## LEVEL 2: EMOTIONAL LEARNING AND ONTOLOGICAL COACHING

Humans are much more than rational beings. Equally important, if not more so, we are emotional beings. Neuroscience shows that emotional experiences have a powerful impact on human behaviour and communication. Being able to lead others and coach competently in the emotional sphere is an integral part of being an ontological coach. This requires participants to engage in emotional learning.

### AT THE END OF LEVEL 2 YOU WILL BE ABLE TO:

- Understand the pivotal role of moods and emotions for deep and sustainable change
- Recognise, work with and shift the ways moods and emotions impact on communication, behaviour and performance
- Observe and work with the interconnection between basic moods, body posture and language
- Provide people with strategies to manage their moods and emotions
- Ensure you are in the most appropriate emotional frame for coaching and your leadership role
- Understand the connection between emotions, energy and health, their link to coaching and for creating a culture that gets the best results.



## LEVEL 3: THE PROFESSIONAL PRACTICE OF ONTOLOGICAL COACHING

Level 3 is about consolidating and extending the distinctions and competences learned in the previous two levels. In addition, a deeper practical appreciation of the role of the body in Ontological Coaching is developed, along with the application of an ontological framework for working in organisations as a coach, leader or consultant.

### AT THE END OF LEVEL 3 YOU WILL BE ABLE TO:

- Coach effectively in all three areas of language, emotions and body
- Effectively apply the ontological framework to generate organisational improvement and cultural change
- Engage in effective self coaching to generate learning and change
- Build your identity as an ontological practitioner and be clear about post-course applications

In addition to participants coaching each other throughout the program, essential practical learning occurs in this level through coaching conversations with people outside the course and facilitating culture and leadership development workshops outside the course. Participants report on these experiences and their clients submit evaluation forms to course leaders/mentors.

## PROGRAM STRUCTURE

FULL ADVANTAGE IS TAKEN OF THE RICHNESS AND DEPTH OF LEARNING THAT OCCURS IN ONLINE INTERACTIONS. PARTICIPANT LEARNING AND ENGAGEMENT IN THE 18-MONTH PROGRAM CONSISTS OF THE FOLLOWING:

- A total of 29 intensive and experiential workshop days with program leaders
- Participation in learning groups conducted on a fortnightly basis
- Individual assignment work
- Participation in at least 55 supervised coaching conversations throughout the program

A Mentor Coach will be available to provide ongoing support, which includes coaching. An average of **6-8 hours per week** is required to engage comprehensively in the course to maximise learning.

## ASSESSMENT

THERE ARE FIVE MAIN AREAS OF ASSESSMENT REQUIRED TO COMPLETE THE PROGRAM:

- Attendance at online conferences and regional workshops
- Completion of structured assignments
- Learning group participation
- Development and delivery of two public workshops
- Competence in coaching interactions

Whilst participants are encouraged to keep up to date with assignments, it is recognised that commitments outside the program may not always make this possible. The flexible nature of the program means that a suitable time frame for assignment submission can be negotiated whilst ensuring continued progress towards coaching competence.



# Comments

## WHAT OUR GRADUATES SAY ABOUT THE PROGRAM

“I cannot begin to describe the impact this course has had on me – it is profound!

The timing was impeccable given my redundancy that occurred just a few weeks prior to our first workshop. The distinctions and learnings have been an important accompaniment to my significant shift from corporate life to running my own business – and helped me better respond to the various breakdowns that happened along the way. It is mind-blowing to look back over the past 18 months and acknowledge all the changes that have occurred in my life. This has included setting up my own business, training to be a yoga instructor, running corporate leadership training programs, team coaching, personal coaching, executive coaching.”

