



Atlanta, GA— March 5—9, 2012



Catalytic Coaching Conference IX

Your Instructor:



Gary Markle

President and Founder of Energage, Inc. Author of *Catalytic Coaching* and the pragmatic guide package *No More Performance Evaluations!* Gary brings more than thirty years of experience in HR and performance management from widely varied organizations of all shapes, sizes and business sectors.



Unique Opportunity!

Bring real personnel issues to the program and work them with the assistance of an elite group of HR professionals and seasoned business leaders. Gain insight from the course on how to approach even the most difficult challenges with a minimum of risk and maximum likelihood of real-world success. Return home confident to face these challenges head on.

An opportunity to take your Performance Management System to a whole new level...

Whether you're just considering converting to Catalytic Coaching or have been practicing it for years, the ninth offering of this popular event will help you lead your organization to higher ground. Come spend a week with the most experienced consultant teaching this methodology and learn from peers that have gone before you down this exciting trail. Training sessions will be dynamic and fun as we explore the many treasures of the comprehensive training materials package. *This is not an event you want to miss!*

You'll learn how to:

- ⇒ Confidently guide a company through system conversion
- ⇒ Successfully overcome resistance and obtain active program participation without resorting to ultimatums
- ⇒ Effectively enhance coaching skills of managers once they have mastered the basics
- ⇒ Safely confront and resolve contentious problem cases
- ⇒ Progressively integrate Catalytic Coaching with other core HR processes

To do that you'll:

- ⇒ Review in detail the coordinator's role
- ⇒ Engage in extensive role playing
- ⇒ Practice the critical skill of Coach2
- ⇒ Practice using our new Online software
- ⇒ Master method to minimize legal exposure
- ⇒ Explore the deeply personal nature of effective coaching
- ⇒ Learn to optimize salary administration
- ⇒ Explore systems integration strategies
- ⇒ Share best practices with other progressive business leaders
- ⇒ ...and much more!

Outstanding New Location!

[Hilton Atlanta/Marietta Hotel & Conference Center](#) is located just 20 miles northwest of Atlanta and 2 miles from the Historic Marietta Square. It sits adjacent to the City Club Golf Course providing 18 holes of Championship play, and is nestled in the beauty of the Kennesaw Mountains with picturesque hiking and historic tours. The hotel features a long list of amenities. Breakfast, lunch and two dinners are included in a special room rate of \$149/night. Take a taxi from ATL. Free local shuttle service negates need for a rental car. Arrive early or stay late to enjoy unique shopping & dining on the charming turn-of-the-century town square, or take a ride through history on the Historic Marietta Trolley, featuring one of a kind tours of the many historic sites in the area.



EnrollNow@Energage.com



Tuition—\$3,950. Participants receive one copy of the *No More Performance Evaluations!* Guide, one copy of Gary's book and an interactive Forms CD. \$200 credit given for prior guide purchase. 40% fee reduction for additional enrollees from same organization (\$2,370— no further discounts).



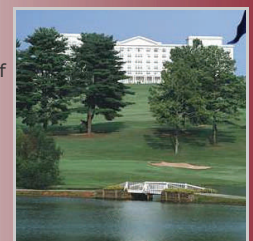
You should attend, if...

You are a company leader responsible for installing, maintaining or enhancing performance management

And, if your company...

- ⇒ Is considering changing performance management systems
- ⇒ Has fully or partially completed System Conversion to Catalytic Coaching
- ⇒ Is planning to go through System Conversion on your own
- ⇒ Is planning to go through System Conversion with assistance

Initial knowledge of the Catalytic Coaching process may vary from basic to advanced.



What Do Past Participants Say About the *Catalytic Coaching Conference*?

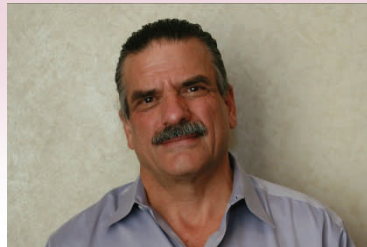


"It was neat to watch a group of strangers come in on a Monday morning totally open, totally honest, and ready to get to work. I learned a lot from each of my classmates. Everybody brings a different perspective and it was a really, really enjoyable experience getting to know each and every one of them."

Roxanne Wells, Director of Operations, [Argus Benefits](#), Atlanta, GA

"Catalytic Coaching has honestly changed my perspective on my life. This week I learned how to become a better coach. It's just a different mentality to think about, especially from an HR point of view. You're not in there pointing your finger at people; you're helping them."

Kristina Mowers, HR Generalist, [Monroe Clinic](#), Monroe, WI



"Programs like this remind me that even if things are going pretty well, there's another level. We came here and experienced potential for us to take things to another level."

Allen Bell, Director/Partner, [The Bell Group \(Rio Grande\)](#), Albuquerque, NM

"Before this conference I listened to the webinar. I got the CDs and listened to them in my car, got the book and read it. I felt very passionate about the process and believed Catalytic Coaching was a great way to develop people. When I got here what I found out was it's a lot more than that. It's a wonderful way to value people and keep them engaged. I can't thank you enough. You don't know what this week has meant to me."

Kim Krause, Project Manager, [Yazaki North America](#), Canton, MI



"The person that you are, Gary, is a gift for me to take back and model for others. Even though I believed in Catalytic Coaching and was doing it on a daily basis, I didn't have that passion. You gave me passion. This program reinvigorated me."

Molly Jackson, HR VP, [The Sterno Group](#), Texarkana, TX