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**THE
COACHING
CONVERSATION** △△
2018

NEWMARKET RACECOURSE 29TH NOVEMBER

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WE BELIEVE
THAT DEVELOPING
PEOPLE SHOULD
BE AT THE CORE
OF EVERY
ORGANISATION

WELCOME TO THE COACHING CONVERSATION 2018

Since our first conference four years ago, we continue to strive to make each event better than the last.

This year is no exception. This year we are putting you in charge! You are responsible for your own learning.

Our theme is 'Closing the Development Gap.' We'll explore how coaching and mentoring bridge the gap between informal learning, formal training and performance at work.

We have designed an amazing conference, putting you in control of your learning and takeaways. We will provide the ingredients for you to create your own unique conference experience.

Our workshop/sessions and conversations will be thought-provoking, to challenge your thinking and lead to action.

We have a great team on hand to ensure you get the most out of your day and here are a few tips to help get you thinking:

- ◇ Go with the flow – we have designed the day to help you find the time and space to connect and have conversations
- ◇ Don't just go with what you know – challenge yourself on topics that interest you but you might not know too much about

- ◇ Breaking up's not hard to do – if attending with colleagues, try splitting up to gain different experiences and compare notes – you'll meet others you might not have connected with otherwise

- ◇ Use the two feet rule – if a session isn't working for you, join another one... it's OK

- ◇ Get involved – participation is key, it will have such a positive effect on your learning and outcomes

- ◇ Trading places – teaching and learning aren't fixed roles, be prepared to change your hat

Interesting and unexpected things are likely to happen but the most exciting aspect of our event is always the power of bringing together a group of like-minded people, all on equal terms – a real-life example of inclusion and diversity, connecting for peer-to-peer learning and sharing ideas. Our experience has taught us that the sum of knowledge in the audience is greater than the sum of knowledge of the people on stage.

Thank you for coming, we hope you enjoy your day connecting, learning and of course, having great conversations.

THE CAKE TEAM

THE COACHING CONVERSATION 2018 CONFERENCE AGENDA

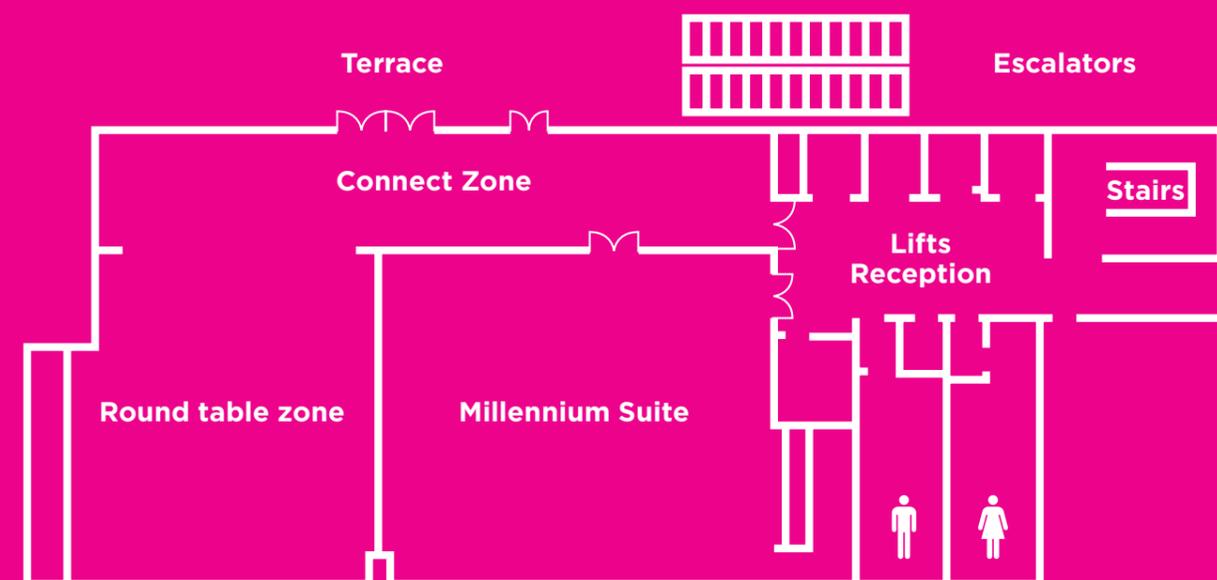
Time:	Session
9.00am to 9.30am	Arrival, registration and networking
9.30am to 9.45am	Margaret Burnside CAKE - Welcoming address and housekeeping
9.45am to 10.30am	Andy Lancaster CIPD - Why we need to start talking about mistakes ... positively!
10.30am to 11.00am	Tea/Coffee Break - Connect Zone
11.00pm to 12.00pm	Workshop and Roundtable Session One* - The Lobby
12.00pm to 12.45pm	Linbert Spencer OBE - The Alligator in The Lobby - Millennium Suite
12.45pm to 1.45pm	Working lunch / Connect Zone / Networking / Roundtable Session
1.45pm to 2.00pm	Steve Finch CDSM - Blended/Modern Learning - VIP access all areas - Millennium Suite
2.00pm to 3.00pm	Workshop and Roundtable Session Two*
3.00pm to 3.15pm	Tea/Coffee Break - Connect Zone
3.15pm to 3.30pm	The CAKE Coaching Award Presentations - Millennium Suite
3.30pm to 5.00pm	Julie Starr, Author & Executive Coach - Your greatest barrier to reaching your leadership or coaching potential is you! - Millennium Suite
5.00pm to 5.30pm	Q&A, closing remarks and continued conversations

