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## CELEBRATE COACHING

An ICF North Texas Hybrid Event

2022

OCTOBER 14, 2022 | 8:30 AM - 12:00 PM CST

Presented virtually via  
Zoom and in-person:

Las Colinas Country Club  
4400 North O'Connor Rd  
Irving, TX 75062



It's a fact that coaching enables leaders and their teams to deal with the unknown - to work better together in a dynamic workplace environment where success often requires resilience like never before. Coaching has been proven to increase leadership effectiveness, team effectiveness, and increased employee self-efficacy.

This year, we are pleased to present two speakers who will offer two different perspectives on the value of coaching:



Carol  
Kauffman, PhD

### The Impact of Coaching - Starting with the CEO

Carol will discuss the results of surveying over 1,000 CEOs and the impact of coaching in their organization, starting with the CEO. Carol is known globally as one of the top leaders in the field of coaching. She has been named the #1 leadership coach in the world by the Marshall Goldsmith group. Thinkers 50 shortlisted her as one of the top 8 coaches for her contribution as a thought leader and coach.

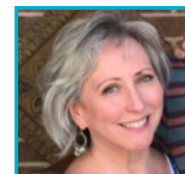
She is on the faculty at Harvard where she is the Founder of the Institute of Coaching. In addition, she supervises an international fleet of leadership coaches and has created a Coach Approach training program with a global footprint.

As a very active practicing coach, Carol's mission is to help leaders raise the bar on themselves, their teams and organizations to maintain peak performance and optimal life satisfaction.

### On Track with Coaching at BNSF Railway



Alison Cooper  
Director  
Talent Management



Diane Ossenkop  
Director  
Leadership Development



Nila Sinha  
Founder and Principal  
Sinha Solutions

The award-winning talent team at BNSF will share:

- How to leverage coaching—with a modern twist—in leader development
- A proven approach to using coaching for key transitions and targeted development
- How to experience the benefits of targeted coaching in broad leadership development
- An outside/inside view to the BNSF coaching practice and process
- The value of building a team within the external coach team

Few industries combine the nostalgia of yesterday with the hope and promise of tomorrow as railroads do. Comprising more than 140,000 miles of track and employing more than 165,000 people, this \$80 billion industry faces unique talent development challenges and opportunities — always and especially during the pandemic and great resignation.

BNSF Railway, whose history spans more than 170 years, is one of North America's leading freight transportation companies, with a rail network of 32,500 route miles in 28 states and three Canadian provinces. BNSF is one of the top transporters of the products and materials that help feed, clothe, supply and power communities throughout America and the world. BNSF moves those goods more safely and efficiently, on significantly less fuel, with fewer emissions than the all-highway alternative.

Companies across all industries face unprecedented change. Many need to transform to remain relevant and viable. The challenge is that managing change and disruption is much easier said than done. The key to success lies in a company's ability to engage leaders to help drive organizational transformation. In this session, you will learn how a 170-year-old company—rich in history and tradition—has leveraged leadership development broadly, and coaching specifically, as a strategic tool to develop leaders and evolve its culture.