

Course Catalog



Letter from the President

Greetings

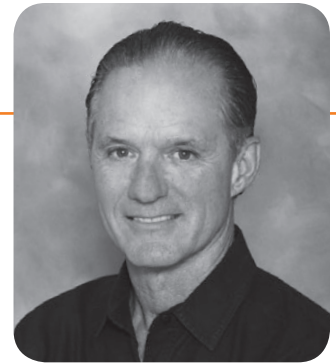
For forty years, we have been developing leadership cultures in which individuals, teams, and organizations embody the virtues of skillful action, grounded compassion, and pragmatic wisdom. We have also assisted countless others in moving through change and learning from change. Professional development and organizational change are often the doorways that the perennial themes of living a life of purpose, relationship building and relationship completing, the transitions of maturity and time, healing from trauma, and the urge to live one's calling emerge. We have seen that engaging somatically in these questions cultivates a self that embodies the commitment to be of service to others, to the greater community, to the environment, and to history.

We do this by teaching people how to feel. This sounds simple, and it is.

It is also challenging, multi-layered, gives rise to the unexpected, and leads to an immersion into the deeper waters of existence. When we bring our attention to the space of our feeling and energetic bodies, our relationship to life is enriched and becomes simpler, and more complex, at the same time. Our ability to live in paradox and uncertainty increases. Certainly, this is a necessary skill for today's leaders.

To feel doesn't mean that you have a feeling, or something warm and fuzzy happens, or you are necessarily overcome by an emotion, or that you can no longer think clearly. We can now scientifically ground what we've always intuited: that the capacity to feel completes and enhances our cognitive potential. When we engage the feeling part of our nervous system, or spirit if you will, our capacity for skillful and wise action increases enormously.

What we mean by feel is connecting with the felt, lived experience of life. Allowing ourselves to be led and guided by the animating life force that in



Richard Strozzi-Heckler

various cultures is referred to as energy, *chi, ki, prana, élan vital, or shabd*, we are informed by an intelligence and power that lies under the usual chattering of our everyday mind.

This state of being is not soft-minded or indecisive; consider that it's the same consciousness that the leader, or master healer, or warrior, or hunter of old, embodies. It's something that has been largely ignored in our culture, but with training it's close at hand and thoroughly available. Through this living presence we gain access to the faculties of intuition, imagination, conscience, self-reflection, and a moral compass: virtues that are lost when we are separated from the wisdom of our bodies. This principled presence is foundational in our work with leaders.

That is what we do and how we do it. But it is why we do this work that tells the most about us. The simple reason is that we hold it as a sacred duty to contribute to others and to the fabric of life. The fundamental ground that drives this passion is two-fold:

First, by soiling our water, air, and minerals we have desecrated our house; we have grown numb to the violence around us; and the gap between those that have and those that do not is oceanic. We can now arguably say that the reason we have so effortlessly destroyed our planet is because we do not live in the felt sense of our bodies. We can also say that it is because of this same disconnect from our bodies that we allow conflict to escalate to violence instead of evolving to a creative resolution. The same bodily estrangement creates a growing gap between those that have and those that do not. When we connect with the life that enlivens us, our choices for taking care of others and the planet shift. Our compulsion to destroy, separate, and hurt decreases. We do our work because we've found that when people are embodied, their actions reflect a care for life and they are more creative in their solutions to conflict and crisis. It's extraordinarily satisfying and immeasurably fulfilling to contribute to the wellbeing of life.

Second, on a weekly basis something crosses our desk from participants in one of our public courses or organizational offers that thanks us for the way their life has positively shifted from their engagement with us. Simply put, it's a good feeling to assist people in leading lives of meaning, joy, and purpose.

What we do is not a job or a career or a vocation, but a way of life that we are blessed to live. In short, we're passionate about what we do.

As the Persian poet, Jelaluddin Rumi says,
Let the beauty we love, be what we do.

Richard Strozzi-Heckler, Ph.D.

The genesis of Strozzi Institute began in the early 1970s when Richard Strozzi-Heckler was earning his Ph.D. in psychology. He became intrigued by the psychology of individual and team mastery — a subject already part of his own experience as martial artist and athlete: in 1967, Richard took first place in the 100-meter dash and 400-meter relay in the Pre-Olympic Meet and Central American Games in Mexico City.

Through the Lomi School, of which Richard was the co-founder, he took the work of a body-oriented psychology and began to work with individuals, inner-city gangs, organizations, and professional athletes on personal development and team building. During this period, Richard was also developing his own proficiency in the martial art of Aikido. It wasn't long before he began to evolve the concept of somatics — the unity of language, action, feeling, and meaning. Somatics is based on the idea that the mind, the body, and the self are inextricably linked: to develop one, you must cultivate the other.

Between 1970 and 1985, Richard's work was oriented primarily toward training therapists, bodyworkers, psychiatrists, counselors, and other health professionals in a form of somatics that laid a foundation for future health and bodywork modalities.

In the mid-1980s, Richard became involved with a classified project for the Army Special Forces, with a mission to train Green Berets to become more effective in all areas of their existing expertise. The outcomes of the training showed a 50 to 100 percent increase in mental, emotional, and physical capacity, with a marked increase in leadership ability from all participants. Realizing the leadership possibilities inherent in the discourse of somatics, Strozzi Institute was born.

About this same time, Richard began a decade long collaboration with Fernando Flores, Ph.D., combining the business application of Fernando's linguistic distinctions and Richard's somatic distinctions. Since that collaboration, Strozzi Institute has incorporated the embodiment of linguistic business processes as part of the somatic work. The continual refinement and evolution of those somatic practices is the ground for Strozzi Institute's leadership work.