* Workshop and Roundtable Sessions

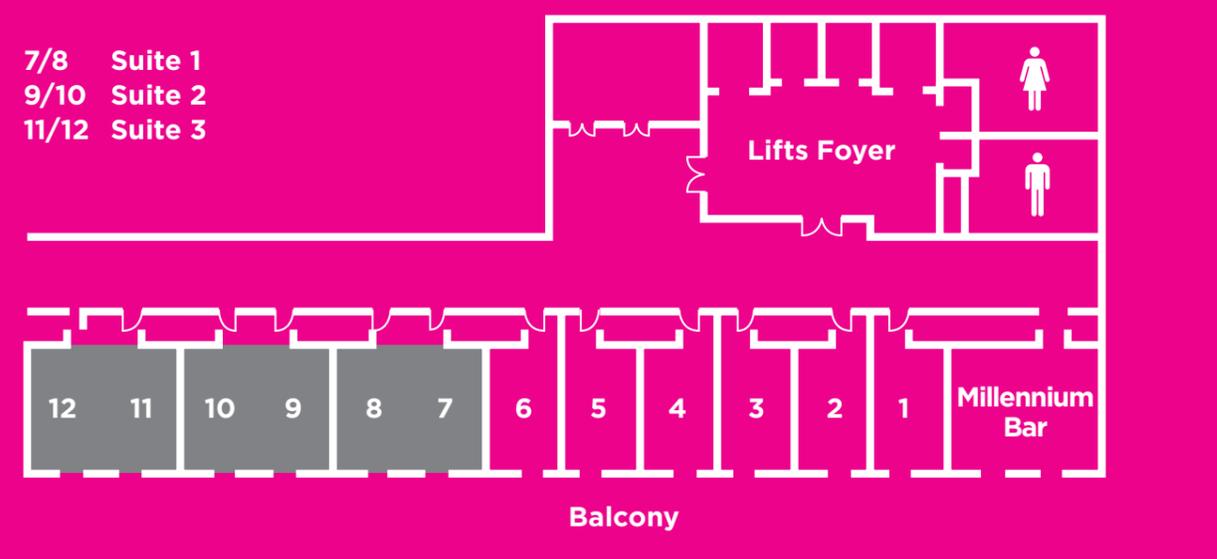
Workshop / Roundtable Session	Suite 1	Suite 2	Suite 3
Workshop Session One Choice of...	Meg Peppin The thinking environment is both simple and complex. Like a human ...it's bigger on the inside."	Esther Flatley What if what's going on was explored from a systemic perspective?	Helen Amery Neuroscience - nature & mindfulness
4th Floor	Suite 1	Suite 2	Suite 3
Workshop Session Two	A repeat of session one	A repeat of session one	A repeat of session one
Roundtable Session One/Two and Working Lunch	Grant Cullen Coaching, the manager's key to team development	Doug Chapman Fred Olsen Case Study - Train the Trainer	Sarah Rudder Surviving or Thriving
	Diane Danzebrink Menopause matters in the workplace	Carolyn Connery Mentoring for development	Steve Millbank Coaching, the backbone support for apprenticeships

