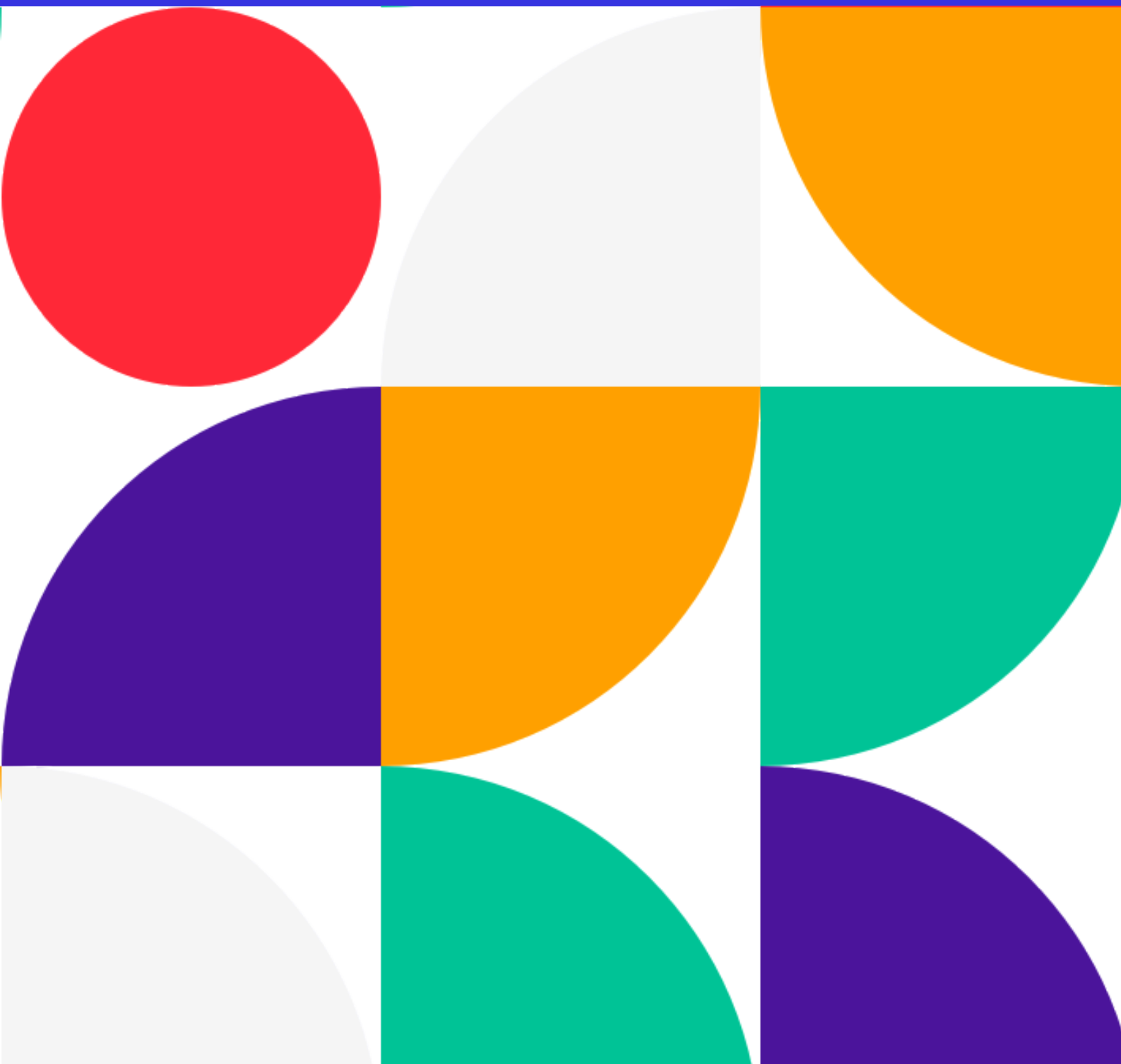


ABI

Agile Business Innovation Coach Academy

Six two-day modules for experienced coaches and consultants. Based on the book *Agile Business Innovation* by Drs. Sari van Poelje.



