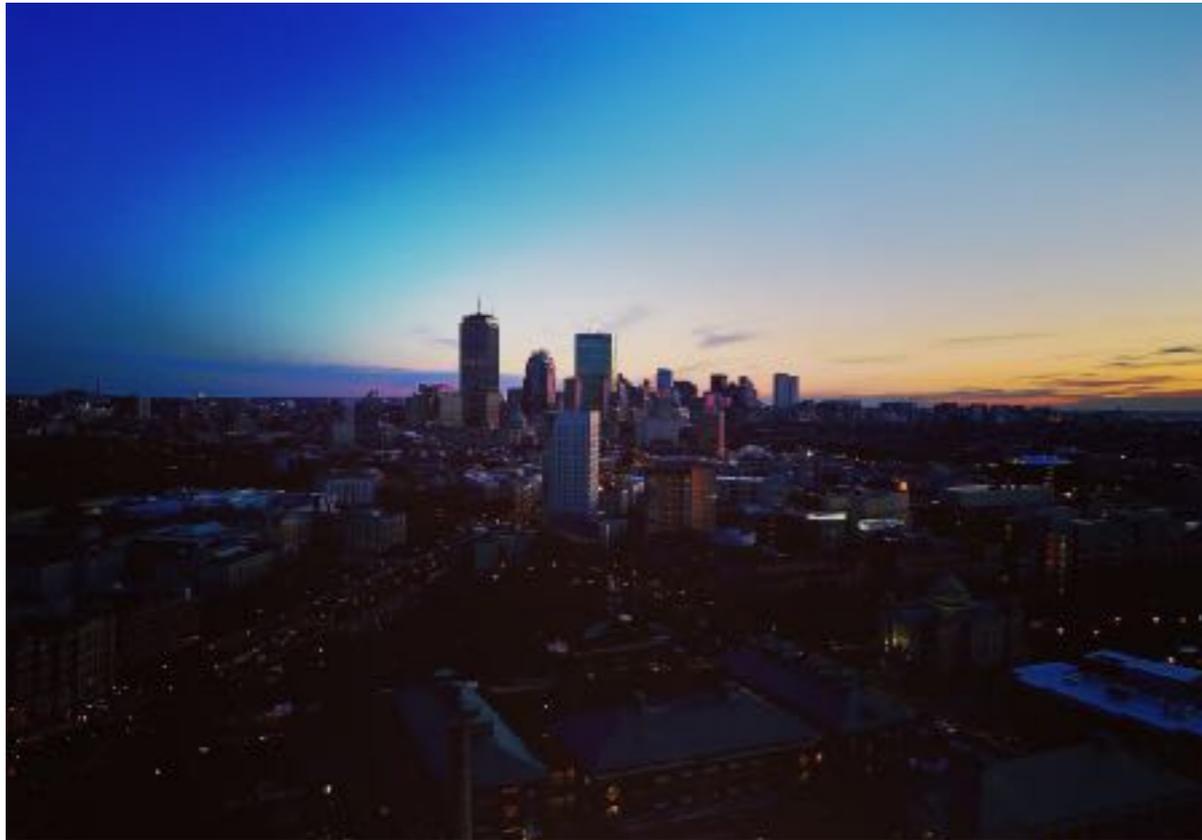


Integral Transpersonal
Professional Certified
CEO Coach

**GEORGE
BRAGADIREANU**



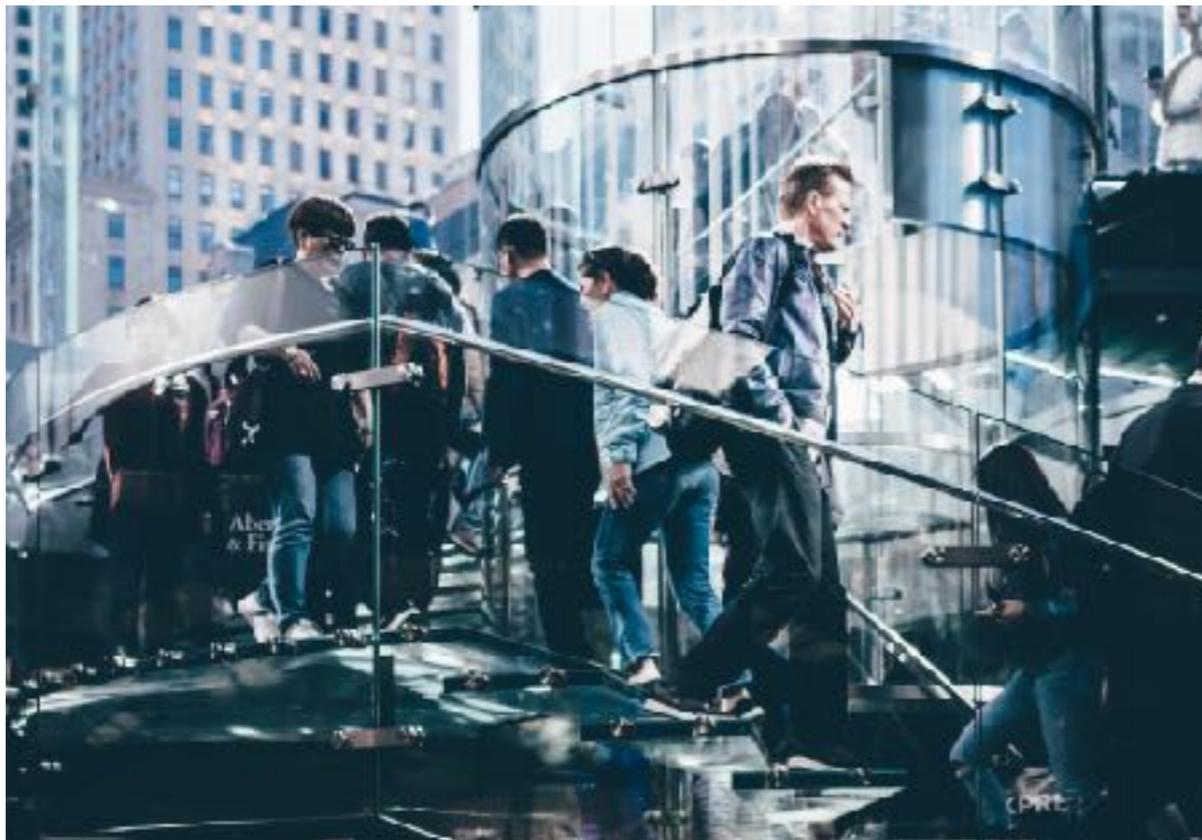


People have always expressed a yearning for something far greater than themselves and a knowing that it exists and yet is unknowable.

One of the goals of transpersonal and integral coaching is to help people identify, accept, and gain mastery over their own masks, labels and defences and then at will to step aside from them, to stand clear as the conductor of the orchestra, neither a player in it, nor a victim of it.

Transpersonal integral coaching is at the cutting edge and now more than ever vitally needed by business, individuals and humanity if we are to build a world we wish to live and work in that is mutually sustainable and beneficial to us all.

Can a coach use transpersonal and integral techniques successfully if they are not themselves on a spiritual journey?



CLARIFICATION

WHAT IS A BUSINESS COACH

- Qualified professional
- Sounding board
- Asks, gives feedback
- Supports, challenges, motivates

A business coach is a qualified professional acting as a sounding board and helping business people gain self-awareness, clarify goals, achieve their development objectives, unlock their potential. The coach would ask questions, challenge assumptions, help provide clarity, provide resources, and yes, sometimes, with permission, give feedback.

A good coach helps a client gain self-awareness, and establish development goals.

A good coach helps a client gain clarity on his values (vision), purpose (mission) and actions (strategy) towards self-actualization.



Coaching is a conversation.

Companies used to hire business coaches to come in and fix broken executives or managers or teams. Nowadays, most companies hire

business coaches as a way to invest in their top executives, high potentials, and managers.

