



**Marsha Clark  
& Associates**

# *The POWER of Self*

**WELCOME AND ORIENTATION  
INFORMATION**

**Marsha Clark & Associates  
4631 Pine Valley Drive  
Frisco, Texas 75034**

## Welcome to *The POWER of Self* Program!

We're looking forward to meeting you here in Southlake, TX in October 2017!

This packet contains information designed to assist you with your preparations for participating in the program. Please read all the information carefully. As you read through this packet, please notice that the following documents contain pertinent information related to the program and to the program's logistics. Please read these documents carefully, as they contain information designed to help you prepare for the program.

- General Information
- Using Your Coach for Power-filled Learning
- Creating A Powerful Learning Contract
- Using Your Coach for Power-filled Learning

If you have any questions or concerns, please contact us at 972/625-3884 or email: [marsha@marshaclarkandassociates.com](mailto:marsha@marshaclarkandassociates.com) or [misty@marshaclarkandassociates.com](mailto:misty@marshaclarkandassociates.com).

### General Information

#### **Program Schedule and Your Participation**

The intensive nature of this program requires your full attention and energy every day. Your attendance at ALL sessions is extremely important.

#### Meeting Schedule

8:00 a.m. - 8:30 a.m.	Continental Breakfast
8:30 a.m. - 1:00 p.m.	Weekday & Saturday Sessions, Events & Activities
1:00 p.m. - 2:00 p.m.	Lunch
2:00 p.m. - 6:30 p.m.	Weekday Sessions, Events & Activities
2:00 p.m. - 3:00 p.m.	Saturday Sessions, Events & Activities

#### Program Schedule

Module 1	Seeds of POWER...The Journey Begins	Oct 12 - 14, 2017
Module 2	Self Awareness & Perceptions	Nov 15 - 18, 2017
Module 3	Building & Sustaining Trust	Jan 18 - 20, 2018
Module 4	The Power of Decision Making and Group Dynamics	Feb 8 - 10, 2018
Module 5	The Possibilities of Organizations	Apr 19 - 21, 2018
Module 6	Emerging Greatness...The Journey Continues	May 17 - 19, 2018
Coaching	Individualized	Oct 2017 - Sept 2018
	Sponsors Workshop #1	October 27, 2017

*Please note that all Modules are 3 days in length with the exception of Module 2, which is 4 days in length.*

## **Program Site**

The Hudson Foundation  
675 Randol Mill Ave  
Southlake, TX 76092  
(972) 625-3884

MK Larson, Power of Self #8 graduate and Executive Director of the Hudson Foundation is a great supporter of PoS. She has graciously offered her space for delivering the Power of Self Program. Her location allows more space for activities than Marsha's home where sessions were previously held.

## **What to Bring**

Bring comfortable clothing and shoes. Casual dress, conducive to a learning environment, is appropriate for all the sessions.

In addition, we use music to enhance our learning experiences; therefore, we ask that each participant bring a CD or download of your favorite music that you would describe as music that is representative of power. These songs will be played at various intervals throughout the program.

