

# COACHING WITH THE ENNEAGRAM 1.0 CERTIFICATE PROGRAM SAN FRANCISCO (40.5 ICF CREDITS)

## I N F O R M A T I O N

<p><b>Program Overview</b> <i>Read about the intention and purpose of “Coaching with the Enneagram.”</i> <b>Page 1</b></p>	<p><b>Program Information</b> <i>Read important program information, including logistics, hotel information, and more.</i> <b>Page 2</b></p>	<p><b>Program Structure</b> <i>Read about the theory and practice aspects of “Coaching with the Enneagram.”</i> <b>Page 3</b></p>	<p><b>The Enneagram</b> <i>Learn the ancient history and multiple applications of the Enneagram.</i> <b>Page 4</b></p>
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## COACHING WITH THE ENNEAGRAM 1.0

Fully integrates the Enneagram with the best coaching theory and practices for managers, mentors, and coaches  
5-day Coaching Certificate Program with Ginger Lapid-Bogda, PhD

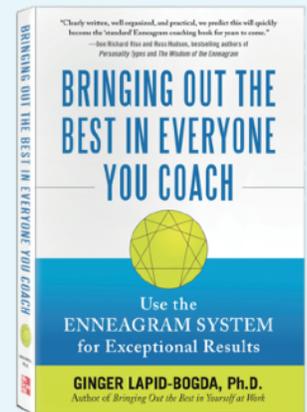
Managers, mentors, and coaches have responsibilities for developing other people, all of whom have very specific coaching needs, are at varying levels of self-mastery and emotional intelligence, and have different personality types. As if this isn't challenging enough, those who develop others no longer have the luxury of time. Managers, mentors, and coaches are extremely busy; those being coached have multiple demands on their time; and because organizations are changing at an extraordinary pace, companies both need and expect those being coached to make great strides quickly. By using the Enneagram in conjunction with effective coaching methodologies and well-timed coaching techniques, those who coach others can achieve practical, efficient, high-impact, and transformative results. At the same time, the ability of managers, mentors, and coaches to coach others well is directly related to their own level of self-development and their ongoing commitment to their own learning; these two areas relate to their ability to be aware, objective, and integrated as well as to engender respect



from those they coach. You'll build both your Enneagram and coaching knowledge and skills, experience the Enneagram as it comes alive in coaching, engage in your own self-development, and receive a coaching certificate from The Enneagram in Business (40.5 ICF ACSTH credits).

**Note:** To learn the best practices and most frequently used business-Enneagram applications, request the 2011 Benchmark Report by the Enneagram in Business Network: [ebr@theenneagraminbusiness.com](mailto:ebr@theenneagraminbusiness.com)

**Register online** or call 310.829.3309



**5-Day Program**  
**San Francisco, California**  
**January 21 – 25, 2019**

*Newer to the Enneagram?*  
*Attend the early morning session on the first day!*  
January 21 | 8 am

Early-bird rate | \$1550 USD  
After November 1 | \$1650 USD

Program information:  
[info@theenneagraminbusiness.com](mailto:info@theenneagraminbusiness.com)

# MORE PROGRAM INFORMATION

<p><b>Meeting Venue</b>  <i>This program is being held at a creative space in lower Nob Hill, located in the heart of downtown San Francisco just 1.5 blocks from the famous Union Square.</i></p> <p><b>Meeting Address (<a href="#">map</a>)</b>                      590 Sutter Street                      San Francisco, California 94102</p>	<p><b>Airport   San Francisco International (SFO) Airport</b>  <i>Rideshares (Lyft/Uber) pick up from the airport; you can also take BART from the airport to San Francisco.</i></p> <p><b>Parking</b>  <i>The venue is easily accessible via public transportation, Lyft and Uber. There are also several parking structures on the block if you plan to drive.</i></p>	<p><b>Meeting Times</b>                      9 am – 6 pm each day                      8 am early morning sessions (optional)                      Last day ends at 3:30 pm</p> <p><b>Daily Peer Coaching</b>  <i>You will coach another person of a different Enneagram type from yours.</i></p>	<p><b>Clothing</b>  <i>Dress comfortably and casually.</i></p> <p><b>Meals</b>  <i>Program fee covers registration, breaks, and materials. There are restaurants within walking distance for lunch.</i></p> <p><b>Refunds</b>  <i>Cancellations before November 1 (\$75 fee); no refunds after that date.</i></p>
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## Important Information

**Participant Requirements** Participants newer to the Enneagram should attend an early morning session the 1st day of the program (January 21 from 8-9 am) and also plan to attend the optional 8-9 am sessions each morning (type videos and discussions). Other participants are also welcome to attend these earlier sessions.

