

## Specialist Masterclass Series “Coaching to the Soul” with Aboodi Shabi

For this AoEC Masterclass Aboodi will introduce you to ‘Coaching to the Soul’ -Deep listening to allow the authentic human being to speak.”

Coaching that doesn’t include this capacity to deeply listen misses out on the essential core of the client’s being, and can only really be skin-deep.

### A unique opportunity for you to...

- Learn from Aboodi’s coaching demonstration using his style and approach.
- Extend your expertise with tools and tips from seasoned practitioners.
- Revisit your coaching model and include some of these radical perspectives.
- Understand how this approach would fit in an organisational and leadership context.

### Structure of the Masterclass

#### Morning ONLY (9am – 12.30pm)

- Look at how to truly deepen our capacity to be present with the client, to listen beyond the goals, and to leap beyond our techniques in order to serve the client in discovering the authentic articulation of who they are.
- The class will be highly experiential with plenty of coaching and reflective exercises.

### The Masterclass Subject

In our increasingly rational culture, we have learned to invalidate that which can’t be measured or analysed. We don’t value that which makes no sense, or has no apparent purpose. We learn to communicate strategically, effectively, and intelligently, but at the expense of truly expressing ourselves. And, when we cannot express ourselves fully, our magic cannot show up. We might well be performing well against measurable targets, but we are like empty shells, living lives that are automatic and soulless.

I want to suggest that the human soul **longs**, perhaps more than anything else, to express itself and be heard or seen. It doesn’t need to be fixed, or told what to do next, or given a solution. It simply longs to be witnessed.

Coaching that doesn’t include this capacity to deeply listen misses out on the essential core of the client’s being, and can only really be *skin-deep*.

### Facilitator: Aboodi Shabi

Aboodi Shabi is one of the UK’s most senior coaches and a pioneer and leader in the UK and European Coaching community. He was a founding co-President of the UK ICF and has served the profession at all levels internationally. He has worked in the field of personal development for nearly twenty years, and in coaching since 1996. In that time, he has worked with hundreds of coaches across the world.

Aboodi is a Newfield Network Certified Ontological Coach, and is currently manager of European Public Programmes for Newfield Network. He teaches in Newfield programmes in North America and Europe and has also been an invited presenter on coaching mastery at several European coaching schools, as well as a popular speaker at coaching conferences.

*“You are very knowledgeable about coaching in my opinion and you express your knowledge with clarity and humility. You are great at holding the attention of your audience too. That seems a lot like emotional intelligence, the bedrock on which all good coaches must stand.”*

Sir John Whitmore – author of “Coaching for Performance”

Dates & Fees

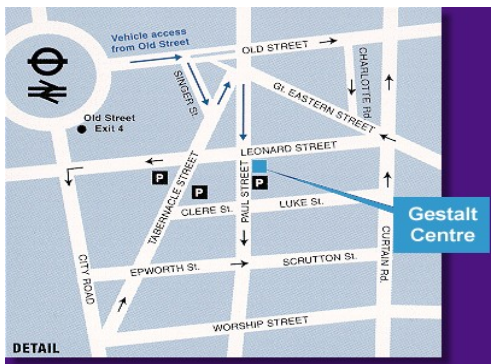
**Dress**

Comfortable, casual clothing

**Venue**

The event is held at The Gestalt Centre located in the heart of London near Old Street station.

At Old Street Tube Station, take Exit 4.



**Gestalt Centre**  
62, Paul Street  
London  
EC2A 4NA

**Booking Procedure**

Please fill in an application form on-line at: [www.aoec.com](http://www.aoec.com)

For further information please call or email

Mike Smith at: 0208 916 9063 / [mike.smith@aoec.com](mailto:mike.smith@aoec.com)

Website: [www.aoec.com](http://www.aoec.com)

**Masterclass : Coaching to the Soul**

**Dates**

3<sup>rd</sup> December 2009

**Times**

9:00am to 12.30pm

**N.B. Lunch is not provided**

**Fees**

Each Masterclass session is ONLY £75 + VAT

*Reductions are available for Not-for-Profit organisations*

*Please make cheques payable to:  
Academy of Executive Coaching, 64 Warwick Road, St Albans,  
Hertfordshire AL1 4DL*

*For Credit Card bookings call Sue on 01727 864 806*

An invoice will be sent with acceptance of your application.

To talk through the details of the programmes  
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