

**THE BUSINESS FORUM COMING EVENT:
The Coach Approach – Shifting from Problems to Possibilities**



Presenter: Kathy Baske Young

Tuesday, December 15, 2009

Roanoke Higher Education Center – Room 212

8:00 a.m. – 10:00 a.m. (Open Session)

10:15 a.m. – 11:30 a.m. (Members Only Session)

The current business environment requires more “return on people” than ever before.

Coaching has emerged as one of the most powerful skills a leader can have because it creates an environment of adult learning and collaboration. Coaching increases self-awareness, resilience, the ability to learn and the capacity to be more productive. When coaching skills are used, there is also an opening for better communications – people tend to say what they need and speak straight about what works or doesn’t work.

Our Forum for December brings an expert who will help you learn how to shift from putting out fires, to creating an atmosphere of ownership where people are doing their personal best. You will learn how to use coaching skills with your staff to understand and engage them in moving through problems and uncertainty into a place of possibility and focused attention. This session will be highly interactive and you will have an opportunity to work with real-life scenarios to develop strategies for engagement and increased productivity that you can apply to your company.

Kathy Baske Young is an Executive and Organizational Coach. She has coached Fortune 500 executives and teams in a number of fields, including pharmaceutical, high-tech, telecommunications, real estate investment and professional sports. She focuses on developing strategic alliances with her clients, whether they are looking to improve their effectiveness as a leader or manager; improving their work/life balance; or helping clarify their personal vision. Prior to becoming a professional coach, Kathy worked in

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sales and sales management in television for 25 years. Kathy is currently serving as Chair of the Roanoke Regional Chamber of Commerce.

This educational event of The Business Forum is open to the general public. To register for this event:

Members of The Business Forum – contact the Virginia Tech Roanoke Center at (540) 767-6100 or by e-mailing vtroanoke@vt.edu on or before December 9, 2009.

Non-members of The Business Forum – RSVP to the Virginia Tech Roanoke Center by calling (540) 767-6100 on or before December 9, 2009. Your organization will be invoiced \$200 per participant.

If you have questions or need additional information, please contact the Virginia Tech Roanoke Center by calling (540) 767-6100 or e-mailing vtroanoke@vt.edu.