## **Travel Information**

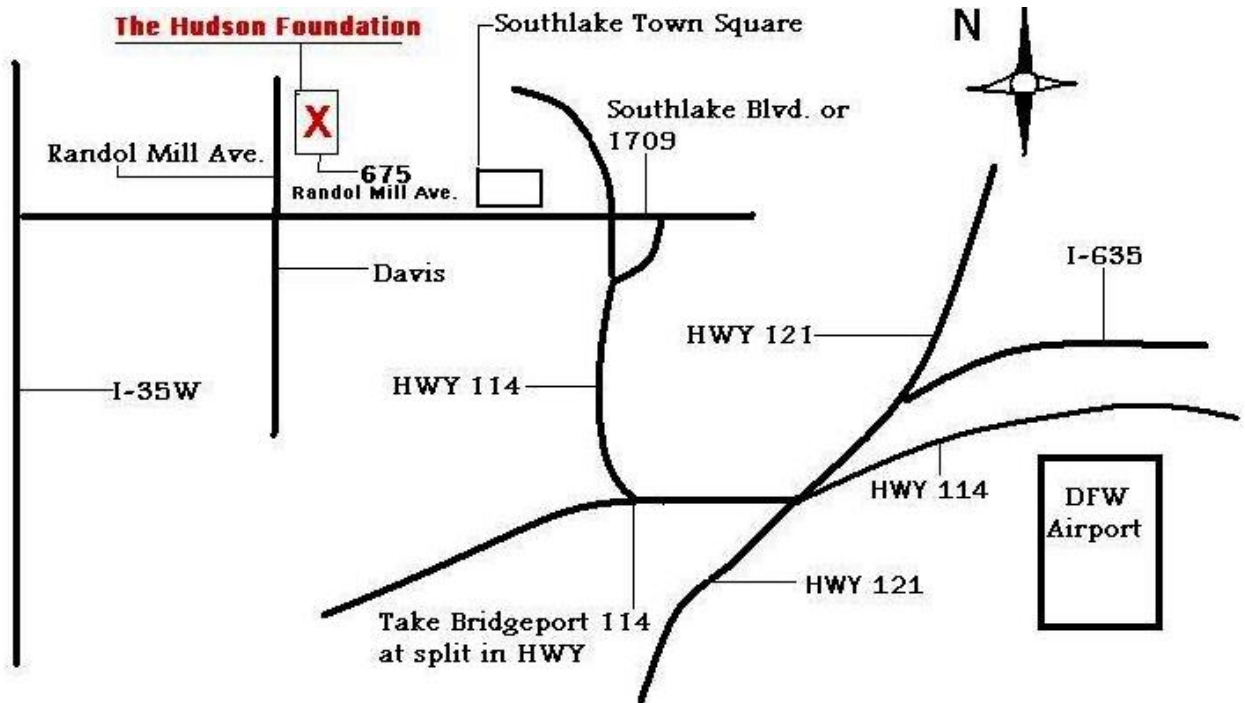
If your airport destination is **Dallas/Ft. Worth International Airport (DFW)** or **Dallas Love Field Airport** please allow at least 30-40 minutes from the time your flight arrives until you arrive at your hotel. During rush hour (6:00 - 8:30 a.m. or 4:00 - 6:30 p.m.), please allow for a full hour. There is significant construction around DFW Airport. Please allow extra time for travel in and out of the airport.

Transportation to and from DFW International Airport (DFW) or Dallas Love Field may be arranged through Discount Shuttle Service or by individual taxi. If arriving at DFW, collect your luggage and go to a courtesy phone for ground transportation or go outside to secure a taxi.

## **Local Hotels**

- ◆ Hilton Dallas Southlake Town Square - 1400 Plaza Place, Southlake TX 76092 - 817.442.9900  
Rates from \$144
- ◆ DFW Marriott Solana - 5 Village Circle, Westlake TX - 817.430.5000  
Rates from \$109
- ◆ Holiday Inn Express - 309 State Hwy 114 W, Grapevine TX 76051 - 817.442.5919  
Rates from \$108
- ◆ Super 8 Grapevine - 250 E State Hwy 114, Grapevine TX 76051 - 817.329.7222  
Rates from \$76

If you live locally and will be driving to the Hudson Foundation, the following directions are provided:



From Ft. Worth - Take I-35W north to Golden Triangle Exit, turn right onto golden triangle / 1709 and follow into Keller. Continue East to Randol Mill Ave, turn left and go approx. 4 blocks. We are on the right hand side in a gray brick office.

From Dallas - Take 635 West or 114 West past DFW Airport, continue on 114 to Bridgeport, stay on bridgeport / 114 going north and exit to Southlake Blvd / 1709. Go left on to 1709 and continue west to Randol mill Ave. Turn right and go approx. 4 blocks. We are on the right hand side in a gray brick office.

**Look for Conference sign in front of our entrance.**

**Parking** - once you pass through the double gate follow the signs past the buildings to back lot. You can park up against fence and in the field area.

The Hudson Foundation  
817-431-4800

## Getting Started

### Coaching Documents

*The POWER of Self* Program begins with matching you with a coach who will work with you throughout the year. In this information packet, you will find the following documents designed to ensure a rich and meaningful coaching experience that supports your personal and professional goals and aspirations.

