



**The 7th Annual MentorCoach Conference**  
**Sedona, Arizona**  
**January 29 – January 31, 2009**

**Thursday, January 29, 2009**

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7:00 to 8:30 PM Ben Dean – Ice Breaker

**Friday, January 30, 2009**

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6:45 to 7:30 AM ***"The Art of Mindfulness: To Observe Something Changes Its' Nature"***  
*By Ann Marie McKelvey, LPCC, CMC, PCC, EMDR Consultant, Zen Chaplaincy student*  
AKA Meditation, brain plasticity enhancement, mental training, introspection, conscious awareness, Shikantaza, neural synchrony, meditation, attention training, emotion regulation, Zazen, mind-brain-body health booster, practice, Vispassana, reflexive awareness, sitting on the cushion, open presence, Samatha, observing the mind. Whatever you call it...We will begin with a short guided meditation followed by simple instruction and practice. Doors open at 6:30 AM. Please arrive no later than 6:40 AM to settle in. In respect for those sitting, the doors will close at 6:45 AM and reopen at 7:30 AM.

7:30 to 9:00 AM Breakfast Provided by MentorCoach

9:00 to 10:30 AM ***Wisdom Circle: Creating Awareness***  
*By: Anne Durand, MCC*  
More information coming soon!

10:30 to 10:45 AM Break

- 10:45 to 12:00 PM ***What's Happening Under the Hood?: Coaching Your Client's Brain***  
*By: Dr. Karen Shue*  
Brain-based coaching is about using the ability of the brain to change to support changes in how people think, feel, and act. And the ability of the brain to change is called neuroplasticity or plasticity, for short. To understand plasticity, we don't need to know about anatomy or even much physiology. But we do need to be able to make best use of plasticity to help our clients make the changes in themselves they are looking for. This highly interactive session will start with a short no-anatomy presentation on ways in which the brain functions to set the stage for a series of small group exercises to look at ways in which coaching techniques reflect the way the brain functions (or don't) and practice strategizing how we might maximize the plasticity of our client's brains.
- 12:00 to 12:30 PM ***Bonus Q&A for: What's Happening Under the Hood?: Coaching Your Client's Brain***
- 10:45 to 12:00 PM ***Emotional Intelligence Coaching Using Positive Psychology***  
*By: Patricia Hinton Walker, PhD, RN, FAAN*  
This program promises to provide coaches with the business case emotional intelligence coaching integrating positive psychology philosophy and approaches. EIQ is rapidly becoming known as more valuable than IQ in predicting life and career success, good working relationships in the workplace, and a significant key for advancement. Regardless of the particular niche, coaches will recognize the value of Emotional Intelligence Quotient (EIQ) coaching and its application to life, transitions, small business, executive and career coaching. Using a four quadrant model, participants will learn coaching strategies to assist clients with self awareness and self management. Coaches will also learn strategies to assist clients to increase "other awareness" from an emotional intelligence context, with strategies to enhance the management of relationships with others. Since EIQ can be changed through coaching and training, this presentation will highlight possibilities of the use of Emotional Intelligence coaching for many types of coaching practices.
- 12:00 to 12:30 PM ***Bonus Q&A for: Emotional Intelligence Coaching Using Positive Psychology***
- 12:00 to 1:30 PM Lunch – On Your Own. Note: There are dozens of beautiful small restaurants within walking distance from the Los Abrigados Resort & Spa. We encourage you to use this time to connect with your fellow MCP colleagues.