Today, Strozzi Institute is involved with leadership in business and organizations and personal transformation for individuals. Currently, and for the last 10 years, we have been teaching and certifying individuals in our somatic methodology for application in the worlds of coaching, consulting, and therapy. We are also applying our somatic methodology to support the non-profit world in social and environmental justice.

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History/Mission	1
Methodology	2
Courses of Study	4
Somatic Coach Certification	6
Organizational Offers	7
Special Public Programs	7
Leadership Coaching	7

Public Courses

Leadership in Action	8
School of Embodied Leadership	9
The Art of Somatic Coaching	10
Strozzi Bodywork Seminar	11
Advanced Strozzi Bodywork Seminar	11
Founder & Faculty	12
Registration	13
Scholarships	13
Contact Information	13

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Methodology

Why Embodied Learning?

We propose a different approach to learning — embodied learning. In a world of continuous change and constant social innovation, learning has taken on a new meaning. While it was once sufficient to be competent at the same job over a lifetime, we are now required to continually learn new skills, to adapt to people with widely different backgrounds, and to be flexible enough to change roles, job positions, and organizational directions. Learning over the course of our career has become a necessity. Learning how to learn is one of the most powerful ways of dealing with the changes of today's world. In this time of accelerated change, learning to learn gives us a competitive advantage. To succeed in the future, we must be learning individuals in learning organizations. The current conversations about neuroscience and leadership gives scientific grounding for the effectiveness of embodied learning.

Embodied Learning is About Taking New Actions

We begin with the claim that learning is the ability to take actions that were previously unavailable to us. Secondly, we offer a new interpretation

of the body that is fundamental to learning. This interpretation challenges the rationalistic tradition, the dualism of mind and body, that our educational system has maintained over the past three hundred years. In contrast to this tradition, we say that learning is the result of new practices that we commit our body to, not in gathering and understanding information. In the words of William Shakespeare, "By my actions teach my mind." We challenge the notion that cognitive understanding produces the ability to take effective action. We are not suggesting abandoning cognitive learning. We are saying it is only one aspect of learning. We do see, however, that learning happens in our bodies. When we understand, for example, the power of making grounded assessments, requests, offers, and leading those we manage, but find ourselves incompetent to do so, we see it is necessary to design practices that train our bodies for these actions.

The Rationalistic Tradition

To say we learn through our bodies and that learning is assessed by our ability to take new actions is somewhat startling at first. Trained in the rationalistic tradition to value theoretical knowledge, we are predisposed to think of

learning as something that happens in the mind. When we follow the traditional education model we read books and listen to lectures about theories for acting in the world. The body is simply the delivery system that transports us to the classroom and then remains in the background as we absorb information. In this model, we say someone has learned something if they can understand and analyze the data. This person, we would say, is smart because they can prove what they say is true. There is less recognition given to someone who can produce value through certain actions or coordination with others to produce a desired goal, such as the team leader who gets his team to meetings on time and aligns them to a shared goal.

A Call to Action

Because this traditional model of education has historically produced tremendous advances in science and technology, it's understandable that we consider learning to be about accumulating knowledge. Since the time of the industrial revolution it has served us well. As recently as a generation ago, there was time to ponder over the information that was given us. When people were at the same job over a lifetime, this way of learning was satisfactory. This traditional model is no longer optimal. Not only is there too much information for any of us to process, we are moving at a velocity that demands action — not only theoretical knowledge. We are now at a historical transition in which it is crucial that learning be placed in a context of action, as a way of being in the world, instead of being only intellectually smart.

Humans Live in Bodies

Whatever we do as human beings we do in our bodies. The sum total of our history lives in our bodies. The accidents and broken bones we have live in our bodies, as does the history of being in abusive or caring relationships. We are

"Thank you all for the wonderful experience! Even though it was extremely challenging, the methodology spoke volumes to me. Each and every metaphor had tremendous meaning. My bookshelves are filled with hundreds of books on leadership that I have read over the years. Yet this four-day experience taught me more than all of those books combined. I am applying this learning to my work but more importantly to my life NOW!"

Jackie Baca
President, Bueno Foods



predisposed to act out of the conditioning of this history. Wherever we are, our bodies and our history are present. This is so obvious and simple we overlook it. The poet William Blake spoke to this when he said, “Man has no body distinct from his soul.” Once this fundamental fact is grasped, we can see that learning does not happen in the mind. We begin to see that what we call the mind is a metaphor for that part of the nervous system that is housed in our bodies. Learning can then be seen as changing our bodies’ capacity for taking new actions. When we take new actions, perform in new ways, or behave differently, we will be seen as someone who has learned something new. The converse is true: if we don’t act in a new way we will be assessed as not learning.

For example, consider a manager who is evaluated as not fulfilling on his promises. He decides to learn about keeping commitments — to satisfy his customers and his boss. He reads the latest books on commitment and responsibility. He becomes intellectually knowledgeable on the subject and can speak convincingly about it, yet does nothing to modify his actions. Despite his knowledge in the subject, he continues to find himself not fulfilling his commitments. Regardless of his understanding and theories about commitments, he has not changed his actions and continues to be assessed as someone who has not learned. What is missing for him is a set of practices that will allow him to modify his body in a way so that he will act consistently with his declaration of keeping his commitments.