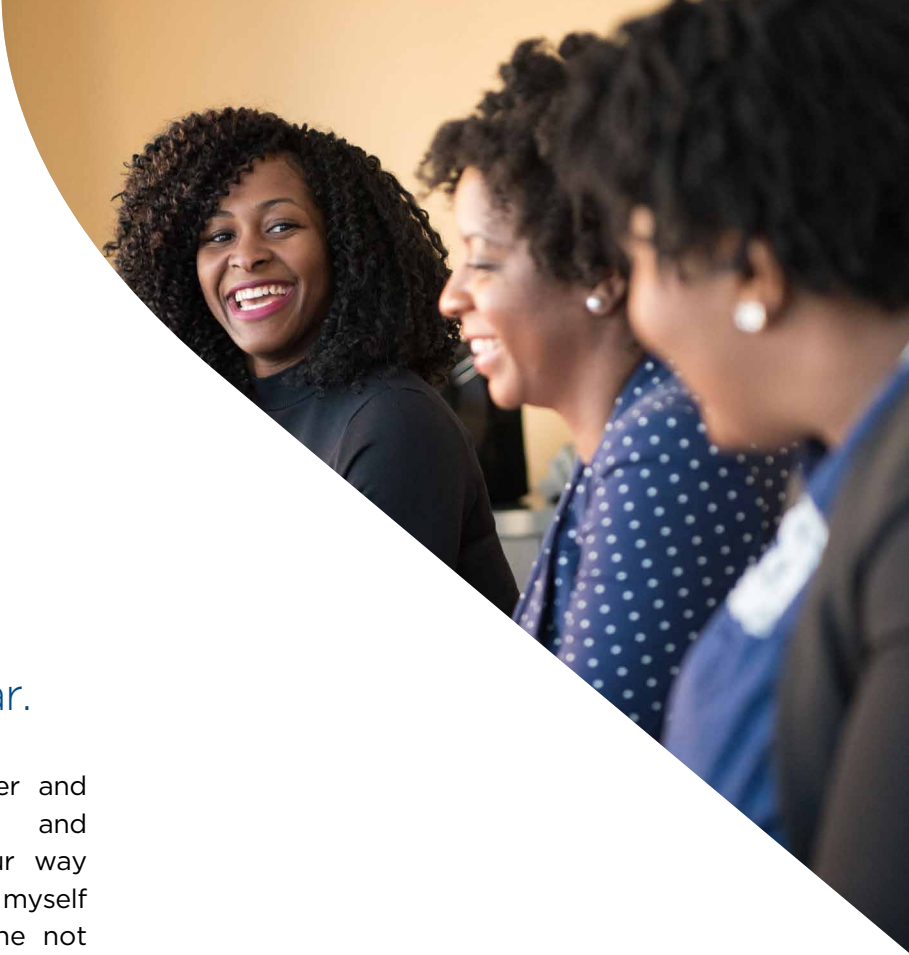
*Virginia Morris,  
Corporate Consultant and Leadership Coach  
Hong Kong*

“The shifts from experiences outside of the course is a deeper sense of confidence with which I facilitate a training, the ease in taking on new projects and engaging with new people, as well as a general willingness to take care of my health.”

*Ching Meoh Cheong,  
Corporate Trainer and Facilitator and  
Executive Coach, Singapore*



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“The Ontological Coaching Program is one of the best and most intense programs I have done so far.

It is valuable for every coach and trainer and provides helpful concepts, methods and techniques. Especially the concept of our way of being, which helped me to develop myself and my way of coaching. I can't imagine not working on all three levels (language, body and emotions) anymore. For people who are motivated and willing to study and to practice every week, this is the program.

I would recommend. It will change your life and it will help you to become more successful in whatever you want to achieve.

*Stefanie Thies, Executive Coach and Coach Trainer Dusseldorf, Germany*

More testimonials from previous participants can be found at [www.ontologicalcoaching.com.au](http://www.ontologicalcoaching.com.au)

Past participants are also available for personal conversations to speak first hand of their experiences of doing the program and applying their learning.

“After all my years of training and being exposed to many top drawer leadership perspectives and frameworks, the likes of Scharmer, Wheatley, Senge, Kantor, Colin's, etc., I can honestly say that Ontology of the Human Observer as a body of wisdom is fundamental and is the foundation upon which the rest finds its depth, place, and value.”

*Vicky Coates, Consultant and Coach Cape Town, South Africa*



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# About

## ABOUT THE ONTOLOGICAL COACHING INSTITUTE

The Ontological Coaching Institute (OCI) is an international educational, coaching and consulting company specialising in the application of Ontology for:

- Coach Training
- Executive Coaching
- Leadership Excellence
- Organisational Consulting

Ontology is an in-depth framework that gets to the heart of how people function, learn and change. Based on an advanced practical understanding of the power of language, moods and conversations, Ontology is the new knowledge for genuine individual and organisational transformation. Application of the methodology generates profound learning for sustainable behavioural and cultural change.

Whilst there is substantial intellectual foundation to Ontological Coaching, the OCI's coach training programs are highly practical, experiential and 'hands on'. Since 1996, the OCI has trained over 5000 professionals through their public programs.

The Ontological Coaching Institute operates in Europe, South Africa and the Asia-Pacific region. Client organisations include: Allan Gray, Absa, Gauteng Department of Cooperative and Traditional Affairs, Water Research Commission, Standard Bank, The Spar Group, Vodacom, Pearson South Africa, UCT, and Old Mutual.

COACHING TO  
THE HUMAN SOUL  
ONTOLOGICAL  
COACHING AND DEEP  
CHANGE VOLUMES I,II, III  
AND IV BY ALAN SIELER

Alan Sieler's pioneering work in providing a written articulation of the essence of Ontological Coaching is internationally recognised, selling in over 45 countries. His four Coaching to the Human Soul publications are being used in organisational development in such corporations as NASA, Hewlett Packard and Intel. The books are also being used in coaching and leadership programs in universities in the United States, South Africa and Australia, as well as other coach training courses.



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# Program

## PROGRAM LEADERS AND MASTER COACHES

### **ALAN SIELER**

Alan is the founder and Director of the Ontological Coaching Institute.

