



Certified Ontological Coaching and Leadership Program

South Africa 2025



**Ontological
Coaching Institute**
Observing differently

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, USA 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 face-to-face interactions. This is supplemented by phone conversations and email exchange. 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.



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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 FACE-TO-FACE AND 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 national 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

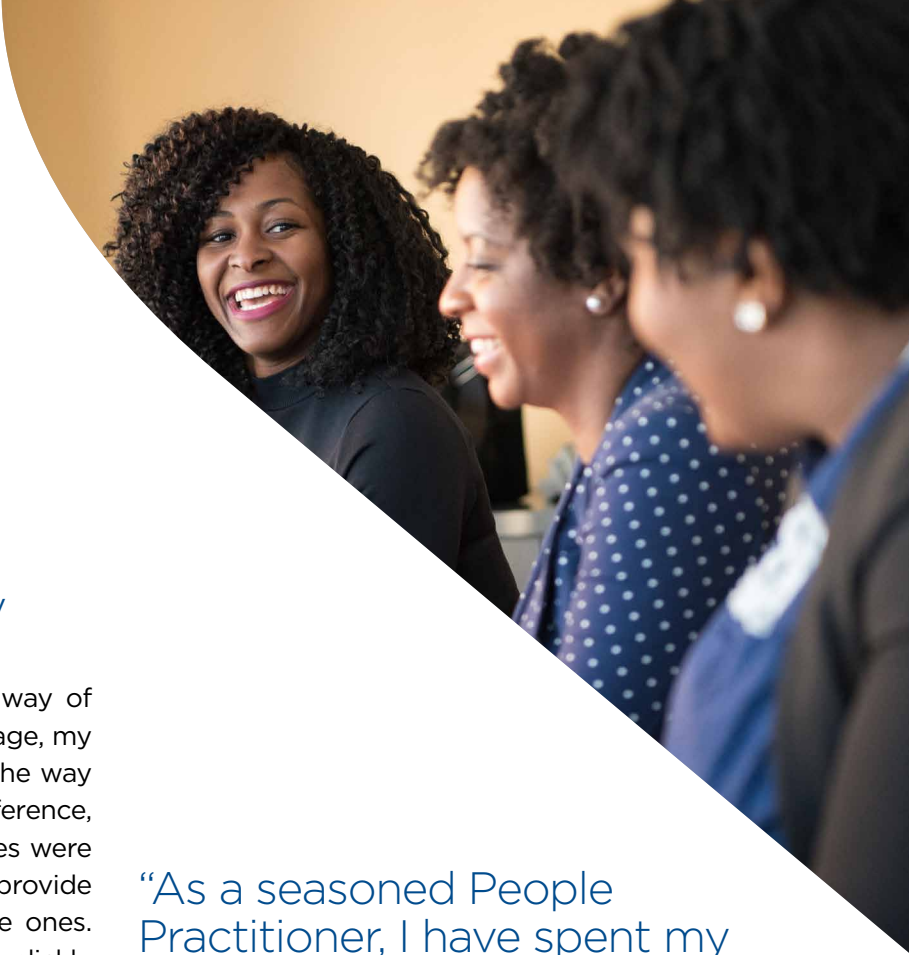
“My learning journey throughout the 18-month program has been nothing short of remarkable!

The way I observe myself and the world has been transformed. I feel more empowered to deal with life's challenges as they arise and I have a greater sense of agency to craft the life that I choose both personally and professionally as an Ontological practitioner. I was concerned at the outset that my experience could be somewhat diminished being forced to go online due to Covid restrictions but not once has the rich content, practical process or deep connection with my group been compromised. The universal human principles of care, dignity and legitimacy, purposefully contain and hold the learning environment - and together with the humility and authenticity of the very accomplished course leaders, make for a deeply meaningful and unique learning experience for which I will be ever grateful.”

Tracey McBain
Personal and Organisational Coach and Facilitator

“Having done the program previously in person, doing the program virtually was just as transforming and as effective as when we met physically. The feedback I get from the people I coach has been testimony to the fact that Ontological Coaching enables coachees to connect with their souls and experience deep positive change. The ontological experience as a whole is an undeniable and compelling experience which pushes people towards actions that transform their lives.”

Tshidi Tlale-Malao
Coach, Consultant & Facilitator



“I was originally looking for a course that would add tools and techniques to my coaching repertoire.

Instead I was exposed to a philosophy; a way of thinking about and experiencing - my language, my emotions and my body, very differently to the way I had before. After the first in person conference, Covid-19 arrived and subsequent conferences were moved online. Virtual meetings will never provide the same human interaction as face-to-face ones. However, the conferences were managed slickly both in plenary and with the breakaway groups and I felt the learning was just as fruitful; and there are real advantages to online sessions in terms of travel and time savings.

The experience has added substantially to my coaching ability and confidence. My original perceived need for tools has been surpassed by a fresh way of observing, myself and others.

Should I never coach again, my personal evolution has been phenomenal, and this alone has made the program worthwhile.”

Geoff Twomey
Executive Coach, Windstorm Consulting

“As a seasoned People Practitioner, I have spent my working career in corporate with a vested interest in the development and upliftment of people.