Practice

Learning is embodied through practice and recurrence. If we want to learn to be proficient in Photoshop, for example, it’s not enough just to read the instructions. Nor will we gain competency by mentally memorizing the sequence of certain functions. To be able to use it without having to consciously deliberate our actions will require repetitively practicing the program over

time. When we think of how we learned to drive, we can see the common sense in this. We first distinguished the various parts — gas pedal, brake, steering wheel, turn signals, speedometer, etc. Then as we began to drive under the tutelage of a teacher, we drove deliberately and self-consciously. Now we drive and converse with other passengers, plan our days, listen to music, daydream, and even talk on the phone. The ability to drive a car has become embodied. It’s invisible to us. It is so transparent to us that it may even be difficult to teach. It’s something we just do. Through a practice of recurrent actions, we’ve embodied the capacity to drive without having to consciously reflect on how we’re doing it. We can now say we have embodied the skill of driving a car.

The Body For...

As managers, executives, customers, analysts, salespeople, coaches, and consultants, we are continually required to learn new skills. It is not enough to simply be knowledgeable about something; it is necessary to act and perform in new ways. Once we are able to perform these actions in a recurrent, graceful manner we say, “He has the body for making requests”; or, “She has the body of a leader”; or, “He doesn’t have the body for making offers.”

Embodied learning opens many possibilities for us. We see that we can change, and we see how we can coach others to change. The possibilities

for coordinating with others are enhanced, and we become more capable of producing a future that takes care of our concerns.

Strozzi Institute Programs

All learning in Strozzi Institute programs is based in embodied learning. We have participants put their bodies in practices that are literal metaphors for the skills and abilities required for leadership in today’s world. Our programs are a mix of didactic conversations and bodily and linguistic practices. The practices are designed to develop the awareness of current skill levels of a particular distinction, and then the recurrence of the practice in the learning environment will build that skill or ability in the individual — the beginning of the embodiment of that skill. The body cannot lie; it is incapable of lying. What comes out of the mouth can lie. This is one of the reasons that working with the body in learning is profound. We are able to see the truth of who we are. And if what we see is not aligned to who we want to be in the world, we can practice other ways of being.

Embodied learning also produces sustainable change. By changing how we act through recurrent practice, we become different people. Just like it would be extremely difficult to unlearn driving a car, what is learned through embodied learning permanently becomes part of who we are.

Courses of Study

We offer a course of study for leaders in organizations, a course of study for certification of somatic coaching, and a course of study for personal transformation. For the last 40 years, we have been training individuals and organizations to access and utilize their full potential. Our public course participants include leaders in business and non-profits; coaches, consultants, and therapists wanting to learn the Strozzi Institute methodology; and individuals interested in their own personal transformation.

We ask the questions: Who are you? What can you do? Is your personal/professional life what you would like it to be? Are you reaching your full potential? Are you leading your life or is life leading you? Do you live a work/

life balance? We are all leaders in our lives. How do we become not just better people, but masterful in our lives? If you are in questions like this about your life, Strozzi Institute will assist you in finding answers.

Rather than a variety of courses for different needs, we offer courses of study in Leadership Mastery, Somatic Coaching Mastery, and Personal Mastery. We know that to develop mastery in any discipline, practice is required. We suggest that to become an effective leader, to own and run our own lives, one has to be in the appropriate practices. Hence, we offer a course of study to move from facts and knowledge to embodiment of the skills of coordination and effectiveness; the practices that create the balance between doing and being.

Leadership Mastery – “The Leadership Dojo”

Leadership Mastery is not the right genes, an appointed role, a technique, or the chance of the draw that favors one individual over another. Leadership Mastery is a way of being, whether you're leading others or leading your own life. Leadership Mastery can be developed; it's a choice and an option. It's a skill and an art that can be developed through commitment and practice. Leadership is about living our purpose while engaging deeply with others. Through our leadership courses we assist individuals, teams, and organizations in building a leadership culture. We offer the practices and sensibility that make leadership possible, authentic, and ultimately practical. While our work is a thoroughly practical approach to leadership, it is not a recipe book that delivers tips and techniques for leadership in “ten easy lessons”. The world doesn't need another course offering leadership slogans. Leadership Mastery is the ability to organize and mobilize the talents and skills of others (or yourself) towards an observable result. This is accomplished through pragmatic wisdom, grounded compassion, and skillful action.

We teach emerging leaders how to build trust and galvanize others into action; how to take an ethical and moral stand for what is right; how to make and fulfill on commitments and offers; how to be accountable and assist others in their accountability; and, how to manage teams, and to bring forth new futures through language and action. We teach the skills of a leadership presence in which one is centered in chaos and sees conflict as a generative and innovative opportunity.

Leadership in Action 1

Leadership in Action 2

School of Embodied Leadership

Coaching Package

Six one-hour coaching sessions with a Strozzi Institute Associate

Somatic Coaching Mastery – “Somatic Coaching Certification Program”

Somatics is from the ancient Greek and it means the art and science of the soma; soma means the living body in its wholeness. Wholeness in this sense includes the physical world of sensations, temperature, weight, movement, streaming, pulsation, and vibrations, as well as our images, thoughts, attitudes, yearnings, dreams, and language. Somatics declares the human form as the space in which humans act, perceive, think, feel, and express emotions and moods. In this interpretation the body is the field where we build trust and intimacy, produce meaningful work, create family and

community, bring forth a world in language, and live our spiritual longing. In this view, human beings are recognized as a unity which expresses biological, linguistic, historical, social, and spiritual lives. This is radically different from the traditional common sense which separates mind, body and spirit. To work somatically with someone then is to work with the unity of the human organism. To do this we first observe how life takes shape in the individual, and how the individual organizes him/herself towards life. We then intervene with listening, speaking, breathing, touch, and movement practices.