**Hours** Daily program hours are 9 am – 6 pm unless you attend the optional 8 am sessions. There are multiple times built into the program for breaks and lunch.

**Attendance** Commuters are welcome, but all participants must attend all sessions. If for any reason you must miss any part of the program, this must be pre-arranged with Ginger Lapid-Bogda for approval. Any missed time must be made-up due to ICF requirements.

**Certificate** The program certificate is given at the program end and contains all the information you need should you want to use the 40.5 ICF ACSTH credits toward a new coaching certificate or the renewal of an existing one.

**Pre-Reading** Everyone must read these two books prior to the program: *Bringing Out the Best in Everyone You Coach* (Lapid-Bogda) and *The Art of Typing* (Lapid-Bogda). These can be purchased online through [Amazon.com](#) and [BookDepository.com](#) (which offers free international shipping to most worldwide locations).

**Program Materials** Each participant receives a 100+ page “coaching notebook” and a full set of the 28 “training tools.”

## Accommodations

If you are from out of the area, please check local [San Francisco hotels](#) or [Airbnb](#). Many hotels are within close walking distance of the venue. You can walk to the venue, take a taxi, Lyft or Uber.

If you are from outside the US and you have any challenge finding accommodations, you can contact our office: 310.829.3309 or [info@theenneagraminbusiness.com](mailto:info@theenneagraminbusiness.com)

## After the program...

You might also consider attending our Advanced Coaching with the Enneagram 2.0 program, January 27-30, at the same location in San Francisco. 41 ICF ACSTH credits. Contact us for more details!

**Ginger Lapid-Bogda, PhD**, is an internationally recognized Enneagram author, teacher, speaker, OD consultant and coach who helps organizations, leaders, teams, and individuals use the Enneagram to enhance their personal and professional lives. She is the author of 7 Enneagram-business books that have been translated into multiple languages; provides state-of-the-art Train-the-Trainer and other certificate programs, based on the Enneagram’s business applications, around the world; offers easy-to-use engaging Enneagram training tools; and created “Know Your Type,” the Enneagram App for Apple, Android, and Kindle Fire.



Ginger Lapid-Bogda, PhD

## Books by Ginger Lapid-Bogda



# WHAT IS THE PROGRAM STRUCTURE?

## Overall Program Orientation

“Coaching with the Enneagram” is based on multiple perspectives to coaching. The most important is this: while expertise, experience, and skills matter, what matters more is the character and qualities of the person doing the coaching. This includes their authenticity, level of self-mastery and centeredness, clarity about their motivations for wanting to coach, their ability to listen without judgment, and more.

## Coach Self-Development

During the program, everyone is both a coach and a client (person being coached). This is true each day, as participants practice the knowledge and skills just learned through the multiple mini-skill practice pairs that occur throughout. At the end of each day, participants also engage in Peer Coaching trios, who coach one another in the same trios throughout the week for a more intensive coaching experience. Being coached can be just as beneficial as being the coach for several reasons: (1) it is an opportunity for your growth as a person and a coach, and (2) it gives you a first-hand experience of being in the client role.

There are other self-development opportunities interspersed in the program: multiple centering activities for you to experience and use for yourself daily or right before you go into a coaching session; type group work; and small group work.

## Coaching Knowledge

This program contains a great deal of cognitive and theory input, and these content areas are always combined with information and skill-practice that allows you to put the cognitive learning into action.

You’ll learn about coaching frameworks, coaching processes, and how to choose which approach is best for you and your client. Even more, you’ll learn about how to assess a client’s level of self-mastery within their Enneagram type and why certain approaches work best with the different levels.

Every skill and technique used in the program is theory-based, so you’ll also learn why these work, when to use them, and when something else works better.

## Coaching Skills

The skills taught include time for practice with feedback, and the Peer Coaching at day’s end provides a time to utilize the day’s techniques (as appropriate to this real-life coaching experience). The Peer Coaching involves 3 individuals; one person is the coach, the other is the client, and the third person is the observer, who offers feedback after the coaching interaction.

See the Program schedule at a glance to the right for each day’s sequence of theory and practice.

