

Create the game so you can win-win

Susanna
Lindblom
&
partners

Coaching Programme for Entrepreneurs

workcilia
COACHING

*Are you working or have worked for a company and now you are looking to start your own business?
Do you want to manage your own time and make your professional and personal life compatible?
Do you want to set up your own company but don't know which business you want to be in?
Do you have a dream and don't know where to start to make it come true? Do you want to live off your
business but don't like selling? Do you know that your product/service is of value to others but your
sales are slacking? Are you already an entrepreneur and your business needs a push?*

Who is the programme for?

This program is designed for those entrepreneurs who are thinking of starting their own business or those who are already in the process of building it: lawyers, writers, psychologists, consultants, distributors, business incubators, artists, coaches or any other type of business or profession.

Now more than ever, in adverse conditions and in times of uncertainty, everything changes: the way we do business, the way we finance ourselves and the way we sell. It is important to apply all our internal and external resources in order to bring our business or project to where we want it to be. A good idea alone is not enough.

In this environment it can be difficult to keep the focus on what we care about and not get carried away by feelings of fear of what the future is going to look like.

This programme is for those that want to develop the necessary competencies to sustain, and not abandon, their project.

It is for those who want to learn how to design conversations that generate the future they want.

It is for those who want to learn how to use the power of their body and emotions on the journey of making the changes they want to make.

“Entrepreneurship is moving in the world of uncertainty while taking care of the things you care about”

Susanna & Inés

What will you learn?

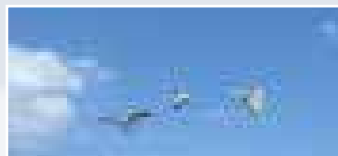
Learning in this workshop is personalised and we will centre around the relevant topics for each participant and work on his/her specific issues. In general terms:

- You will learn how to connect your business to what you care about.
- You will reflect on how you do things and how you could do them differently in order to make it work like you want to.
- You will reflect on how to set up your game the way you want it and become aware of how you can change the rules of the game and the way you interpret them.
- You will become aware of the values you have and how they are incorporated in your body and how that affects your business and results.
- You will become aware of the internal and external conversations you are in - and the ones you are not in!
- You will learn how to sell your service/product and, on top of that, feel good about it.
- We will give you tools to help you keep focussed on your goals at all times (including the difficult times).
- You will learn about how your moods and emotions help you...or don't help you, and how to change/manage them.
- You will learn how your presence impacts your results and how you can change it.
-AND A LOT MORE!

Included in the programme are:

- **4 workshops of 8 hours each:** These workshops are done in groups to maximise learning
- **4 individual coaching sessions:** Each participant is accompanied by his/her assigned coach in order to work on his/her individual action plan and other relevant issues.
- **4 group working sessions.** This is work shared in a team that will give you feedback on yourself and how you do things. The coaches will accompany these teams in order to maximise learning.
- **Virtual forum:** readings, videos, recommendations and consultations.
- **Individual work** (to be handed in to your assigned coach)

Dates February 2012 to June 2012



MADRID

In Spanish:	29 February	In English:	7 March
	28 March		18 April
	25 April		17 May
	24 May		14 June

PRICES FOR THE PROGRAMME

1.760€ (all prices include VAT)
For payment before the 1st of February: 1.600€
Monthly payment 440 €/month from January 2012 to April 2012.
Meals are included in the price.

PLACE

The workshops will be held in the welcoming rural hotel Casona de Eboli in the village of Santorcaz, located 40 km outside Madrid.

Hotel rooms are available for those that want to spend the night.
For more information: www.casonaeboli.es

Ask for information on other payment terms and ways to finance your programme!

FOR MORE INFORMATION OR TO RESERVE YOUR PLACE:

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susanna@lindblomcoachingpartners.com

The Teachers and Coaches

The creators of the programme are joining their wisdom and experience as coaches and in entrepreneurship in order to offer tools for learning through conversations, emotions and body. Their goal is to support you in moving through your commitment, dreams and hopes and deliver action plans that will give you the results.

Both are entrepreneurs, Ontological Coaches and are used to getting on in a world of uncertainty and with limited current opportunities for growth. They have lived in different cultures and countries and have worked in multicultural environments. Both are experiencing the greatness of putting their personal knowledge and power to the service of supporting others in achieving their goals and creating the future they want.

Entrepreneur:

Inés Mazarrasa

Ontological Coach certified by Newfield Network (School of Julio Olalla) since 2008.

Master Coach in Body and Movement by Newfield Network.

Entrepreneur. Director and founder of Workcilia (consulting in Human Resources and specialized in Equality and Reconciliation).

Inés gives training and coaching for Management Teams, Body coaching for companies and the self employed, Women leadership and equality.

She is the creator of "Coaching for Equality" that Workcilia teaches in companies. She is currently specialising in "5 Rhythms by Gabrielle Roth".

She has been the Director of Human Resources and led teams during 14 years in various sectors.

www.workciliacoaching.com



Entrepreneur:

Susanna Lindblom

Ontological Coach, certified by the International Coach Federation in 2007. Trained at the Institute for Generative Leadership.

Entrepreneur, Director and founder of Lindblom Coaching Partners (consulting and training).

Susanna gives courses and conferences in various countries and works with clients in blue chip companies, entrepreneurs, professional sportsmen/women and with anyone else who wants to open up new possibilities and create a different future.

Her previous experience includes over 17 years of management in multinationals like BP Oil, BP Solar, UNISYS and France Telecom.

She has extensive leadership experience and has held positions at Board level, managing both multinational and multifunctional teams at both international and national levels.

www.lindblomcoachingpartners.com