The decision to embark on my coaching journey was one that was profoundly considered. And I conducted comprehensive research on various coaching modalities before deciding on the COCLP.

This was my first experience of an intense program conducted virtually. The program design and virtual delivery accommodates working individuals and aside from the various conferences, immense support is provided throughout the journey. The support and enablement is ubiquitous and can be experienced in the relationships with the ever approachable, skilled program leaders; peer learning groups; one-on-one mentoring sessions; individual learners from the program as well as from the broader ontological community of practitioners.”

M. Ramasamy
Program Manager (CAPM®,PMP®, MBA)



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, USA, 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 a researcher, author and 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.

KAREN WHITE

Karen is an ICF Master Certified Coach and Director and Course Leader for the Certified Ontological Coach Program.

Karen worked in a corporate environment for 20 years, ultimately in a senior management position. What characterised her advancement was a love of learning, which was reflected in her leadership style.

Working with individuals, teams and organisations, she supports people to get the results they want, and enables them to be their best self. She has worked with blue chip companies locally, in Africa and internationally.

Karen is committed to adding value to the global market place and to grow the skill and professionalism of coaching.

Schedule

PROGRAM SCHEDULE 2025/2026:

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

The next program commences February 2025.

LEVEL 1: 3 February 2025 - 5 July 2025

LEVEL 2: 4 August 2025 - 29 November 2025

LEVEL 3: 27 January 2026 - 31 July 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 face-to-face days in person and online. Participants will also work through course material individually and in small learning groups.

All conferences are held in Cape Town and Johannesburg with the location of each conference being decided when the proportion of participants from each city is known.

Conference dates for the 2025/2026 program are:

LEVEL 1:

OPENING CONFERENCE 3 - 6 February 2025

MID-LEVEL CONFERENCE 14 and 16 April 2025

CLOSING CONFERENCE Cape Town 1 - 5 July 2025
Johannesburg 24 - 28 June 2025

LEVEL 2:

OPENING CONFERENCE 4 - 7 August 2025

MID-LEVEL CONFERENCE 13 and 15 October 2025

CLOSING CONFERENCE Cape Town 25 - 29 November 2025
Johannesburg 25 - 29 November 2025

LEVEL 3:

OPENING CONFERENCE 27 - 30 January 2026

MID-LEVEL CONFERENCE 15 and 17 April 2026

CLOSING CONFERENCE 29 - 31 July 2026

Fees

PROGRAM FEES FOR 2025/2026:

Three payment options are available for the program fee (which includes all course learning materials plus 3 of the 4 volumes of Coaching to the Human Soul):

OPTION 1: Total Program Fee: R128,100 excl VAT

Payable in full by 8 December 2024

OPTION 2: Total Program Fee: R138,000 excl VAT

Payable in 3 instalments as follows:

LEVEL 1: R46,000 (payable in full by 12 January 2025)

LEVEL 2: R46,000 (payable in full by 13 July 2025)

LEVEL 3: R46,000 (payable in full by 11 January 2026)

OPTION 3: Total Program Fee: R138,000 excl VAT

Payable in 12 instalments of 11,500 (payment schedule available on request)

REGISTRATION FEE AND CANCELLATION POLICY:

- To reserve your place on the program, a R15,000 registration fee must accompany your registration.
- Cancellations notified in writing prior to 12 January 2025 – refund available less a R1,000 administration fee
- Cancellations notified in writing on or after 15 January 2025 – 90% refund
- Substitute delegates are acceptable or enrolment may be transferred to the next COCLP.

FOR ENQUIRIES AND FURTHER INFORMATION:

CAPE TOWN:

KAREN WHITE / Ontological Coaching Institute

Phone: +27 83 455 4744 Email: karen@toci.co.za

AUSTRALIA:

ALAN SIELER / Ontological Coaching Institute

Phone: +61 3 9878 5501 Email: info@ontologicalcoaching.com.au

Enrolment Form

CERTIFIED ONTOLOGICAL COACHING AND LEADERSHIP PROGRAM - 2025 INTAKE

Please return completed enrolment form by email to: karen@toci.co.za

Name: _____

Address: _____

Suburb: _____

Province: _____

Postcode: _____

Home Phone: _____

Work Phone: _____

Mobile/Cell: _____

Fax: _____

Email: _____

Please note that the fee for doing the Ontological Coaching and Leadership in Action workshop is additional to the fee for COCLP.

BANK TRANSFER:

Account Name: Ontological Coaching Institute

Bank: First National Bank

Account No.: 62812276683

Branch code: 20-14-09

REF: Please add name/company name as a reference

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

- REGISTRATION FEE ONLY:** R15,000
- OPTION 1:** Complete program - R128,100
- OPTION 2:** Level 1 - R46,000
- OPTION 3:** First instalment of 12 - R11,500

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

Company Name: _____

Contact Person: _____

Address: _____

Email to: _____

Vat No: _____

PAYMENT METHOD: Via Bank Transfer

We look forward to learning and working together.

www.ontologicalcoaching.co.za

www.ontologicalcoaching.com.au



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