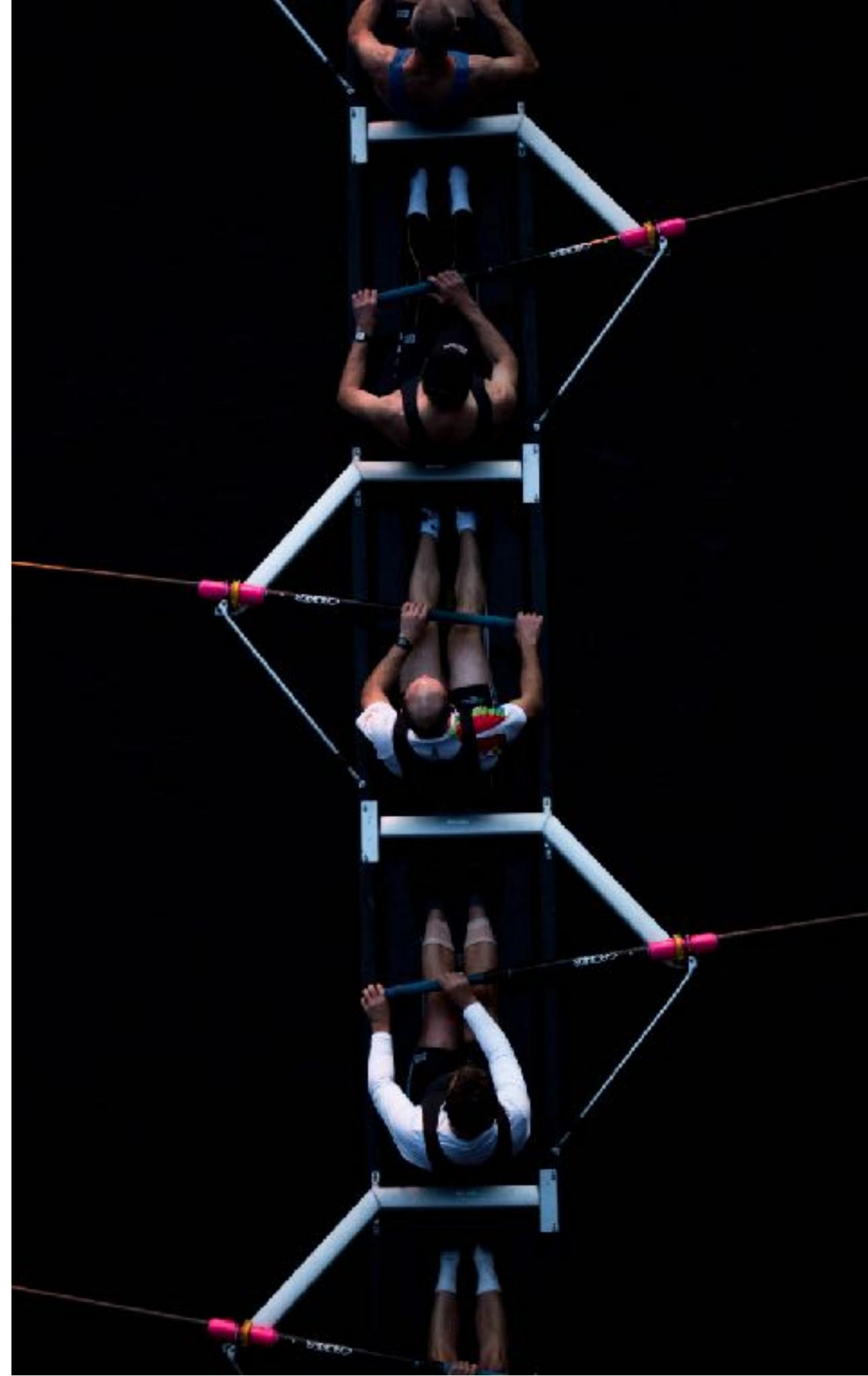
A COACH HELPS YOU WITH MANAGERIAL ISSUES

- Wanting to improve a particular skill area such as team management, efficiency, presentation skills, offering feedback
- Deciding upon non-performance issues of team members
- Deciding to fire subordinates
- Learning to manage, following a new promotion
- Developing team members and a productive team culture
- Developing a coaching managerial style
- Conflict with a direct report, a peer, a boss
- Aligning team members to a common goal
- Finding ways to address an increasingly negative work environment
- Finding ways to fulfill team and personal goals



OR LEADERSHIP ISSUES

- Enhancing personal impact and effectiveness
- Increasing alignment between strategy, infrastructure, behavior, and culture
- Understanding organizational resistance to change and taking steps to address it
- Taking on a new leadership role
- Conflict with board members
- Holding people accountable and firm when they don't deliver
- Receiving honest and reliable feedback
- Pitching new strategies to board members, finding allies
- Aligning the team members to a common goal
- Increasing the level and quality of collaboration with other organizational partners
- Setting up long-term plans, taking and following strategic decisions
- Implementing strategies for breaking down the silos
- Leading organizational change or innovation programs, relocation, mergers or acquisitions
- Addressing the negative behavior and tone of dysfunctional boards of directors and board committees





Adult development and leadership improvement is like travelling through uncharted territory.

A coach helps you find your inner compass (values) and your North (purpose).