As a world leader in ontological coaching he has written extensively on the relevance of Ontology to living, working, learning and coaching. His professional experience in education, training and consulting is extensive, having worked with multinational corporations and national organisations from Australia, New Zealand, Hong Kong, Singapore, the United States and South Africa.

Alan focuses on the communication processes that build a collaborative and high performance organisational culture. His work as a consultant, workshop leader and executive coach is solidly grounded and highly engaging.

### **OLIVER LOVE**

Oliver leads the Ontological Coaching Institute in Asia.

Working with individuals and groups in Asia for over 20 years, Oliver utilises Ontological Coaching principles in facilitation and coaching to create new possibilities in performance and communication. His respectfully challenging and calm manner, combined with his ability to draw on relevant business applications, helps participants expand their development opportunities.

Oliver assists learners to utilize the resourcefulness and insights of Ontological Coaching to enable them to develop their coaching capabilities, enhancing the quality of their personal and professional lives.

# Schedule

## PROGRAM SCHEDULE 2024/2026:

COCLP is an 18 month program during which participants work through three consecutive levels to complete the program requirements.

The next program commences September 2024.

**LEVEL 1:** 27 September 2024 - 5 March 2025

**LEVEL 2:** 6 May 2025 - 4 October 2025

**LEVEL 3:** 5 December 2025 - 6 June 2026

Completing the introductory Ontological Coaching and Leadership in Action workshop is an essential prerequisite for participating in the COCLP.

The program is built around 9 conferences totaling 29 online days. Participants will also work through course material individually and in small learning groups.

Conference dates for the 2024 - 2026 program are:

### LEVEL 1:

<b>OPENING CONFERENCE</b>	September 27, 30, and October 2 and 4, 2024
<b>MID-LEVEL CONFERENCE</b>	December 9 and 11, 2024
<b>CLOSING CONFERENCE</b>	4 full days between February 26 and March 5, 2025

### LEVEL 2:

<b>OPENING CONFERENCE</b>	May 6, 9, 12 and 14, 2025
<b>MID-LEVEL CONFERENCE</b>	July 14 and 16, 2025
<b>CLOSING CONFERENCE</b>	4 full days between September 26 and October 4, 2025

### LEVEL 3:

<b>OPENING CONFERENCE</b>	December 5, 7, 9 and 12, 2025
<b>MID-LEVEL CONFERENCE</b>	March 13 and 15, 2026
<b>CLOSING CONFERENCE</b>	June 2, 4 and 6, 2026

# Fees

## PROGRAM FEES FOR 2024 - 2026

Three payment options are available for the program fee (which includes a course booklet with the required training materials.)

**OPTION 1: Total Program Fee: HKD87,000**

Payable in full by 12 August 2024

**OPTION 2: Total Program Fee: HKD93,000**

Payable in 3 instalments as follows:

**LEVEL 1:** HKD 31,000 (payable in full by 27 September 2024)

**LEVEL 2:** HKD 31,000 (payable in full by 4 April 2025)

**LEVEL 3:** HKD 31,000 (payable in full by 7 November 2025)

**OPTION 3: Total Program Fee: HKD94,800**

Payable in 12 installments of HKD7,900 (payment schedule available upon request)

### REGISTRATION FEE AND CANCELLATION POLICY:

- To reserve your place on the program, a HKD7,750 registration fee must accompany your registration.
- Cancellations notified in writing prior to 27 August 2025 refund available less a HKD7,750 administration fee
- People who have previously attended the OCLiA program will have this fee deducted from the Level One fee

### FOR FURTHER INFORMATION:

For enquiries about course content please contact:

**Oliver Love at CFT Asia**

Phone: +852 9630 2189

Email: [oliver@cft-asia.com](mailto:oliver@cft-asia.com)

or

**Alan Sieler**

Phone: +61 3 9878 5501

Email: [info@ontologicalcoaching.com.au](mailto:info@ontologicalcoaching.com.au)

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# Enrolment Form

## CERTIFIED ONTOLOGICAL COACHING AND LEADERSHIP PROGRAM - 2024 INTAKE

Please return completed enrolment form by email to: [oliver@cft-asia.com](mailto:oliver@cft-asia.com)

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Postcode: \_\_\_\_\_

Home Phone: \_\_\_\_\_

Work Phone: \_\_\_\_\_

Mobile/Cell: \_\_\_\_\_

Email: \_\_\_\_\_

I wish to pay (please tick) All pricing excludes VAT

- REGISTRATION FEE ONLY:** HKD7,750
- OPTION 1:** Complete program - HKD87,000
- OPTION 2:** Level 1 - HKD31,000
- OPTION 3:** First instalment of 12 - HKD7,900

If payment is made by a business/company and an invoice is required, please provide invoice details:

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Email to: \_\_\_\_\_

We look forward to learning and working together.  
[www.ontologicalcoaching.com.au](http://www.ontologicalcoaching.com.au)

### PAYMENT METHOD

An invoice for the cost of the program will be issued upon receipt of registration form