

BUSINESS SCHOOL NETHERLANDS OFFERED COACHES UNIQUE OPPORTUNITY TO FURTHER HONE ACTION LEARNING SKILLS

Action Learning is the core foundation of our business school, and for our coaches and students, so it goes without saying that BSN is always on the lookout for the best way to practise and integrate Action Learning in all our operations. September marked the start of a four-day WIAL Certified Action Learning Coach training session – the renowned CALC training. Business School Netherlands considers this training the best way to further develop Action Learning skills and insights, and to establish oneself as an Action Learning Coach.

Director, Marcel van der Ham, is very content about BSN being able to offer the training on-site in Buren. 'Applying Action Learning is vital, not only at BSN and in the corporate industry, but also in governmental bodies,' says Van der Ham. This idea was due to last year's success when over 130 BSN alumni registered for a two-day course in which the foundation of Action Learning was expounded. This month, a smaller number of this group was introduced to the ultimate in- depth development of this foundation course by taking part in the CALC training in Buren.



Sessions are designed and carried out very practically,' explains Van der Ham. After having successfully finished the training and an extensive report, participants can refer to themselves as Certified Action Learning Coaches (CALC) and professionally market themselves as such. Independent entrepreneurs, managers and coaches in particular can benefit greatly from the training. As consultants they can then deal with problems in a company applying the Action Learning approach, or use the method to solve a problem in their own department.'

All-Inclusive Action Learning programme

In the near future BSN will have a number of Senior Action Learning Coaches (SALCs), enabling BSN to offer the CALC training in-house as well. One of them is BSN's South African Academic Director, Professor Billy Coop. Having our own SALCs means BSN is able to offer students a complete Action Learning programme.

After completion of the training and approval of their report by the WIAL Certification Committee and the WIAL Board, participants are granted CALC status. They will subsequently be registered in the WIAL database of recognised coaches, which can be found on WIAL's website and is therefore

accessible worldwide. Van der Ham mentions that BSN plans to publish the names of 'our' CALCs on a special website, showcasing BSN's strong team of SALCs and CALCs.

Marcel van der Ham

Director: Business School Nederland

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