CONFERENCE FLOOR PLAN

2ND FLOOR



4TH FLOOR



YOUR HOST



Margaret Burnside
Director CAKE People Development

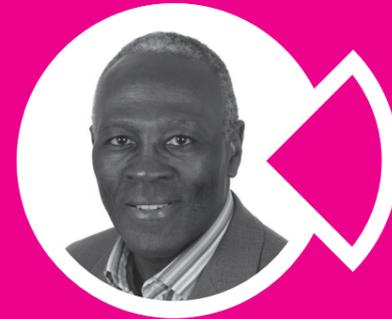
Margaret is an experienced coach, trainer and facilitator, having worked in Learning and Development for over 30 years. Fellow of the ILM, Member of the IOD and a member of the Engage for Success Guru Group, Margaret works mostly in the areas of leadership development, whether it's coaching a director to define their vision and strategy or designing and delivering a tailored management development programme. Emotional Intelligence is a particular area of interest and she is one of the few people in the UK certified in the use of the Mayer Salovey Caruso Emotional Test (MSCEIT).

KEYNOTE SPEAKERS



Andy Lancaster
Head of L&D CIPD

As Head of Learning and Development Content at the Chartered Institute for Personnel and Development (CIPD), Andy leads the vision for learning and development for the Institute and the creation of innovative and leading-edge learning solutions to support the L&D profession worldwide. He regularly speaks at conferences, writes articles and is the joint-author of the "Webinars Pocketbook". He has more than 25 years' experience in learning and organisational development in commercial, technological and not-for-profit organisations, a research Master's degree in instructional design and brings a skilled and creative mix to the design and delivery of strategic learning solutions.



Linbert Spencer OBE
Founding Director The Centre for Inclusive Leadership

Linbert Spencer OBE has over 40 year's experience as an international consultant, trainer and coach, and has facilitated seminars and workshops in more than 20 countries as well as in the UK. He specialises in inclusion, leadership, performance management, personal development and coaching and has been a consultant in several government departments including the FCO, the Cabinet Office, both Houses of Parliament and commercial organisations.

As a diversity and inclusion coach, he is a regular contributor to the European Mentoring and Coaching Council (EMCC) annual conferences and regional workshops.

Linbert is the author of 'The Diversity Pocket Book' and 'How to Build a Multi Ethnic Church', has appeared twice on BBC Television's Question Time, is a prolific public speaker, and co-authored 'Introducing the Business of Inclusion' with Paul Anderson-Walsh, co-founder and director of The Centre for Inclusive Leadership.



Julie Starr
Author, Coach and founder of Starr Consulting

Julie Starr is an expert and thought-leader in the field of coaching. Since 2002, her best-selling book 'The Coaching Manual' has supported the evolution of the coaching field through simple, powerful principles and practical approaches. Her books are translated into many languages and are required reading on coach training programmes around the world. With over 20 years and thousands of hours coaching experience, Julie supports CEO's and executives from the world's largest organisations. Her approach is challenging, compassionate and empowers clear leadership. Julie's books, 'Brilliant Coaching' and 'The Mentoring Manual' support managers and leaders to improve business performance by developing people. She is a passionate speaker, lecturing in universities and at industry conferences to support growth and excellence in the field. Julie is MD of Starr Consulting, a leading provider of coach training in organisations. Julie is a featured coach in the upcoming LEAP Coaching Movie.