ABI

Agile Business Innovation Coach Academy

PURPOSE

This programme licenses experienced coaches and consultants in the theory and practice of Agile Business Innovation. You learn to guide leadership teams through the four dimensions, the eight factors and the twelve steps of inspiring leadership.

DURATION	FORMAT	PRACTICE	OUTCOME
Six two-day modules	Online via Zoom or on location	Six months of supervised client work	Licensed ABI coach

TARGET GROUP

This programme is for experienced professionals such as coaches, consultants and leaders. It is for those who want to deepen their agile business innovation coaching and organisational development skills.

To be admitted to the ABI Coach Academy you need the following experience and qualities:

- At least five years' experience as a business coach
- Certification from a coach or OD training
- Commitment to critical self-reflection
- Willingness to contribute to others in the group
- Commitment to developing your own professional practice

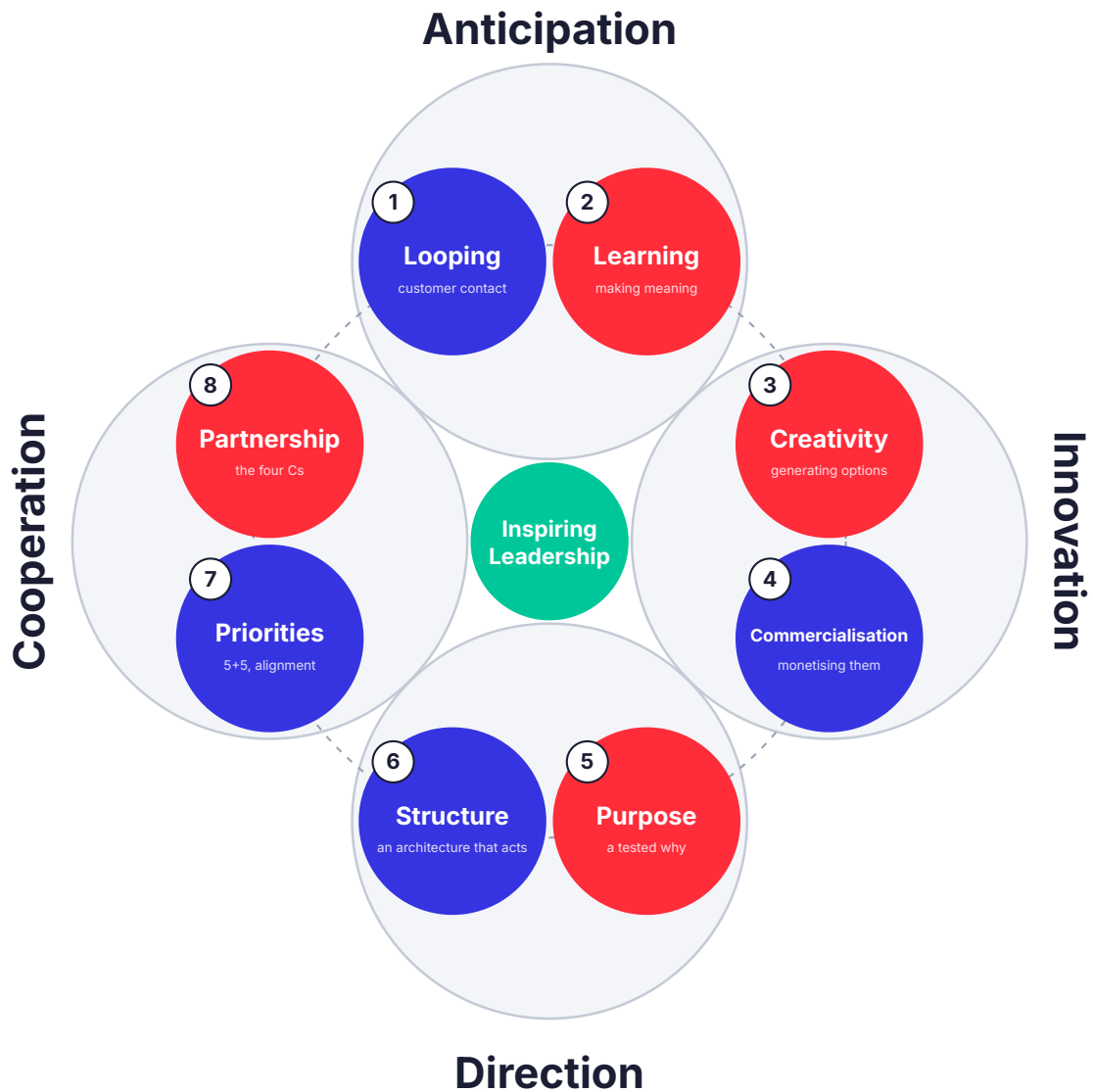
ULTIMATE RESULT

By the end of the programme you will:

- Be licensed in the theory and application of the ABI model and the ABI Diagnostic
- Be able to guide a leadership team through the eight factors in the order of intervention
- Have coached a real ABI client team for six months, under supervision
- Have spoken to leaders in other companies who have already transformed their business
- Have gained a deep personal understanding of yourself in the role of ABI coach

THE MODEL

The Agile Business Innovation model has four dimensions. Each dimension has two factors. Inspiring leadership sits at the centre and holds them together. The numbers show the order of intervention. After Partnership (8) the work returns to Looping (1). That is why it is a continuous discipline, not a one-off project.



- **Hardware** · the structural factor. Architecture, processes and discipline.
- **Software** · the relational factor. Meaning-making, sense and human work.
- **Inspiring leadership** · the integrating element at the centre.

Two engines. Anticipation and Innovation together build an **innovation culture**. Direction and Cooperation together build the **agile structure** that holds it in place. A structure without sense is bureaucracy. Sense without structure is sentiment.

THE PROGRAMME