## Program schedule at a glance...

### Day 1

- Program overview
- How to type clients one-on-one
- Coaching models
- NLP coaching techniques
- Peer coaching
- Optional 8 am session: Enneagram Overview

### Day 2

- Coaching by Enneagram type and self-mastery levels
- Head Center challenges
- Heart Center challenges
- Body Center challenges
- Paradox challenges
- Peer coaching
- Optional 8 am session: Head Center types 5, 6 and 7

### Day 3

- Gestalt coaching approaches
- Voice work
- Stories
- Projection and polarities
- Peer coaching
- Optional 8 am session: Heart Center types 2, 3 and 4

### Day 4

- NLP coaching approaches
- Metaphor
- Reframing
- Enneagram type-based motivation: searches and avoidances
- Peer coaching
- Optional 8 am session: Body Center types 8, 9 and 1

### Day 5

- Transformational coaching
- How to type clients one-on-one
- Peer coaching conclusion
- Optional 8 am session: 27 Enneagram subtypes

## Coaching Techniques

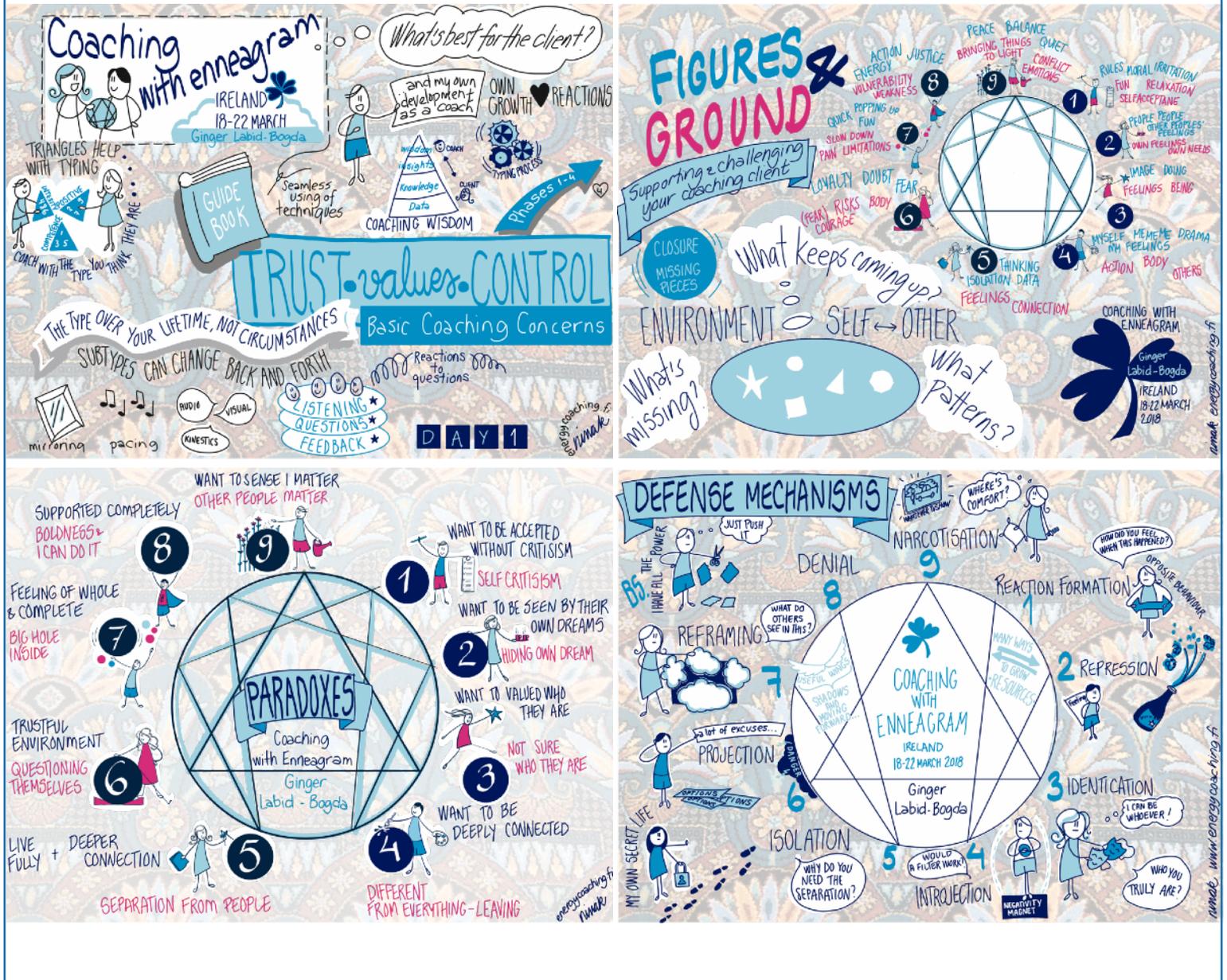
Great techniques used at the right time can make a huge difference in the depth and acceleration of the coaching experience. But, the best technique is for the coach to appear not to be using any, even though excellent coaches are highly trained and use a variety of approaches. A fine musician knows the scales and has mastered technique, but they appear to be playing without effort. Similarly, a skilled coach who knows how to be centered and in presence functions like a fine artist.

