

Center for Transformational Coaching

Awakening Being-Level Leadership Awareness

It is our passion to motivate all people into their magnificent potential as human beings, and to promote coaching as a highly effective agent for lasting change.

For over 8 years the Center has been teaching people from around the world to learn and master the art of transformational coaching. We do this by redefining the coaching paradigm, moving away from transactional coaching based primarily on a goal setting, action-taking, results-oriented approach to what it means to drop below the intellect into being-level awareness. This is the realm of Ontological Coaching.

Ontological Coaching is more than an approach to coaching —it is a methodology that shifts people into higher levels of personal existence, and nurtures a life of deep satisfaction, meaning and fulfillment. Why? Because we start to know ourselves at an essential level, and begin to recognize the systemic relationship of all things.

Ontological Coaching is characterised by coaching to Ways of Being. Our Way of Being is our presence-signature—it's how we show up in our life and work —and is the underlying driver of communication and behavior. Our beliefs, perceptions and attitudes, many of which are deep seated and out of awareness, give rise to our Way of Being. Our Way of Being is what others experience each day because it's where we *lead and live from*.

Achieving results is important, but the Center's ontological approach also recognizes the importance of continual inner growth at an essential level of mind—within our core 'operating system'. When people become aware of and make change at the core level of mind they create 'shifts in being.'

Shifts in ways of being provide a 'clearing' or a more awakened perceptual position. Opportunities previously unseen become visible. The systemic nature of organizational life is better understood. People have a more positive presence-signature and constructive influence with those they lead. They naturally begin to develop more effective patterns of communication and behaviour, and unlock the inner capacity and resourcefulness needed to lead in collaborative, creative ecosystems.

The more resourceful the Way of Being of the coach or leader, the greater the value they are likely to provide for their organizations. Ontological coaches and leaders trained at the Center are therefore skillful facilitators of profound learning experiences that generate genuine transformation and more powerful and constructive ways of engaging with all aspects of life and work.