This academy offers six two-day modules, facilitated by an experienced international team of OD trainers and supervisors. The aim is to develop you as a world-class agile innovation coach. Between modules you work in accountability groups and with a real ABI coaching client, under group supervision. The book *Agile Business Innovation* is the core text.

The modules

- 1 The model and the role of the ABI coach** Chapters 1 to 4
We contract for learning in the group. We explore why agile business innovation matters now, and set out the model in full. We work with the push and the pull, and learn to use the ABI Diagnostic. We discuss the job of the ABI coach in the first two of the twelve steps: contracting and problem definition.
- 2 Anticipation: Looping and Learning** Chapter 5
How do you help a leadership team stay in real contact with customers, and make meaning from what they hear? We practise the four steps of looping, narrative profiling and the napkin pitch. We look at the role of the coach when a team prefers reports to conversations.
- 3 Innovation: Creativity and Commercialisation** Chapter 6
We practise asset mapping, product ecosystem design and hunting innovation gaps. We learn to test willingness to pay early, and to choose revenue models that fit. We look at how a coach challenges a team that only improves what it already has.
- 4 Direction: Purpose and Structure** Chapter 7
We help teams find a purpose tested against customers, and one metric that matters. We map the public, relational and private structure of an organisation. We explore repetition, renewal and revolution, and the structural paradoxes a coach will meet.
- 5 Cooperation: Priorities and Partnership** Chapter 8
We facilitate the 5+5 key innovation projects and the four Ds: contract, delete, dilute and delegate. We coach trust, cohesion and the four Cs. We explore what to do when cooperation breaks down, including in virtual teams.
- 6 Inspiring leadership and accreditation** Chapters 9 and 10
We work with the twelve steps of execution, including evaluation and continuity. Then comes the accreditation. Candidates present their signature ABI coaching approach. With their coach partner, they present the case study of their client process. They explain what they did, why they did it and which other options they had.