“One of the most valuable tools I have as a somatic coach is the ability to observe and then offer assessments to my clients about how they show up in the world. There is enormous value in knowing the effect on others of certain patterns of speech, ways of standing and moving, interacting and coordinating.”

Clare Bowen-Davies, LL.B., M.F.T.
Coaching International

Working through the body at this level is somatic coaching. We also hold that the self and the body are indistinguishable. Through systemic, bodily interventions change is sustainable. It is through this holistic coaching process that fundamental, sustainable change is possible on a level not achieved through most coaching modalities.

Through our Somatic Coaching Methodology, coaches learn to observe the self in the body. With this skill, one can assess aspects of the self by observing the physical shape of the body. This is not body language, but an observational skill that allows one to fundamentally see how the self takes shape through action, thinking, feeling, emotions and moods, and our thrust towards purpose.

Our body is the shape of our experience, which becomes the shape of the self. Through our Somatic Coaching Methodology, you will learn to observe the self in the body and how to articulate your observations for your client and their concerns. You will learn how to disorganize the historical, limiting shape. You will learn to bring new awareness and practices to your client so they may build a new shape that is more relaxed, confident, committed, skillful, and centered. Strozzi Institute’s methodology offers the skills to bring forth this level of sustainable change for your clients. Not only will you learn these skills to work with your clients somatically, you will go through a somatic process of change yourself. This will have you become a more masterful and skillful coach.

Personal Mastery – “Lead Your Life”

There is a long and rich tradition that goes back thousands of years in both the east and the west that spells out a path of self-mastery. This is not a path of egotistic self-indulgence, but one in which we grow and transform ourselves in order to contribute to a larger vision that serves the greater good. At Strozzi Institute we offer a course of study that offers the possibility to reshape your self and your future.

People move towards self-cultivation for many different reasons: life transitions, self-improvement, career advancement, gaining wisdom, and seeking purpose and meaning. Strozzi Institute has a unique methodology for transformation. We work somatically: developing the human spirit by working through the body. Our basic premise is that the self and the body are indistinguishable, and through mind/body practices one is able to cultivate new skills and behaviors, generate a purposeful life path, embody a rich and balanced emotional life, and have a deep connection to one’s spiritual life.

We include the wisdom of many traditional practices that have been cultivated over millennia with somatic practices developed by the originator

Somatic Coach Certification

Leadership in Action 1

Leadership in Action 2

Plus a half day pre-course coach training

Strozzi Bodywork Seminar

The Art of Somatic Coaching – Theory and Practice

Master Somatic Coach Certification

Leadership in Action 1 & 2 – as coaching staff

School of Embodied Leadership

Strozzi Bodywork Seminar (again)

For Continued Learning

Advanced Strozzi Bodywork Seminar

of Strozzi Institute, Richard Strozzi-Heckler. We see that what makes personal transformation possible is a masterful teacher, a community of supportive learners, and a set of practices that are developed over time. There are no quick fixes. It is through recurrent practice that we change. Strozzi Institute offers the highest caliber teachers who have trained in our discourse for many years, a set of practices that are guaranteed to produce the change to which you aspire, and a community of practitioners committed to personal mastery.

If you are ready for a change, if you are prepared to move your life toward more satisfaction and fulfillment, this course of study is for you.

Leadership in Action (1 & 2)

Strozzi Bodywork Seminar

School of Embodied Leadership

Somatic Coach Certification

At Strozzi Institute, we have a certification program for those interested in learning Strozzi Institute's somatic methodology to use with individual clients and organizations. This program takes you deep into Strozzi Institute's discourse that integrates linguistic coordination, verbal and non-verbal communication, presence, the cultivation of the self, and a somatic sensibility. This program attracts coaches, therapists, psychologists, teachers, physical trainers, and organizational group leaders.

The coaching profession is at an important turning point with the integration of somatics into the broader culture. Increasingly, individuals and organizations see the importance of somatics as part of their learning and transformational programs. Strozzi Institute has refined its somatic methodology for over 40 years, and is the international leader in training coaches in this powerful, principled course of study.

There are many perspectives on coaching today, yet rarely does one see a methodology that fully encompasses the totality of our humanness. Somatic Coaching is the discourse that represents this unity of the whole human being. A somatic perspective includes our thoughts, feelings, emotions, and actions; it also accounts for our narratives and stories, our moods, and our energetic body. This comprehensive and

integrated view is what sets the Strozzi Institute somatic methodology apart from other styles and methods. While some systems may simply add the body as an element in their coaching curriculum, we treat the body as a fundamental place of change, learning, and transformation. We hold that the self and the body are indistinguishable and by working through the body we can directly work with the self. Working through the body at this level is Somatic Coaching. Through systemic, bodily intervention, transformation occurs. It is through this holistic coaching process that fundamental, sustainable change is possible on a level not achieved through most coaching modalities.

Our narratives, belief systems, world views, bodily contractions, streamings, pulsations, and a yearning for that which is beyond the self all live in our soma. These experiences shape our mood, our actions, our perceptions, our way of being — and our bodies. Through the Strozzi Institute somatic methodology, coaches learn to observe the self in the body. With this skill, one can assess aspects of the self by observing the shape of the body. This is not body language; this is a skill that allows one to deeply and respectfully see who someone is. Our somatic shape, the shape of our self, produces possibilities and limitations. Through disorganizing the conditioned, historical shape we can re-shape ourselves into a

more relaxed, confident, bold shape through which we can live our full potential. Strozzi Institute's methodology (pages 2–3) offers the skills to bring forth this level of change for your clients.

