Dr. David B. Peterson

Keynote, 15. Juni 2016

Executive Coaching: An Organizational Perspective on Impact, Quality and Evaluation

David presents a step-by-step process that organizations can use to design, build, and evaluate high-quality coaching programs. In addition to providing valuable information for those who manage organizational coaching programs or teams of executive coaches, executive coaches who attend will gain a better understanding of how they can add greater strategic value to organizations and their leaders.

David walks participants through a set of questions to:
-- identify the best participants for coaching, based on the organization’s strategy and leadership talent,
-- select the most suitable coaches for the need,
-- design the appropriate coaching process and programs to ensure the greatest value,
-- evaluate the effectiveness and impact of the coaching itself.

Participants in this session will also explore:
- how coaching fits as part of the organization’s overall talent development strategy,
- how to support a culture of coaching and development, and
- how to market and build the brand value of coaching as a strategic leadership development resource.

References

David B. Peterson, PhD

David joined Google in 2011 as Director of Executive Coaching and Leadership. He coaches senior leaders, manages Google’s network of external and internal coaches, and supports leadership, learning, and executive development initiatives at Google.

Before joining Google, David served as leader of world-wide coaching services for PDI Ninth House. In addition to coaching top leaders in organizations such as Salesforce, Sandisk, Microsoft, Hewlett-Packard, Target, Wal-Mart, Shell, Genentech, Mayo Clinic, Harvard, and Stanford University, he provided consultation and thought leadership on how to design and manage organizational coaching programs, how to develop high potential leaders and critical talent, and how to accelerate learning and leadership development at all levels.

David has published dozens of articles and chapters on coaching, is co-author of Development FIRST: Strategies for Self-Development and Leader as Coach, with close to a million copies in print, and co-editor of the Handbook of the Psychology of Coaching and Mentoring.

He earned his PhD in Counseling and Industrial/Organizational Psychology at the University of Minnesota. He is a Fellow of the American Psychological Association, the Society of Consulting Psychology, the Society for Industrial and Organizational Psychology (SIOP), and the Harvard Institute of Coaching. His awards include the RHR International Award for Excellence in Consultation (Society of Consulting Psychology), the Outstanding Achievement Award (California Psychological Association), and the Vision of Excellence Award (Harvard Institute of Coaching).

Vikki Brock’s history of coaching (2008, 2012) names David as one of the primary influencers in the field, both for his early influence on the emergence of executive coaching and for continuing to shape the field as someone “on the cutting edge of the profession, doing and saying surprising and thought-provoking things.”

David lives in San Francisco with his wife, Alexis Shoemate, and two adorable Tibetan Terriers named Pinot and Cab.