ACCOUNTABILITY GROUP

The accountability group is a team of three to four people who meet between every module. They discuss the homework and learning progress, and practise ABI team coaching. The group is a resource to bounce ideas off, to explore your best thinking and to discuss any issues in confidence.

GROUP SUPERVISION

During each module we reserve half a day for supervision of your client work. At three critical moments there is also group supervision. These sessions are paid for separately.

These sessions will help you:

- Look at your own process and functioning as a coach team
- Examine the functioning of the client team, and potential parallel processes
- Understand the complex system dynamics at play
- Look at how you apply the learning from the programme

THE ABI COACHING CLIENT

Participants work in teams of two to three ABI coach partners. They provide real ABI coaching within an organisation over six months. The client receives six team coaching sessions of 2.5 hours, combined with eight one-hour individual coaching sessions for the leader. Because this is a work placement for learning, the coaches charge a minimal fee of €600. This money pays for their group supervision.

THE WRITTEN CASE STUDY

The case study shows that you have integrated the ABI coaching concepts and can apply them in practice in your own field of work.

PERSONAL STUDY AND FURTHER READING

Your case study includes the relevant research and theory behind your practice. An extensive reading list supports you, with the book *Agile Business Innovation* as the core text. You come to each module having read the recommended texts for that module. There is homework between modules. We also recommend an individual learning log to track your progress.

ASSESSMENT CRITERIA

At this level we expect participants to be able to:

- Manage their own process in a way that supports the client's process
- Present an extensive range of ABI team coaching concepts and applications
- Establish clear and ethical contracts, even in ambiguous settings
- Be flexible in their relationship with the client, to meet the client's developmental needs
- Use feedback and challenge effectively to enable insight and learning
- Explore the wider impact of their interventions

PLANNING AND COSTS

The programme is given online via Zoom or on location. It is given in English, with the possibility of organising other languages. For dates, please go to www.intactacademy.com.

Costs are aligned with the NUMBEO index per country. Intact Academy is a CRKBO-registered institution, so programmes are offered VAT-free.

THE ABI PROGRAMMES

ABI101

Introduction · 2 days

Learn the model and make a first action plan.

ABI Core

In-company · 38 weeks

Transform your organisation through all eight factors.

ABI Sustain

Cross-company · 6 months

Make the discipline last and cascade it.

ABI Coach Academy

Licence · 6 × 2 days

Become a licensed ABI coach.

REGISTRATION

Register through the websites:

www.intactacademy.com

www.agilebusinessinnovation.com

When registering for Intact Academy programmes you also commit to adhering to the ITAA and ICF ethical codes and the Intact Academy registration conditions.



PROGRAMME DIRECTOR



Drs. Sari van Poelje

Master Executive and Team Coach · Supervisor · Agile Business Innovator

E-mail sjp@intactacademy.com
 Phone +31 6 11 49 50 20
 Address Laurens Reaalstraat 26, 3531 GP Utrecht, the Netherlands
 Web www.intactacademy.com
 LinkedIn linkedin.com/in/sarivanpoelje
 Zoom zoom.us/j/6611495020

PROFILE

Sari van Poelje is an international master executive and team coach, supervisor and expert in agile business innovation. She has 40 years of experience. She is Managing Director of Intact Academy. The academy offers EMCC level 7 accredited training to coaches and consultants in 10 countries. She was also a director in multinationals such as Shell, EMI Music, KLM and ASML for 23 years.

Sari works with multinationals, family businesses and start-ups in a wide range of industries. She coaches leadership teams to create inspiring leadership, cooperative cultures and agile innovation processes.

She is an accredited EMCC Master Coach, Master Team Coach and Master Supervisor. She holds an MSc in systemic team coaching and an MSc in supervision. She is a Teaching and Supervising Transactional Analyst (TSTA-O) and a PCM coach trainer. She has published 34 articles and 5 books on leadership, coaching and organisational change.

A variety of business coaches, supervisors and agile leaders will be involved in the programme.