Steve Finch
Ambassador at Thinqi

With a background in customer success, Steve has been helping organisations deliver effective blended learning for over 15yrs. Steve has a passion for learning & development and has been instrumental in helping global brands achieve success with digital content and platforms.

YOUR FACILITATORS



Meg Peppin
Founder MP Partnership

Meg has worked as an organisational development consultant, facilitator and coach since 2001. She is trained in organisational consulting and is a qualified coach who brings an unusual combination of warmth and focus into her work. She works with organisations to focus on building quality relationships and quality thinking to create energised and pro-active cultures. Current work includes leading transformation; leading cultural integration for merging organisations, coaching senior leaders in Global Financial services, and board and governance advisory work. She is has a vocal and respected social media presence as @OD_optimist.

Meg is a member of the HRD Advisory Board, a judge for the HR Distinction Awards and is member of the CIPD's HR Director Future of Work forum. She writes blogs and articles for a range of publications including her own blog. Meg is a practitioner of Nancy Kline's Thinking Environment®, and is currently training as a Thinking Environment® teacher.



Helen Amery
Director Wild Fig Solutions

Helen cares about helping bosses be great. She has had great bosses who helped her fly and had not such great bosses who made her feel squashed. Being a great boss is tough and rarely comes with training or even a user manual!

Great leaders > Empowered teams > Improved results

She is a highly respected coach, team-coach, trainer and expert facilitator supporting individuals, groups and teams to enable more great leaders. She has a Postgraduate Certificate in Business and Personal Coaching through Barefoot Coaching and the University of Chester, and is an Associate Certified Coach with the ICF (International Coach Federation) and a Chartered Member of the CIPD (Chartered Institute of Personnel and Development).



Esther Flatley
Leadership, Talent & Organisational Development Consultant and Coach

Esther's background includes 11 years of operational management and leadership experience, as well as over 12 years of experience as a coach, facilitator and organisational development consultant. She has worked both in the UK and internationally for medium to large companies, in the public and private sectors, crossing a variety of industries: (Defence; Financial Services; Healthcare; Higher Education; Housing Services; Leisure; Manufacturing; Media; Mining; Retail; Travel; Utilities). She has a breadth and depth of expertise in the areas of team facilitation, leadership and talent development, coaching and behavioural or culture change, working from Board member to employee.



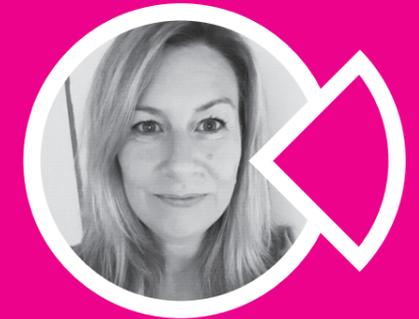
Doug Chapman
Leadership and Development Specialist

Doug is an L&D specialist with experience in learning consultancy, design, delivery and L&D account management. He has expertise in providing facilitation, business coaching and consultancy services in leadership, management, team building and dynamics, personal effectiveness and accredited leadership programmes. Doug has over 20 years of experience in professional learning and development and consultancy and has held senior positions in operational management, sales, strategic learning and development and has worked with a broad range of clients in the leisure, retail, transportation, automotive, engineering and social housing sectors.



Grant Cullen
L & D Specialist & Development Coach

Grant is an award-winning learning and development professional with over 20 years' experience in training, coaching and facilitation. He has worked with a wide variety of organisations in many different sectors from financial services to non-profit to engineering. He loves helping leaders and managers get the most from their people and is also passionate about empowering teams. A qualified psychometrics coach, his conviction is that great results come from identifying, developing and supporting the strengths we all have as individuals.



Sarah Rudder
Learning Designer, Facilitator, Coach and Consultant

Sarah has spent many years working with diverse businesses and people at all stages of their careers enabling them to be the best version of themselves. She is particularly interested in confidence, self-esteem and the ways in which we self-sabotage. Sarah is curious about people and will challenge you to think and behave differently as a result of your coaching sessions. Passionate about supporting people in this tough always-on world we live in she is also a specialist in Mental Toughness and a Mental Health First Aider.