- *Using Your Coach for Power-filled Learning*  
This informational document provides you with an overview of the coaching component provided as part of this program. It also provides you with guidelines on how to get the most out of your relationship with your coach.
- *Creating A Powerful Learning Contract*  
The Learning Contract is a structure that enables you to make the program relevant to the work/life issues that matter to you most. Your coach will review the Learning Contract with you during your first coaching conversation. An information document is provided as part of this packet to help you prepare for coaching conversations related to your Learning Contract.

### Using Your Coach Most Effectively

The designers of *The POWER of Self* Program believe that you will have greater success in achieving your desired results and applying the concepts and tools you learn if you have multiple structures to enable you. Coaching is one such structure and is a key support for your learning process. This document will help you understand what coaching is and give you details about how to effectively use your coach.

### Our Definition of Coaching

Coaching is a targeted development activity aimed at helping people achieve inspired results, generate long-term excellent performance and optimize well-being. Over the past 10 years, it has become a popular form of learning for busy people (and who's busier than a woman!) because, through professional coaching, you tailor your learning process to issues relevant to you. And, working with your coach, you become more sufficient at *continuously creating the results* and *sustaining the changes* that matter to you most.

### How Coaching Aligns With *The POWER of Self* Program

The general mission of *The POWER of Self* is to enable women to design their own models of power, inner leadership and balance, and to effectively apply these models for generative results in their lives and work. To this end, coaching provides:

1. **Coherence and Continuity.** One of the main goals of any coaching relationship is to provide coherence and continuity for you as you move toward your desired results. For programs that span multiple months, coaching is like 'glue' that holds it together; while topics and experiences from workshop to workshop change, your personal coaching relationship is consistent and constant.
2. **Personalization.** While you will attend *POWER of Self* modules with a group, one-on-one coaching makes your learning relevant and applicable to you individually, based on your own concerns and aspirations.

3. **Sustainable Transformation.** Coaching helps you sustain changes you make over time. Through coaching, you are supported in shifting to new ways of being and operating that work best for you.
4. **Focused Capability Development.** A significant promise of *POWER of Self* Programs is that you leave more able to make deliberate choices to enhance your life. Coaching is critical to this in-depth learning.

### Questions You May Have About the Coaching Process

- *Who will my coach be?*  
You will be matched with a coach based on your needs and requests. In order to best match you with a coach, we use information contained in the *Matching You with the Best Coach* Form that you completed as a part of your registration. In addition, we will get to know you better in Module 1. You will know who your coach is by the end of Module 1. Your coach will be eagerly awaiting your call or email early the following week!
- *What will my coach and I be doing together?*  
You and your coach will:
  - Co-create your Learning Contract (as described in this Welcome Packet)
  - Co-design learning strategies that move you toward your desired results
  - Determine ways to apply insights and learnings from the *POWER of Self* modules
  - Interpret the results of any assessments and how these relate to you
  - Use real-life situations you encounter as a means for your learning*Because our professional coaching network spans multiple geographies, these coaching conversations will usually occur over the phone.*
- *Who initiates the first coaching conversation?*  
You do. Upon receiving your coach's contact information, please call or email your coach to set up your first coaching conversation.
- *How often will my coach and I meet?*  
You and your coach determine the frequency and duration of your conversations. As a participant in the yearlong program, coaching conversations begin after you attend your first module in October 2015 and continue through September 2016. Included in the cost of the yearlong program is 20 hours of coaching. You and your coach will agree as to how to spread this time over the span of the program. This is a terrific opportunity for personalized learning, so use this time with your coach wisely.
- *How can I make the most effective use of my coach?*  
The most important aspect of the coaching relationship is actually the work you do outside of your coaching conversation. So, complete the commitments to action you make during this program. Other ways to ensure an effective program are:
  - Be committed to your own development
  - Be honest with yourself and with your coach
  - Be clear about what you want
  - Actively use the coaching structure
  - Do your homework!
    - Reflect on your experiences and share that with your coach
    - Come to each coaching session prepared with ideas about how you want to best use your coaching time

➤ *Where do the coaches come from?*

Marsha Clark & Associates is proud to provide an outstanding pool of coaches for *The POWER of Self* Programs. We undertook a rigorous selection process to provide the most competent, professional coaches to support your learning. These highly qualified coaches have varied work backgrounds and life experiences, and they draw on their unique capabilities to develop and empower women.