Not only will you learn these somatic skills to work with your clients, you will go through a somatic process of transformation yourself. This will have you embody a presence that will make you a more highly valued offer to your clients, and to be more fulfilled in your life.

Somatic Coach Certification

Leadership in Action 1

Leadership in Action 2

Plus a half day pre-course coach training

Strozzi Bodywork Seminar

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Leadership in Action 1 & 2 – as coaching staff

School of Embodied Leadership

Strozzi Bodywork Seminar (again)

Certification also requires a Somatic Coaching Package, consisting of **six hours of somatic coaching** with a Strozzi Institute Associate during which they will work directly with you.

There is a 3-hour session to enhance your somatic coach training the afternoon before Leadership in Action session 2 begins. The purpose is to orient you to the somatic coaching process and how it relates to the teaching points of the course. There is no additional cost for attending.

To begin the certification program there is a one-time Administrative Fee to process your application for certification, and to provide access to conference calls and various materials. It also ensures the additional level of attention to your learning, and coordination between teachers and coaches to produce the richest learning environment possible.

“My three years of training at SI was the best investment in myself I ever made. It has been more valuable to me than my MBA. As a result of my SI training I have quadrupled my income; I met, married and sustained a relationship with the love of my life; I consistently bring significantly larger visions into reality, and produce more value for others with a lot less effort.”

Scott Coady

Principal, Sage Alliance Partners

Organizational Offers

Strozzi institute has been assisting organizations with their leadership and team building needs for the last 30 years. Over this time, we have refined our methodology to fit the changing environment of business and customize each program to fit the needs of our clients.

The day to day activities of business can be often overwhelming. The level of emphasis that is placed on outcomes, results, and deliverables is stressful and demanding. What is often missed is the value of the part of leadership that is about people. How are we working together? How are teams built to produce high levels of effectiveness, efficiency, trust and accountability, and still produce the necessary results? Through the custom programs we offer, people learn to embody a combination of skills, both the pragmatic skills of effective action and the skills of human interaction. It is in this balance that true leadership resides.

The pragmatic skills that Strozzi Institute trains include making effective requests, making and fulfilling commitments and promises, making offers, delivering skillful assessments, declaring action and possibilities and fulfilling on them, being accountable and assisting others in their accountability, managing and building strong teams, and skillfully leading efficient meetings. The skills of human interaction include building trust, initiating and maintaining meaningful relationships, effective communication, building confidence and self-assurance, skillful transitions, being centered in chaos, responding rather than reacting, skillful team participation, effective decision making, and resilience.

When individuals, teams, departments, and companies align individual purpose with organizational mission, personal engagement increases, team alignment expands, cooperation proliferates, trust increases, and commitment builds. The blend of purpose and commitment with operational practices produces high performance teams and will directly affect the bottom line of organizations.

Strozzi Institute has worked in a diverse cross section of organizations including technology, pharmaceuticals, service organizations, retail, government, financial, universities, and CEO groups.

Let us assist you in increasing the effectiveness of your organization. The results will be higher levels of employee engagement, lower attrition, and a stronger bottom line.

Special Public Programs

Strozzi Institute often offers special programs that differ from our regularly scheduled courses. These programs vary from two-day coaching intensives to a year-long course in relation to spiritual practice. In any particular year, these special offers will vary.

Check our website under Special Programs for a listing of these offers. If you are interested in hosting a special program or one of our regularly scheduled programs, please contact the Strozzi Institute office.

Leadership Coaching

Coaching is relevant for leaders at all levels of an organization. Strozzi Institute offers leadership coaching through our institute. Coaches are invaluable to all types of performance disciplines because they are able to observe the performer and offer distinctions that the performer cannot see him/herself. It is sometimes difficult for individuals to see their own performance, particularly those actions that are habitual. Coaches guide leaders by observing them, directing them into new practices, pointing out their habits, encouraging them to do better, and asking them to excel into areas they didn't even think were possible.

Our unique somatic methodology produces fundamental and sustainable change in individuals. We move beyond verbal coaching to include the whole person. It is an effective process to assist leaders in dealing with new challenges and defining personal and business success. Sessions conducted on-site or via telephone allow leaders to transform relevant business challenges into effective leadership skills. These skills may include:

- Communicate and influence more effectively
- Manage challenging relationships and resolve conflicts
- Incorporate strategic and innovative thinking into everyday decisions
- Produce an effective executive presence that builds trust and commitment
- Coach direct reports to problem-solve and lead effectively

There are several options for coaching.

Per Diem: You can contract with Strozzi Institute for individual, hourly sessions. These sessions can be with a Strozzi Institute faculty member or an associate.

Coaching Package: You can purchase a coaching package of six sessions. These sessions can be with a Strozzi Institute faculty member or an associate.

Quarterly Package: These packages are organized in 3-month increments. We begin with a ½ to a one-day in-person coaching session followed by weekly visits or phone calls which continue for the duration. After a thorough pre-visit conversation to discuss possibilities for this package, we promise that the issues worked with and the skills being developed will be completed within this timeframe. We work very closely with the client during this time period to ensure success.

Highest Level Executives and Leaders: Individuals in the highest levels of leadership are often dealing with business and personal issues that require a different degree of coaching. Strozzi Institute's president, Richard Strozzi-Heckler, Ph.D, offers this level of coaching. Having worked with individuals at this level in business and governments, and having been recognized as one of the 50 top coaches in the country, Richard Strozzi-Heckler's experience and mastery will produce enormous benefits and sustainable results.

Contact us to discuss how Strozzi Institute Leadership Coaching could benefit you or your organization.

