



KEYNOTE
DR RICHARD BOYATZIS
SAT JUNE 10, 2017

BIOGRAPHY: DR RICHARD E. BOYATZIS



Richard E. Boyatzis is Distinguished University Professor and Professor in the Departments of Organizational Behavior, Psychology, and Cognitive Science at **Case Western Reserve University**, and HR Horvitz Professor of Family Business, as well as Adjunct Professor in People/Organizations at **ESADE**. He earned his BS in Aeronautics and Astronautics from **MIT**, and a MS and Ph.D. in Social Psychology from **Harvard University**. Using his **Intentional Change Theory (ICT)**, he studies **sustained, desired change** at all levels of human endeavor from individuals, teams, organizations, communities and countries. Before becoming a professor, he was **CEO of the research consulting company McBer and Company** (now part of the Hay Group/Korn Ferry) for 11 years and COO of the market research company **Yankelovich, Skelly & White** for three years. He was ranked #9 Most Influential International Thinker by *HR Magazine* in 2012 and 2014. He is the author of more than 200 articles on leadership, competencies, emotional intelligence, competency development, coaching, neuroscience and management education. His Coursera MOOCs, including **Inspiring Leadership Through**

Emotional Intelligence have over 635,000 enrolled from 215 countries. His 7 books include: *The Competent Manager*; the international best-seller, *Primal Leadership* with Daniel Goleman and Annie McKee; and *Resonant Leadership*, with Annie McKee. He has over 5,500 hours of coaching, has been teaching and training coaches since 1970 and published 22 articles on coaching. Professor Boyatzis acquired his bachelor's degree in aeronautics and astronautics from MIT before going on to obtain his MS and PhD in social psychology from Harvard University.

OVERVIEW OF THE TALK: COACHING FOR INSPIRATION, MOTIVATION AND ENGAGEMENT

Growing and developing is a major driving force in our quest to help others, make a difference and contribute to a better organization and society. Coaches, as a class of people who help others, establish a deep emotional connection with others called resonance, whether teacher-student, professor-



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student, doctor-patient, nurse-patient, coach-coachee, mentor-protégé, manager-subordinate, and likely parent-child and spouse/partner to spouse/partner. They are literally, in tune with clients. Their own levels of emotional intelligence allow them to create and nurture these resonant relationships. They use their EI on the path through mindfulness, hope, compassion, and playfulness.

These experiences of mindfulness, hope, compassion, and playfulness are essential to renewal of the human organism at the neurological, hormonal, emotional, and behavioral levels. Based on decades of research into emotional intelligence competencies and longitudinal studies in their development, **Professor Richard Boyatzis will lead the audience through examples of how coaching with compassion (i.e., coaching a person to the PEA, their vision and values) is key to leadership development and more resonant relationships.** He will describe recent fMRI studies on coaching to the Positive Emotional Attractor (PEA) versus the Negative Emotional Attractor (NEA), as well as recent doctor-patient studies showing that arousal of the PEA increased treatment adherence for Type II Diabetics. He will explain why it is central to neuro-endocrine renewal in the human body (which is the only antidote to the ravages of chronic stress).

This session will address the following:

1. A process for developing sustainable improvement on EI, resonant relationships and the central role of compassion in it.
2. Understanding the psycho-physiological role of the Positive Emotional Attractor and the Negative Emotional Attractor in motivating change or encouraging the status quo regression.
3. Perceiving how coaching with compassion is effective in helping people change in sustainable ways, but coaching for compliance is not. And why it is crucial to the sustainability of the leader (i.e., the coach) as well.
4. Understanding the neural activations involved in these two forms of coaching and why one prepares a person to consider change and learning and the other closes their minds.
5. How to coach others to develop EI, resonant leadership, and to sustainably change.



June 10th, 2017 is a historic day where members of the Association of ACTO and GSAEC will come together for a joint conference on the challenges we face when developing coaches. This day is an excellent opportunity to connect, co-create, and collaborate.