### Creating a Powerful Learning Contract

You have made a substantial commitment by enrolling in the year-long *POWER of Self* Program. By using this Learning Contract, a vehicle for self-directed learning, you will significantly increase your ability to achieve meaningful developmental goals associated with this program and deeper, more permanent results in your life and work. You and your coach will work together to target the ways you can take best advantage of the program. And, your learning contract will be one way for you to measure the progress you are making toward the results most important to you. Our intent is that, by using this learning contract over and over again, you increase your capabilities for setting and achieving the results you want, a critical skill for creating a healthy, productive life.

The unique design of the *POWER of Self* Program combines a focus on individual, group and organizational objectives. Six modules have been designed for optimum learning opportunities and with the creation of your individual Learning Contract, you decide how to use the learning to meet your individual goals. Your personal coach will provide you direction and support for achieving the goals of your learning contract.

### The Learning Contract - What is it?

A Learning Contract is a structure you use to plan and attain your personal and professional goals. The Learning Contract includes a description of the results to be realized, a description of your current reality in regard to those results, strategies for achieving those results and evidence that the results were achieved. Your Learning Contract also integrates information specific to how you learn best so that you move toward your desired goals with the greatest ease. While the Learning Contract you create will be an agreement you make with yourself, your coach will support you in developing and achieving your goals.

### Our Assumptions about Learning as a Powerful Life Skill:

When you take initiative and responsibility for your learning, you learn more and better than when information and insights are ‘fed’ to you. Adapting to the rapid change of your world requires developing the skill of learning - being able to acquire new knowledge easily that you can skillfully use to benefit the rest of your life.

### The Benefits of Using a Learning Contract:

- Learning Contracts help you organize your learning process more efficiently.
- Learning Contracts encourage your creativity and help you customize your learning strategies.
- Learning Contracts compel you to look at the evidence that you’ve accomplished your learning goals.
- Learning contracts encourage you to develop a sense of ownership and commitment to your own learning.

### Creating Your Learning Contract:

This Learning Contract will function as the ‘anchor’ for your experience in *The POWER of Self* Program. You will come back to it again and again, checking your progress and fine-tuning along the way. Give yourself plenty of time to think through this important first step.

A powerful creative process begins with **getting clear on the result** you want to create. Describe in detail what result(s) you wish to achieve as an outcome of participating in this program. Think about what matters to you; what would make you feel alive?

Given the results you want to create, describe your **current reality**. A commitment to seeing current reality clearly is important because it is from here that you start. Be as truthful as you can - focus on what is real versus how you wish it would be.

The creation of **strategies**, or action steps, is required to achieve your desired result. Use what you know about yourself and how you learn to formulate strategies that use your current strengths as well as help you stretch and develop new skills.

Finally, list the **evidence**, or indicators, that your result has been achieved. This is the assessment mechanism for you to use in evaluating your effectiveness and should closely correspond with your desired result. You should list evidence that will signal completion of each result you state.

The Learning Contract is a valuable structure for helping you achieve your desired results. Your coach is committed to your learning and will provide guidance throughout this process, acting as an accountability structure and helping you apply insights you have learned while engaged in this program. And as a final note, take time to reflect on your progress and experience - learning and achieving desired results are intentional activities. Your journal is the perfect place for recording your reflections.

## **Closing**

This program is not your typical training program. Many past participants tell us they were not prepared for the depth and breadth of learning they would experience, much less the strong relationships they would build with other participants, their coaches, and the staff. Having delivered this program now to over 355 women in fifteen different programs, we can assure you that this will be one of the more meaningful learning opportunities you will experience.

We look forward to seeing you soon and please don't hesitate to call us if you have any questions. Please contact any member of our staff if you have questions.

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Office Number: 972.625.3884

**See you soon!!!!**