- 1:30 to 2:45 PM ***My Commitment Credo: Positive Psychology Coaching Meets the EMDR Butterfly Hug***  
*By Ann Marie McKelvey, LPCC, CMC, PCC, EMDR Consultant, Zen Chaplaincy Student*  
 A credo is a sacred and formal verbal or nonverbal statement of values and beliefs that facilitate our actions. It comes from Latin meaning “I believe”. When was the last time you quietly asked yourself, “What do I believe?” Updating our inner and outer resources is paramount in today’s global ecosystem. As Coach-Clinicians the acceleration of our own transformational growth is crucial as we contribute locally and globally through coaching individuals and organizations. Utilizing the EMDR Standard Protocol for Peak Performance as the container, this application can be used in two ways: with the Coach-Clinician and client working together (as will be demonstrated in the playshop) or modified as a self-directed application. Please bring with you a fast writing pen, paper and a psychologically spacious mind. You will leave updated with your own customized credo!
- 2:45 to 3:15 PM ***Bonus Q&A for: Coaching, Positive Psychology and EMDR***
- 1:30 to 2:45 PM ***MentorCoach Alliance for Positive Psychology***  
*By: Kathryn Burnett, CMC, LSW*  
 Informal gathering with targeted discussions to share and generate ideas around applications of Positive Psychology in a variety of niches and areas of coaching. These discussions will be facilitated by MentorCoach coaches skilled in using Positive Psychology in their practices. Possible topics include coaching for executives / businesses, writing, organizing, and parenting; and development of the strengths-based coach. This workshop will appeal to new as well as experienced coaches who are interested in Positive Psychology and expanding their applications repertoire.
- 2:45 to 3:15 PM ***Bonus Q&A for: MentorCoach Alliance for Positive Psychology***
- 3:15 to 3:30 PM Break
- 3:30 to 4:45 PM ***The Art of Partnering with Your Client***  
*By: Christine Martin, MA, MBA*  
 In coaching, the kind and quality of the relationship is the defining characteristic of what we do. Partnership defines the coach/client relationship as different from all seemingly similar relationships. In addition, within the ICF Core Competencies there is no such distinction or even use of the terms ‘partnership-partner-partnering’. Curiously, this defining aspect of the coaching relationship is the foundational piece for coaches seeking to pass a credentialing exam. Knowing that, a coach might wish to take a closer look at partnership. Admittedly, one might assert that partnering is in fact an “art” and thus relatively indefinable as any art would be. That being said, we will boldly investigate and inquire into the art of partnering with your client.
- 4:45 to 5:15 PM ***Bonus Q&A for: The Art of Partnering with Your Client***

- 5:15 to 7:00 PM Free Time
- 7:00 to 12:00 PM Dinner Party, Desert, DJ, Dancing and Karaoke

## **Saturday, January 31, 2009**

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- 6:45 to 7:30 AM ***"The Art of Mindfulness: To Observe Something Changes Its' Nature"***  
*By Ann Marie McKelvey, LPCC, CMC, PCC, EMDR Consultant, Zen Chaplaincy student*  
 AKA Meditation, brain plasticity enhancement, mental training, introspection, conscious awareness, Shikantaza, neural synchrony, meditation, attention training, emotion regulation, Zazen, mind-brain-body health booster, practice, Vispassana, reflexive awareness, sitting on the cushion, open presence, Samatha, observing the mind. Whatever you call it...We will begin with a short guided meditation followed by simple instruction and practice. Doors open at 6:30 AM. Please arrive no later than 6:40 AM to settle in. In respect for those sitting, the doors will close at 6:45 AM and reopen at 7:30 AM.
- 7:30 to 9:00 AM Breakfast – Provided by MentorCoach
- 9:00 to 9:45 AM Ben Dean & Kevyn Malloy – Awards & Recognition
- 9:45 to 10:00 AM Group Picture
- 10:00 to 10:15 AM Break
- 10:15 to 11:45 AM **KEYNOTE**  
***The How (and Why) of Happiness: Boosting Well-Being Through Gratitude, Kindness, and Optimism***  
*By: Sonja Lyubomirsky, Ph.D.*  
 Although raising people's levels of happiness appears to be a worthy scientific goal, a surprisingly modest amount of scientific research has focused on how well-being can be increased, let alone sustained. The motivating questions behind my talk is "How can we become happier?" and "Why is it important?" I present a model of happiness (*The How of Happiness*, 2008, Penguin Press), which proposes that our happiness is determined by three factors – (1) the genetically-determined set point, which is relatively immune to influence, (2) life circumstances (such as location, income, and marital status), which are difficult but not impossible to change, and (3) intentional cognitive, motivational, and behavioral activities that can influence well-being, and are feasible but effortful to practice. To support this model, I describe data from four "happiness interventions," ranging from 4 weeks to 9 months long. Their results illustrate the happiness-boosting effects (relative to control conditions) of applying three promising activities: expressing gratitude, committing acts of kindness, and visualizing best possible future selves. Finally, I discuss several critical factors involved in increasing and sustaining well-being, including the role of effort, motivation, timing, and variety.