These days Sarah runs her own business working as a learning designer, facilitator and coach, and works with a large number of businesses and other organisations around the globe.

YOUR FACILITATORS

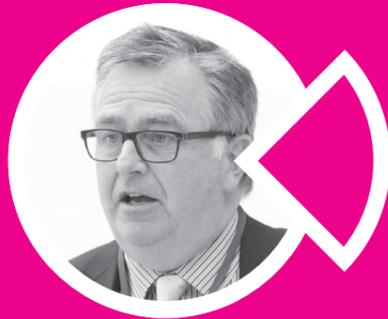


Diane Danzebrink
Wellbeing Consultant

Diane is passionate about empowering people to take back control of their lives by understanding how that can improve their mental and emotional health. For some, therapy can be a confusing world, but her approach is to keep things simple by offering fast, effective therapy that works.

After many years working in the music industry, she saw and personally experienced the effects of living a life out of balance, it was then she made the decision to follow her passion for helping others by studying counselling, coaching, trauma therapy, yoga therapy and mindfulness.

Regularly invited to comment by the media, she has appeared on ITV's Good Morning Britain, Lorraine, ITV News, BBC's Victoria Derbyshire programme, Channel 5 News and numerous radio programmes including Radio 5 Live & Radio 4 Woman's Hour.



Steve Millbank
Head of Leadership Development
CAKE People Development

Steve is an experienced learning and development professional. He has worked in a variety of senior management and facilitation roles; designing learning strategies, development initiatives as well as supporting change management. A specialist in leadership and management development, Steve is also an experienced and qualified coach. Outside of work, Steve is a qualified sailing instructor and a passionate supporter of Norwich City Football Club.



Carolyn Connery
Head of Employer and Provider Development
at CMI

Currently responsible for supporting provider development around CMI Management and Leadership qualifications and Apprenticeships.

"Professional, practical and passionate are our core values as an organisation and are also reflective of my own personal values." Outside of work, Carolyn volunteers for The Willow Foundation, set up by Bob Wilson (Arsenal Goalkeeper) in memory of his daughter, to raise funds for 'Special Days' for terminally ill young people.

Recently Carolyn completed a sponsored 10K run in aid of The Willow Foundation, which, she informs us was one of those very few occasions when she was not wearing her heels.!

THE CAKE COACHING AWARD 2018



At CAKE we are passionate about coaching and mentoring, it's a rewarding area in which to work and underpins all that we do.

We launched the CAKE Coaching Award last year as we firmly believe that the great work achieved by the region's coaches and mentors deserves recognition. The principal aim of the award is to raise the profile of coaching and mentoring and the role it plays in transforming individuals and businesses alike, and we wanted to honour the valuable contribution and difference coaches and mentors make.

After last year's hugely successful event we were inspired to launch new for this year The Best Coaching and Mentoring Initiative. We welcomed nominations from any organisation that uses coaching or mentoring to support the development of their employees whether in a formal or informal process.

Our awards are a unique opportunity for the regions' L&D/HR Professionals and business leaders to reward and recognise the excellent coaching and mentoring happening within their organisations. In line with our values: passion, excellence, integrity and making a difference, we welcomed nominations from qualified and non-qualified coaches, team leaders, supervisors, managers, teachers, tutors and anyone who supports people to achieve their goals.

The CAKE Coaching Award Finalists:

Announcement coming soon....

The Best Coaching and Mentoring Initiative Award Finalists:

Announcement coming soon.

SESSION OVERVIEWS

Why we need to start talking about mistakes ... positively.

Andy Lancaster

We've all made mistakes and they provide a rich source of development. However, they normally carry a negative connotation and are frequently a source of shame and blame. It's time that coaching conversations within organisations focused on and celebrated mistakes as a key means for performance improvement! This session looks at some of the research about leveraging mistake-based development and how we can embrace and support this.

Alligators in The Lobby - What get's in the way of people feeling included?