Public Courses

Leadership In Action

Create your future with skill and clarity

Session 1 – Principles & Practices – 4 days Prerequisite: None

Session 2 – Embodying New Leadership Skills – 5 days Prerequisite: Session 1

Leadership in Action builds the foundation for our courses of study and also serves as a stand-alone course. Everyone is a leader. Developing a leadership presence — a centered, grounded way of being — will give you the ability to act and respond effectively and appropriately in the widest variety of life situations. The practices you will learn are designed around language, emotion, and action; and include making declarations, giving and receiving feedback, and responding to the needs and concerns of others without losing what is important to you. Whether you are interested in building new skills or looking to move through a personal or professional impasse, this course is an excellent choice for creating the sustainable changes you want to make in your life.

Leadership Mastery

For those in our Leadership Mastery course of study, the Leadership in Action course lays the foundation of principles and practices taught and used throughout Strozzi Institute for use in the world of business. This course is for executives, directors, managers, emerging and seasoned leaders, and business owners.

Somatic Coaching Mastery

For those in the Somatic Coaching certification program, this is a foundational requirement to learn the theory and practices of Strozzi Institute's methodology for coaching. Most of the practices presented will be practices you will be learning to offer your clients. At the same time, you will be in the practices yourself as a way to learn and reshape yourself. We offer several opportunities to step away from your own participation to increase your learning of the use of the work. All the promises of the Leadership Mastery and the Personal Mastery courses of study will apply to how you personally will be affected by this course.

Personal Mastery

Many people attending our programs find themselves in positions or times in their lives when the conversation of leadership seems less important, but the conversation of transformation is critical. Our Personal Mastery course of study is for you. Including many of the same practices and conversations in Leadership Mastery, we will assist you in moving through life's transitions and changes; defining your calling and purpose; finding a work/life balance; and learning the pragmatic practices designed for you to have the life you want.

Leadership Mastery — Learning includes:

- Your leadership style, strengths, and limitations while practicing and developing a leadership presence
- The ability to act and respond effectively and appropriately in the widest variety of situations
- The ability to be relaxed and focused which will enable you to act in a more decisive and grounded way
- Practices to keep yourself in action and to collaborate with others to achieve your goals
- How to deliver and receive assessments to further your goals and ambitions and to further the goals and ambitions of your family, friends, peers, and the team members in your professional work
- How to blend the needs and concerns of others and at the same time not lose what is important to you
- The ability to take a stand to assist you in achieving your goals
- How to embody the leadership virtues of authenticity, integrity, accountability, confidence, and a centered presence

Somatic Coaching Mastery — Learning includes:

- All the topics in Leadership Mastery
- Basic and foundational somatic practices
- Our somatic coaching process
- Somatic assessment methods and practices
- Foundations of Strozzi Institute somatic principles
- Somatic practices to use with your clients

Personal Mastery — Learning includes:

- To connect to and take action towards fulfilling your life's purpose
- Your strengths and limitations while practicing and developing a compelling presence
- The ability to act and respond effectively and appropriately in the widest variety of situations
- The ability to be relaxed and focused to enable you to act in a more decisive and grounded way
- How to blend with the needs and concerns of others while maintaining what is important to you
- The ability to take a stand for what is essential for you to achieve your goals
- How to embody the virtues of authenticity, integrity, accountability, confidence, and a centered presence

School of Embodied Leadership

Extend into the world with clear intention, skillful action, and grounded compassion

5½ days Prerequisite: None. Leadership in Action recommended.

Men's course – Spring

Women's course – Fall

A unique, week long, gender specific, leadership course, School of Embodied Leadership is a five and a half day intensive training to develop yourself as a leader. You will learn to value, motivate, and bring out the best in yourself and the people with whom you work.

We develop the 'Who You Are' behind your skills and techniques of leadership. Developing your leadership presence is key. People follow leaders because they are inspired by their presence and competency, not their IQ potential or position of authority. A self-confident leader can build trust quickly and inspire others into higher levels of collaboration. The School of Embodied Leadership will not only increase your self-confidence; you will find yourself experiencing greater endurance, strength, flexibility, and agility. It will focus all your talents into purposeful action and increase your capacity to produce valuable results.

Permeating all the activities in School of Embodied Leadership is the notion that in order for a leader to be at their optimal level of performance, they need to be emotionally, spiritually, and physically fit. We believe that only through the synergistic integration of these three elements can a leader achieve full potential. This balanced nexus between Body/Mind/Spirit is the fundamental source of power for the exemplary leader. It is the ground that gives credibility to

declarations and it is the capital for developing trust with others.

Body: To be able to fulfill your mission, it is important to become physically fit. This means possessing strength, agility, flexibility, coordination, and endurance. You will learn new and innovative ways to reach and maintain a high level of fitness.

Mind: To be able to fulfill your mission, you need mental discipline. You need to be able to concentrate, release negative thinking, calm and settle your emotions, remain open to possibilities, think through difficult situations, and visualize positive results. This course will develop these skills of emotional intelligence and focus.

Spirit: To be able to fulfill your mission, it is important to have a code that you live by. This requires reflecting on, thinking through, publicly declaring, and embodying the values you deem most important. This course will ask you to focus on what you care about and to find your stand.

The impeccability of this unification creates a self that is capable of decisive action, emotional maturity, and embodied vision.

Note: All levels of physical ability are invited. Everyone works from their own starting point. We take into consideration all physical factors and are able to modify practices to fit individual issues.



