

Tuesday February 9th, 2010
Northern California Chapter Monthly Meeting
The Westin - San Francisco Airport, Millbrae
5:30-6:00 PM Registration & Networking * 6:00-7:00 Dinner * 7:00-8:30 Program

Ginny Whitelaw, Ph.D.

Founder – Focus Leadership, LLC

Why Movement Matters More Than [What] You Think

The 4 Mind-Body Patterns that can Transform Your Coaching, Your Business,
and Yourself

Leadership is harder than ever and the business climate is tougher than ever. Our clients and leaders are facing a radically changed world. Daily crises and uncertainty raise doubts about growth while complexity and raging speed are the "new normal". Most of our familiar business models are upended and organizations downsized, with those who remain experiencing unprecedented emotional and physical stress.

Leaders who can manage their energy and bring the right energy to the right time will add their greatest value in this business climate. Those of us who help them move toward their whole capacity as leaders will also be adding our greatest value as coaches. Applying the right energy at the right time when we all have well-developed patterns of personality requires the mind and body working together. Ginny has developed an innovative somatic method to do this based on four energy patterns grounded in the nervous system. You will:

- See how performance can be enhanced through appropriate use of four energy patterns.
- Experience why each pattern is essential, and what happens when it's used at the wrong time.
- Practice coaching with the patterns, and how to help your clients access weak patterns for better performance.
- Learn a simple, unforgettable language that connects body, mind, behaviors, outcomes, and the climates and cultures of teams, organizations, even societies.
- Have fun with a new somatic experience.

About Our Presenter

Dr. Ginny Whitelaw is the co-founder of Focus Leadership, LLC and the author of *Move to Greatness: The 4 Essential Energies of the Whole and Balanced Leader*. A biophysicist by training, she combines a rich scientific background with senior leadership experience, and 30 years of training in Zen and martial arts. She is an executive coach, faculty member and program director with Oliver Wyman's Delta Executive Learning Center and also served as adjunct faculty to Columbia University's senior executive program. A seasoned program manager in telecommunications and aerospace, she has more than 20 years of experience leading multifunctional teams and complex change efforts. Dr. Whitelaw also co-developed the Focus Energy Balance Indicator™ (FEBI™), a powerful assessment identifying one's preferences for four energy patterns linking mind and body.