Linbert Spencer OBE

During his session, Linbert will be sharing a working definition of inclusion. He'll provide you with a formula that helps to reinforce the link between inclusion and performance. Whilst exploring some of the barriers to inclusion, he'll challenge your current thinking and help you to manage your inclusion better and commit to being more inclusive leaders, managers and/or coaches.

Your greatest barrier to reaching your coaching potential is you.

Julie Starr

Using a mix of lecture, simple theory, plus short conversations in pairs/threes, then subsequent sharing/discussion, this lively, interactive session will help you reflect upon your own coaching practice, with an emphasis on greater personal success. Using three core areas of focus for any successful coach, you'll be encouraged to reflect on your own coaching business and practice and identify opportunities for growth and change. There will be a distinct focus on increasing self-awareness, through conversations, questions and gentle challenge.

Be prepared! By reflecting on questions such as:

1. How is my work as a coach going well, e.g. what am I happy with?
2. Where can my coaching practice/business improve, e.g. what do I want to be different going forward?
3. What one thing would I change about my business, if I could?
4. What do I want to get out of my day at the conference e.g. what would make my investment worthwhile?
5. What might stop me, e.g. how might I sabotage myself, (consciously or unconsciously)?

The thinking environment. Like a human ... it's bigger on the inside.

Meg Peppin

Back by popular demand... "I am delighted to be back at the coaching conversation with the delicious CAKE team. This year, a continued exploration into creating the conditions for others to think independently. The thinking environment is both simple and complex. Like a human ... it's bigger on the inside."

A deeper delve into the ten behaviours identified by Nancy Kline that generate the finest thinking, and have been become known as The Ten Components of a Thinking Environment. Each component is powerful individually, but the presence of all ten working together creates a transformative impact on team, leaders, coaches and individuals. "I love working with CAKE because there is congruency between their values, the work they do, and the experience of working with them. They are innovative, smart, professional and human!"

What if what's going on was explored from a systemic perspective?

Esther Flatley

"I'm always excited (and a little bit terrified) when working with CAKE at their conferences. Excited because there are such great people there to learn with and from. Terrified, because being around those great people, keeps me on my toes. The agenda for this year proves to be just as exciting. The CAKE team and everyone involved making the day very easy to be at though and I know I'll leave with more than I hoped for."

What if what's going on was explored from a systemic perspective? This session will help you frame the situation in the context of the organisation. Looking at how the structures in an organisation impact on the dynamics between individuals and within teams. When presented with an interpersonal challenge, focusing your coaching on the structures depersonalises the situation and helps provide a different perspective on what might really be needed."

Neuroscience - nature and mindfulness.

Helen Amery

This interactive session integrates research, theory, method and practice. It explores how it can shape behaviour change and challenges the common misconceptions behind it.

This workshop's for you if...

- ◇ You need an injection of energy and creativity at work
- ◇ You want to make better decisions
- ◇ You want to improve relationships
- ◇ You want more effective meetings!!

Join Helen to learn about the neuroscience behind being in nature and behind mindfulness. You'll also get time to practice nature-filled coaching to feel the difference.

Top tip - If you choose this workshop, come with warm things, so you can practice coaching outside (weather permitting) - you'll get so much more from the experience!

SESSION OVERVIEWS

Coaching - the managers key to team development.

Grant Cullen

Coaching is an excellent tool to help managers develop their people. A manager employing coaching builds respect, trust and self-worth to give team members a strong foundation to take their development forward. Coaching regularly helps managers challenge people to identify and apply real value from their learning activities and so translate knowledge into capability. People grow through empowerment and confidence so their contribution to the team is optimised and team performance is maximised.

Fred Olsen - case study - train the trainer.

Doug Chapman

CAKE was engaged by Fred. Olsen to consult and support the transformation of the way appraisals are conducted on board their cruise ships with cruise line employees. Our CAKE consultant facilitated a workshop with the senior shipboard officers (deck, engineering and hotel) to acknowledge the areas of development required in the current process and to agree a way forward (both process and the conversations taking place). Our solution encompassed a sustainable development approach, rather than us delivering several workshops on the 4 ships in the fleet. The approach focused on the development of the Marine Personnel Team, who gained the skills and confidence to train officers on board to deliver high quality performance conversations.