- 11:45 to 12:15 ***Bonus Q&A for the How (and Why) of Happiness: Boosting Well-Being Through Gratitude, Kindness, and Optimism***
- 12:15 to 1:45 PM Lunch – On Your Own. Note: There are dozens of beautiful small restaurants within walking distance from the Los Abrigados Resort & Spa. We encourage you to use this time to connect with your fellow MCP colleagues.
- 1:45 to 3:00 PM ***Appreciative Inquiry and Appreciative Living: An Introductory Workshop for Coaches***  
*By: Bob Siegfried, Ph. D.*  
 This hands-on, minds-on workshop will introduce you to the concepts and research underlying AI, and give you a sense of its full potential as an approach to coaching and an approach to living. Working and living within the AI paradigm aims at identifying a positive change agenda, reframing deficit-based thinking patterns into appreciative thinking patterns, moving from reaction to self-direction, locating a unique strengths and associating them with strong positive emotions, creating highly valued and vibrant images of desired futures, identifying and accessing resources for moving forward into those futures, and fulfilling a positive change agenda by enacting--in the present--images and visions of a desired future.
- 3:00 to 3:15 PM ***Bonus Q&A for: Appreciative Inquiry and Appreciative Living: An Introductory Workshop for Coaches***
- 1:45 to 3:00 PM ***Experiential Focusing and the Use of Self in Coaching***  
*By: Nick Head, MA*  
 This session will introduce and explore the Experiential Focusing method and its value for coaches. The Focusing protocol is a method for the development of deep personal awareness, growth and development. It was discovered some forty years ago by Carl Roger’s protégé, Eugene Gendlin, and has since blossomed through the further efforts of an international community of Focusing Professionals into huge treasure trove of understandings and application. Session participants will be taken through a short Focusing experience, which will be debriefed for its value and potential. A concept paper, a Focusing protocol and a resource list will be provided.
- 3:00 to 3:15 PM ***Bonus Q&A for: Experiential Focusing and the Use of Self in Coaching***
- 3:15 to 3:45 PM Break
- 3:45 to 5:00 PM ***Building a Values-Driven Coaching Business***  
*By: Jan Hill, Ph.D.*  
 Want to change the world, make money, and have fun? Learn strategies to generate profit and personal satisfaction by building a values-driven coaching business. By leading with your values, you will connect with clients you love, develop an authentic niche, and feel inspired by your ‘work’. Become a socially-responsible entrepreneur and create a business that you love.

- 5:00 to 5:30 PM      ***Bonus Q&A for: Building a Values-Driven Coaching Business***
- 3:45 to 5:00 PM      ***Coaching & Creativity: Using heart and mind to imagine change***  
*By: Mary Jansen, MA*  
 Creativity is a strength that needs to be cultivated and exercised. By being able to clearly envision, using strong feelings, we can automatically bring a positive possibility for ourselves closer to actualization. This workshop will present research on the function of the heart as an organ of perception and its role in creating desired outcomes for our coaching clients. We will teach a method to strengthen our connection to our hearts and then use that heart energy to envision a transformation we desire to embody. Time will also be spent discussing the results our workshop participants experienced using this simple method.
- 5:00 to 5:30 PM      ***Bonus Q&A for: Coaching & Creativity: Using Heart and Mind to Imagine Change***
- 5:30 to 6:00 PM      Free Time
- 6:00 to 9:00 PM      Order-In Pot Luck Networking Dinner (menus will be available). Two lucky participants will win a Rosetta Stone Language-Learning Software Set!

**Sunday, February 1, 2009:**

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Free day to relax at the hotel, explore Sedona and their shops, or take a pink jeep tour!