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BENEFITS OF WORKING WITH GEORGE BRAGADIREANU

- He encourages you to set up clear and motivating goals for you, your team and your company
- Challenges you to do more than what you think you could do
- Helps you focus in order to produce more and faster
- Provides tools, support and a great structured feedback companionship for you to accomplish more.

Appart from following the best coaching frameworks in the world (integral and transpersonal), a coaching process with George is special because:

- it's strategic: it's for the long term, not for quick fixes
- it's personalized: it is not similar to any other
- it's challenging: it presupposes a series of tough learning practices and solid feedback
- it has long-lasting effects: it aims at behavioral changes, not only goal attaining

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THE SYSTEM

- Incremental
- Goal setting
- Assessment, feedback, check-ins.

Business coaching with George Bragadireanu usually follows this rhythm:

- I. (phase 1) an intake session (knowing each other, setting up the way of working together),
- II. (phase 2) an assessment one (of the current situation),
- III.(phase 3) one or several goal setting and development planning meetings, and then progressing through the development plan,
- IV.(phase 4) periodic check-ins with the business official.
- V. The typical duration for a coaching engagement is 7 to 12 months (3-4 coaching sessions/month) and it concludes (phase 5) when either the development goal is achieved, or when the coach and/or coachee decides that it should stop. Usually, the human resources department or the direct manager (where the case) is involved in the process.

The coaching hours are either face-to-face or virtual (audio-video) coaching. Recordings of sessions are made and put to your disposal for further analysis.

Career of George Bragadireanu

George is a former banker turned trainer and coach. The managerial expertise helped him gain a broad perspective on the corporate and business environment. He ran sales and training departments during his 12 years banking career.

Since 2012 he started his own freelance career as an independent coach, trainer, author, and consultant, under the InsideBloom brand.

During his career, he trained more than 7,000 people in his workshops and coached more than 300 people in individual coaching sessions and team coaching interventions.

Coaching merits

In 2011, the coach George Bragadireanu financed the third Romanian edition of "Coaching For Performance" by Sir. John Whitmore, the 'bible' of coaching.

In 2013, he launched [Coaching At The Spa](#), a coaching program meant to bring relaxation and discovery to his coaching clients.

In 2014 he recorded [Coaching 4 Managers](#), a double CD of managerial coaching education.

In 2015 George founded *The Coaching Studio* (a partnership of 4 coaches) and launched a mobile app - *Coaching 4 Managers* (iOS, Android, Windows Phones, Blackberry) - discontinued.

In 2016 he authored and published [The Leadership Spark: The New Integral Technique To Ignite Your Creative, Innovative, And Strategic Leadership](#) and the 2 adjacent courses in 2018: [The Blank Canvas - Get Creative in 8 Days](#) and [How to lead natural integral innovation in your company](#).

In 2017 he translated in Romanian [The Coaching Habit](#) (Michael Bungay Stanier), [Radical Candor](#) (by Kim Scott) and [Hunch](#) (by Bernadette Jiwa), all for Publica publishing house, all in the coaching-leadership domain.

Coaching Education and Certifications

Distinct from other coaches on the market, George is embracing many coaching philosophies and paradigms; he is an independent spirit and tests and gives merits to any new idea or theory. Thus, he followed not one, not two but three coaching schools until now, totaling over 550 hours of formal preparation, 100 hours under the supervision of coaching mentors and several tens of psychotherapy hours.

1. [Performance Consultants International](#) (London, 2011-2012) - the school was founded by the 'father' of coaching, Sir John Whitmore. Following this school, George is certified as an Executive Performance Coach & Transpersonal Coach.
2. [Integral Coaching Canada](#) (Ottawa, 2014-2016) - the school follows Ken Wilber's theory of 'integrality'. Ken Wilber is considered to be the most important philosopher of the world nowadays. George was certified as an Integral Professional Coach.
3. [Mindmaster Academy](#) (Bucharest, 2012 - 2015) - this is the most important European school of NLPt coaching, certified by the EUCF, EANLPT and COPSI. George is certified as a Master Practitioner NLPt Coach.

George is also a certified coach by the International Coach Federation, since 2014, as a Professional Certified Coach and as a Coaching Specialist by the Romanian Education Ministry (since 2016).