Surviving or thriving.

Sarah Rudder

We are living in an imperfect world where failure and struggle happen to the best of us. In fact, if you're doing great things, you're likely to face more challenges than ever. So how can you overcome adversities to create success? The answer is mental toughness. It's been scientifically proven that anyone can develop grit, which can greatly increase one's chances of success in life. Highly successful people learn how to use this mental toughness to their advantage in any situation. However, as with anything, it takes the effort to develop this strength and make it part of your routine. To help you develop ultimate mental toughness, in this session, we will explore some science-backed tips on how to incorporate it into your life.

Menopause matters.

Diane Danzebrink

This session is for coaches to understand how symptoms of the menopause may be presenting in your client. It is vital that coaches are able to recognise when a woman may be experiencing symptoms of menopause sometimes even before the woman herself has made the connection.

This can be particularly important for women who have not yet reached the generally accepted age of menopause. Whilst hot flushes and night sweats are often associated with the menopause the mental and emotional effects are rarely discussed; these symptoms can have a profound effect on the woman and her home, personal and work life. This workshop will provide accurate, up to date, evidence-based information to enable you to feel confident to discuss this subject both in individual and couples therapy sessions.

Mentoring for development.

Carolyn Connery

Mentoring is an important approach in supporting the development and achievement of employees. This session will explore how a mentoring approach can be used in the workplace. Attendees will be introduced to the range of skills and qualities needed by a coach and mentor focusing on one-to-one teaching, supporting and learning techniques.

Coaching, the backbone support for apprenticeships.

Steve Millbank

Management support is crucial to the success of an apprenticeship programme. In this session we'll explore the skills and confidence managers need to act as an effective workplace coach or mentor for apprentices. It is aimed at skilled team members, team leaders and line managers who are responsible for training, supporting and aiding in the development of workplace apprentices.

Event Sponsor:



Thinqi is the UK's leading blended learning ecosystem, enabling L&D Managers to deliver engaging and effective blended learning experiences. Designed by teaching professionals, Thinqi uses contemporary technology to maximise the potential of your learners.

Sharing the journey and supporting CAKE with the launch of their innovative CAKEconnect platform, the Thinqi team are thrilled to be sponsoring the 2018 CAKE Coaching Conversation.

www.thinqi.co.uk

Event Sponsor:



The ILM is the leading specialist provider of leadership qualifications in the UK. Over 70,000 ILM qualifications are awarded each year. They are dedicated to continuously improving leadership, management and coaching skills in the UK and internationally. All ILM qualifications are awarded by The City and Guilds of London Institute.

www.i-l-m.com

Event Supporter:



The Training Journal for workplace learning, development, coaching, leadership and technology features for Learning and Development Professional worldwide.

Organisers of The TJ Awards. The awards, now in their 13th year, recognise the ingenuity, creativity, passion and hard work of learning and development professionals from around the world.

www.trainingjournal.com

Event Sponsor:



360 degree feedback is a fantastic way to get affirmations around your key strengths. It's great to know that those people who work around you appreciate what you do and how you do it. It will also reveal strengths you didn't even realise were so valued. While there are plenty of 360 feedback suppliers, the pace of change is slow. Until now!! Enter click-360 with its next-gen responsive QI and digital report with integrated workbook, action planner and learning suggestions.

www.click-360.com

Event Sponsor:



Wrightway Health is the Occupational Health provider built around your business needs.

Our aim is to keep your employees healthy and at work, whilst helping you develop a solution where that is not possible.

Contact us to discover why so many customers trust us with their employees', and their business' health.

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Event Supporter:



CIPD is the professional body for experts in people at work. For more than 100 years, they have been championing better work and working lives by setting professional standards for HR and people development, as well as driving positive change in the world of work.

They are the career partner of choice for 150,000 members around the world, and are the only body in the world that can award Chartered status to individual HR and L&D professionals. Their independent research and insights make them trusted advisers to governments and employers.

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