





# 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.



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# 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

“This coaching and leadership course has been profound and transformative for me, personally and professionally.

It is a challenging task to put into words something that has been so transformative. I am a much more powerful observer in so many aspects of my life. As a husband and father, I have become a more compassionate and loving man and I am far less angry and judgmental. As a family physician with 20 years of experience, I have learned how to listen to my patients in a profoundly new way, to help them accept what is, and to reach for what could be, more effectively than ever before.

I am extremely grateful for the experience and the possibilities this course has opened up for me and very excited about the different future I am creating”

Jim Theis, MD  
New Orleans, USA

“On the completion of my 18-month long Certified Ontological Coaching Program, I, as a seasoned Coach of nearly 20 years didn't just learn new sets of tools, but came out of the program in a different Way of Being.

I felt liberated, open to new possibilities, perspectives and inspired and empowered to take my clients and their organisations on a similar journey. Thank you Alan Sieler and Karen White for your kindness, authenticity and unwavering positive regard.

A really powerful experience for me in all areas of my Way of Being, Language, Moods and Emotions and Physiology, all with permission.”

Zlatica M. Stubbs, MA, PCC, MKcS  
Professional Coach, Trainer, Coaching supervisor  
Slovakia and UK



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“The Ontological Coaching Program has been an invaluable and transformative experience that has touched every area of my life.

Through this program I have developed an acute awareness and understanding of myself, and how I view myself, others, and the world. I have become more reflective, flexible, adaptable, agile and resilient.

Being able to make positive shifts and being my own resourceful self, enables me to take effective action to take care of what is important to me and bring about richer possibilities in my life. The program has helped me to develop and establish the offer I want to be as a coach. It is a joy to see the positive impact the ontological coaching approach has on my client's ability to bring about the change that they desire for their own lives. For me, this bears a strong testament to the invaluable power of the Ontological work.

Alan and Karen throughout the program displayed the qualities of rigor, humility, respect, care and generosity, an example I aim to emulate in my journey as a coach”

Tshepo Harvey-Modiso  
Executive Coach  
South Africa

“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  
Düsseldorf, Germany





# 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.

### **KAREN WHITE**

Karen White worked in a corporate environment for 20 years, starting in administration and ending 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. She is an ICF Master Certified Coach and the Director of Training for the Certified Ontological Coach Program.

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





# Enrolment Form

## CERTIFIED ONTOLOGICAL COACHING AND LEADERSHIP PROGRAM - 2025 INTAKE

PLEASE RETURN COMPLETED FORM TO: [jeremy.stunt@limbicsolutions.co.uk](mailto:jeremy.stunt@limbicsolutions.co.uk)  
We will issue you with an invoice with settlement instructions so that you can pay by bank transfer, or online via PayPal or Credit Card.

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

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

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

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

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

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

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:** Limbic Solutions Limited

**Bank:** HSBC UK

**Sort Code:** 40-24-11

**Account No.:** 12209160

**IBAN:** GB42HBUK40241112209160

**SWIFT:** HBUKGB4BXXX

**REF:** Please add name/company name as a reference

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

- OPTION 1:** Complete program £10 300 excl VAT  
 **OPTION 2:** Level 1 - £3 600 excl VAT

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

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

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

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

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

PAYMENT METHOD (please tick)

- Visa  Mastercard  Bank Transfer

Credit Card No: \_\_\_\_\_

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

Expiry Date: \_\_\_\_\_

Amount: £ \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

We look forward to learning and working together.

[www.ontologicalcoaching.net](http://www.ontologicalcoaching.net)

[www.ontologicalcoaching.com.au](http://www.ontologicalcoaching.com.au)