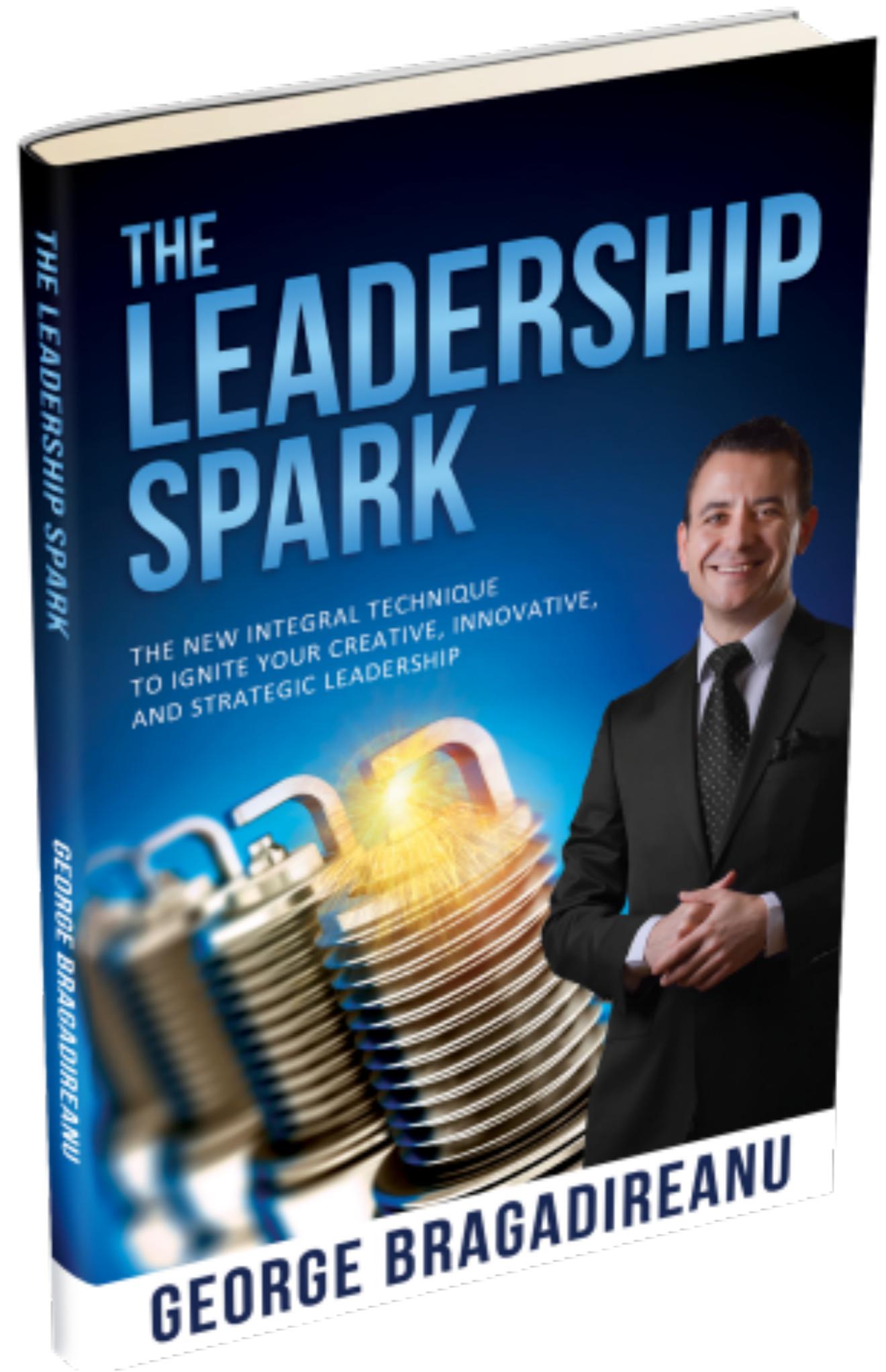
What about other things?

He is a happily married guy and a father of two boys. He loves reading science-fiction and non-fiction books also, in psychology, economy, politics, social sciences, neurobiology. He majored in economics, mathematics and political science and followed also other courses in publicity, He is a sporty guy, running, swimming and bicycling a lot. He was a theatrical improviser (following Keith Johnstone and Stanford Meisner specialized courses) and contact-contemporary-improv-dancer. Currently, he is a vegetarian and ecologist. Interested both in spirituality and latest scientific findings, mindfulness and behavioral sciences, anthropology and quantum physics, he views life as whole refusing no part of it.

"Work, as we know it, is changing profoundly these days. As it triggers more and more autonomy, work is giving 'the employee of the future' more and more awareness of what he or she is really good at. It also gives one more and more responsibility for what one does.

So that the managers and the leaders of the future are more and more challenged".

- *The Leadership Spark*



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