Learning includes:

- Building trust to have honest, courageous conversations
- Anticipating and addressing breakdowns rather than reacting to them
- Developing the ability to provide real-time feedback which enables people to self-correct in the moment
- Increasing your capacity to resolve conflict
- Increasing your ability to lead and influence others
- How to keep your composure and create opportunities for effective action in high-stress and emotionally charged environments
- Acting decisively while maintaining important relationships within your sphere of influence
- How to accurately “read” the people around you and better discern their intent, motivations, and capacity for action
- Increasing your capacity for concentration, open focus, visualization, and mental rehearsal
- Increasing your strength, endurance, flexibility, and agility

Public Courses

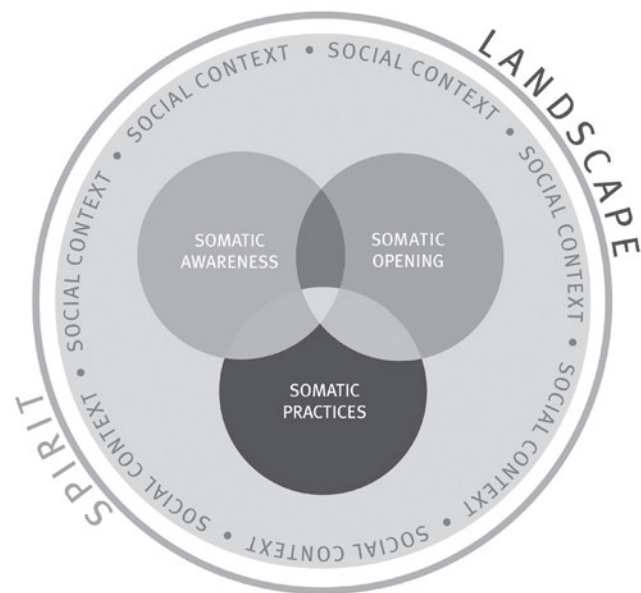
The Art of Somatic Coaching: Theory and Practice

Strengthen and deepen somatic coaching

Three 3-day conferences Prerequisite: Leadership in Action 1 & 2

Somatic Coaching is a transformative process that assists individuals, teams, and organizations to more effectively fulfill on their commitments; to work more skillfully with others; and, to embody new, generative ways of being. Our methodology includes somatic awareness, somatic practices, and somatic opening. You will learn to observe how the soma reflects history, character, moods, emotions, values, and meaning. You will learn the somatic techniques, conversations, and practices, to engage with your client. You will learn how to somatically build trust and connection with your client.

The Art of Somatic Coaching is an experiential, integrative course that is built on a strong theoretical foundation. While you learn the moves, techniques, and theories of somatic coaching you will also go through a transformative process in which your embodied presence will deepen. This process of building an embodied presence will significantly increase trust, connection, purpose, and meaning with your clients. We say that the self behind the techniques is what makes a powerful coach.



Somatic Transformation

There is no question that my coaching clients experience dramatic shifts and changes by working with them somatically. I often wonder at the fact that my clients spend years reading self-help books, taking workshops, or in therapy and yet by somatically working with themselves they manifest profound changes in short periods of time.

Stephanie Barbour
Leadership Coach,
Pacific Gas and Electric Company

Learning includes:

- **Somatic Awareness:** You will learn a vast array of techniques, moves, and perceptive skills that will assist your clients in developing a Somatic Awareness. This enhanced Somatic Awareness will increase their ability to learn, transform, and fulfill on their personal and professional commitments.
- **Somatic Practices:** You will have access to a multitude of Somatic Practices and perceptive skills to offer your clients. These Somatic Practices will lead to new skills and new behaviors.
- **Somatic Opening:** You will have the techniques, moves, and perceptive skills to help your client de-armor so they may have access to increased choices about how they are designing their personal and professional future.
- **Somatic Narrative:** You will embody a Somatic Narrative that helps your client understand and trust the importance of a somatic approach to coaching.
- **Somatic Presence:** You will have a presence that will build trust, connection and sustainability with your clients.

Strozzi Bodywork Seminar

Experience the presence and the power of the body

5 days **Prerequisite:** None. Leadership in Action recommended.

This seminar is designed to offer deep insights into the somatic makeup of human beings using the Strozzi Somatics hands-on approach. Through a process of didactic teaching, demonstration, and practice, participants will see and experience the somatic trajectory of moving from a historical, conditioned shape to personal transformation.

This seminar is a powerful way to develop an empathetic, compassionate presence, and build trust while working with others in a variety of emotional states. This is valuable whether you are a coach, bodyworker, business professional, or you are moving through your own transformative process.

For those in our Somatic Coach certification program, this seminar is fundamental to understanding the underpinnings of Strozzi

Institute's methodology, and the why and how the process works on a deep and sustainable level. You will develop keener somatic observation and assessment skills. By developing this ability, you dramatically increase the learning curve and accelerate the development of your clients.

For those on a path of personal transformation, you will learn how the body and self are indistinguishable. You will understand yourself somatically and how your personal history and experiences have shaped your world, and how you act in it. You will also continue the process of unwinding the limiting aspects of one's history to allow for a future that is more satisfying and fulfilling.

You will learn the Strozzi Somatics approach and technique. This single seminar will not

produce deep competency as a Strozzi bodywork practitioner. Deep competency will be achieved by attending several of these seminars. Attendance in the Advanced Strozzi Bodywork Seminar, and supervised practice is recommended. This method and style of somatics is taught exclusively through Strozzi Institute.

There is also an opportunity to explore and work through deep, personal, transformational issues. Strozzi Bodywork can be very subtle in its effects. It can also be dynamic and life changing in the moment. We suggest participants come to the course able to declare what element of their own personal journey they want to address during this seminar. Strozzi Bodywork is designed to produce profound, sustainable change of one's core historical limitations.

