



Ermatingen, 29 August 2007

UBS Think Tank in Wolfsberg

David Megginson, Professor of HRD, Sheffield Hallam University, Sheffield

Coaching by Objectives: The Pros and the Cons

Wednesday, 31 October 2007, 3.00 to 6.00 p.m.

Dear Sir/Madam

David Megginson will explore the place of objectives, goals and targets in coaching.

Objectives are at the heart of the traditional or conventional approach to coaching. David will say why this is so, before going on to outline an alternative practice. He will share the research he has undertaken to explore this alternative practice. Then examining the related question of 'coaching on purpose', he will conclude by exploring the implications of this position for organisational learning.

David Megginson is Professor of HRD at Sheffield Hallam University in the UK and is a founder and has been chair of the European Mentoring and Coaching Council. He has published a range of books on coaching and mentoring, and writes extensively on HRD, Continuous Professional Development, Organisational Learning and Self-development.

Programme:

2.30 p.m.	Welcome Coffee
3.00 p.m.	Introductions, Presentation and Discussion
6.00 p.m.	Cocktails and Buffet Dinner Networking


To cover costs, we shall charge 120 CHF per person. *

For further information please contact Judith Eggerl (phone +41 71 663 56 10) or send an e-mail to judith.eggerl@ubs.com. Please register using our secure server on www.wolfsberg.com, UBS Think Tanks, by 10 October 2007 latest.

We look forward to welcoming you to this UBS Think Tank. **If you know someone else who might find this think tank of interest, kindly pass on the information.**

Yours sincerely

WOLFSBERG



Dr. Toni Schönenberger
Chief Executive Officer



Professor Prabhu Gupta
Executive Director

P.S.: Kindly note that overnight accommodation is available for a charge of 190 CHF including breakfast. Please indicate your needs at the time of registration.

P.P.S.: Information on other forthcoming events and reports on previous UBS Forums, Think Tanks can be found at **www.wolfsberg.com**.

* Cancellations must be received at the latest by 7 days before the event. In case of cancellations received later than this, the following arrangements apply: cancellations received up to 3 days before the event - 75 % of the fee will be payable; after that date - the full fee will be payable. However, a substitute participant is welcome.