This program is not about technique, it is about coaching excellence with the Enneagram. You’ll learn 20+ techniques, but also learn when and how to use them. The program techniques are drawn from a variety of disciplines: Gestalt awareness; Neuro-Linguistic Programming (NLP); psychotherapeutic models, visioning, Enneagram theory, and more. Often less (technique) is more (positive impact).

*“There’s nothing so practical as a good theory.”*  
– Kurt Lewin, PhD, the father of modern social psychology

# LIVE ILLUSTRATIONS FROM THE PROGRAM

If you want to understand Coaching with the Enneagram 1.0 visually, go no further. Enneagram teacher and visual artist Nina Karlsson from Finland created some program highlights as she was participating in this exact program. Of course, many more topics are covered, but these give you a sense of the vibrancy of the program.



# WHAT IS THE ENNEAGRAM?

## 3 Centers of Intelligence



Each Enneagram type is rooted in one of three Centers of Intelligence: the Head Center, the Heart Center, or the Body Center. The three Centers of Intelligence stem from a long Eastern philosophical tradition and refer to the ways in which we typically process information and respond to events. While we all have heads, hearts, and bodies, our personality is organized around one of these three centers or modalities. Each center also contains three of the nine Enneagram types.

Head Center Types: 5, 6, and 7  
 Heart Center Types: 2, 3, and 4  
 Body Center Types: 8, 9, and 1

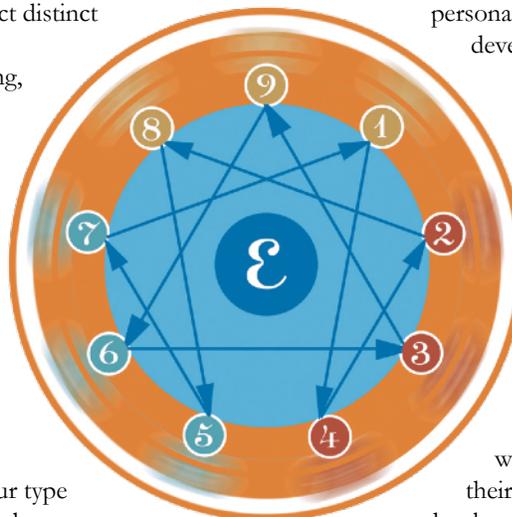
The goal of the Enneagram is integration: to fully and effectively access all three Centers and to use them in an aligned way.

## History

The Enneagram is an ancient system – at least 2000 - 4000 years old. The word comes from two Greek words ennea (“nine”) and gram (“something written or drawn”), and refers to the nine points on the Enneagram symbol. The nine different Enneagram types, identified as numbers One through Nine, reflect distinct habits of thinking, feeling, and behaving, with each type connected to a unique path of development. Each person has only one core Enneagram type, and while our Enneagram type remains the same throughout our lifetime, the characteristics of our type may either soften or become more pronounced as we grow and develop. In addition to our core Enneagram type, there are four other types that provide additional qualities to our personalities; these are called wings and arrows.

## Current Usage

More than a personality typology, the Enneagram is a profound map illuminating the nine different architectures of the human character. It is also the most powerful and practical system available for increasing emotional intelligence, with insights that can be used for personal and professional development.



Because the Enneagram is cross-cultural and uncannily accurate, it’s modern usage is growing dramatically across the globe. In addition to being used by individuals who embrace it for their own insight and development, organizations are using the Enneagram to increase emotional intelligence (EQ), enhance communication, manage conflict constructively, build high-performing teams, develop leadership, and more.

“We are looking for the key to our ultimate fulfillment in the wrong place.” – C. Naranjo

## THE 9 ENNEAGRAM TYPES

<b>Ones</b>	Seek a perfect world and work diligently to improve both themselves and everyone and everything around them.
<b>Twos</b>	Want to be liked, try to meet the needs of others, and attempt to orchestrate the people and events in their lives.
<b>Threes</b>	Organize their lives to achieve specific goals and to appear successful in order to gain the respect and admiration of others.
<b>Fours</b>	Desire deep connections both with self and others, and they feel most alive when they authentically express their feelings.
<b>Fives</b>	Thirst for information and knowledge and use emotional detachment as a way of keeping involvement with others to a minimum.
<b>Sixes</b>	Have insightful minds, are prone to worry, and create anticipatory scenarios to feel prepared in case something goes wrong.
<b>Sevens</b>	Crave stimulation (ideas, people, and experiences), avoid pain, and create elaborate future plans to keep all their options open.
<b>Eights</b>	Pursue the truth, like to keep situations under control, want to make important things happen, and try to hide their vulnerability.
<b>Nines</b>	Seek peace, harmony, and positive mutual regard and dislike conflict, tension, and ill will.