Learning includes:

- Developing authenticity — integrating thinking, feeling, and action
- Expanding your listening and compassion skills
- The practice of staying 'centered' during the various emotional states of others
- Deepening your Somatic Coaching skills
- Developing receptivity to the issues of your clients and others
- Use of breathing and touch techniques to transform your client's somatic shape

Advanced Strozzi Bodywork Seminar

Fine-tune your technique — increase your expertise

3 days **Prerequisite:** Strozzi Bodywork Seminar

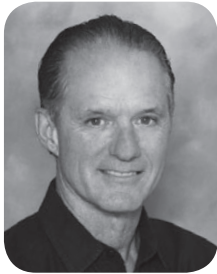
This seminar is designed for those who use or intend to use Strozzi Somatics hands-on approach with their clients. In this advanced seminar, we will deepen and expand on the skills learned in the Strozzi Bodywork Seminar. You will become a keener observer and more skilled offering somatic assessments. You will deepen your ability to shift mood, build trust and increase your client's ability to focus on the somatic aspects

that enhance or inhibit current ambitions. You will learn practical techniques for revealing and removing, or "disorganizing" existing armor in the body so a new self can come to form. Upon completion of this seminar, participants will be able to explore and produce deeper and more lasting change with their clients through the Strozzi Somatics hands-on approach.

Learning includes:

- Advanced bodywork techniques
- Deepening your skill of offering somatic assessments
- Developing a deeper understanding of armoring and how to work with it
- Deepening your listening and compassion skills
- The practice of staying 'centered' during the various emotional states of others
- Deepening your Somatic Coaching skills
- Developing receptivity to the issues of your clients and others
- Developing authenticity — integrate thought process and physical expression

Founder & Faculty



Richard Strozzi-Heckler, Ph.D. is founder of Strozzi Somatics and President of Strozzi Institute. He has spent four decades researching, developing, and teaching somatics to business leaders, executive managers, and teams from Fortune 500 companies, NGOs, technology start-ups, non-profits, the U.S. government and military. He was named one of the Top 50 Executive Coaches in *The Art and Practice of Leadership Coaching*, and “Profiles in Coaching.” He is the co-founder of the Mideast Aikido Project (MAP), which brings together Palestinians and Israelis through the practice of Aikido.

Richard is the author of seven books, including *The Leadership Dojo*, *In Search of the Warrior Spirit*, *The Anatomy of Change*, and *Holding the Center*. From 2002 to 2007 he was an advisor to NATO and the Supreme Allied Commander of Europe (SACEUR) General Jim Jones, formal National Security Advisor.

Richard has a Ph.D. in Psychology and is a sixth degree black belt in the martial art of Aikido.



Mark Mooney is VP of Public Programs at Strozzi Institute, a certified Master Somatic Coach, and teacher in Strozzi Institute’s Leadership in Action courses in the US, Europe and Asia. He also provides individual coaching and business consulting. He is a graduate of Virginia Commonwealth University, has managed several businesses, and owned his own manufacturing business for six years. He has been studying with Richard Strozzi-Heckler for 20 years and has taught at Strozzi Institute for 15 years. He holds the rank of second degree black belt in Aikido.

Mark has been a guest presenter at Yale, George Mason University, Sonoma State University, JFK University, Georgetown University, Virginia Commonwealth University and the University of San Francisco. He has presented at various conferences including the Organization Development Network Conference, Edges Coaching Community Conference, and a Pfizer Discovery Day Conference. During his time at Strozzi Institute, Mark has worked with numerous businesses providing them with training in leadership, effective coordination, and developing teams.



Staci Haines is a national leader in the field of somatics, is the originator of Somatics and Trauma, and leads courses teaching social leaders, therapists, and coaches in this work. She also teaches for Strozzi Institute.

Staci is the author of *The Survivor’s Guide to Sex* (Cleis, 1999), a how-to book offering a somatic approach to recovery from sexual trauma and developing healthy sexual and intimate relationships. A video based upon her book was released in summer 2003.

Staci is the founder of Generation Five, a community leadership organization whose mission is to end the sexual abuse of children within five generations, which was featured on the Oprah Winfrey Show in February 2003.

Staci has lectured at numerous institutions, including Oberlin College, Smith College, UC Berkeley, CIIS and Stanford University, on issues of child sexual abuse, social change, somatics and trauma recovery; and has presented at national and international conferences.



Susan Nichols is a Master Somatic Coach and teacher with Strozzi Institute. She has been with the Institute since 2002 and teaches Leadership in Action courses, School of Embodied Leadership and leadership courses for corporate groups and universities.

Prior to Strozzi Institute, Susie held leadership positions in business development and marketing in a broad range of industries — global for-profit companies (Adidas, DDB Needham), fast growing entrepreneurial start-ups (Avia and @Once), and an educational non-profit (Outward Bound). Her teaching is informed by these experiences and two years of study in a non-denominational spiritual ministry program, her experience as a three sport varsity athlete/captain, and a committed student of Aikido.

In addition, Susie’s work with clients was recently published in the 2008 Pfeiffer Annual Compendium of leading ideas in the field of Leadership Development in a chapter on Somatics and Leadership.

Registration

To register for our public courses, go to our website: www.strozziinstitute.com/event-registration

You can register for any listed course at any time. Payment can be made by contacting the Strozzi Institute office or mailing a check. See the catalog insert for more information.

Scholarships

A limited number of partial and full scholarships are available for our public courses. Please contact the Strozzi Institute office for more information on the application process.

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