



EMCC
GLOBAL

ANNUAL CONFERENCE

10-13 MAY, ZAGREB, CROATIA

IN PARTNERSHIP WITH

EMCC
Croatia
EMCC
Serbia
EMCC
Slovenija

Beyond the Known: New Ways of Being, Becoming and Leading



WRAPPED IN THE WARMTH OF CROATIA

We relive the
connections, the
curiosity and the
friendships we
forged in Zagreb

<https://ac26.emcccconference.org/>

Beyond the Known: New Ways of Being, Becoming and Leading

A three-day transformational journey

The EMCC Global Annual Conference 2026 was an invitation to step Beyond the Known: New Ways of Being, Becoming and Leading.

Altogether, delegates from 38 different countries met together in Zagreb for the conference we had planned as a three-day developmental journey, with keynote speakers, diverse panels, experiential labs and peer-supported drop-in sessions in our Standards and Supervision Corners.

Each day carried its own theme. On the first day we slowed down to consider Being, and what presence and self-awareness ask of a practitioner. The second day turned to Becoming, the movement toward something not yet here, and the threshold we cross between who we were and who we are growing into. On the third day we came to Leading, where that growth becomes responsibility for the people and systems we serve.

Zagreb has left its mark. Three days felt like a homecoming.



Thank you to everyone who travelled, spoke, facilitated, volunteered and welcomed others. In the pages that follow you will find memories of the sessions and the words of the people who were there.

Your EMCC Global Annual Conference 2026 co-chairs:

Cristina Barradas,
EMCC Global Head of Global Services
Irena Antolić,
EMCC Croatia President



'I appreciated how the different types of sessions were distributed — starting with the keynote, followed by the panel, the somatic/dancing workshop after lunch, followed by the interactive conversational lab on ethics cases. Extremely effective. Well done.'



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Getting to know Zagreb

Our hosts, EMCC Croatia, EMCC Slovenia and EMCC Serbia, organised a self-guided tour to guide us around Zagreb. We were invited to observe in quiet small groups as we explored the Croatian capital of Zagreb and learned more about its history and significance.

Many of our community members had not seen each other for some time and so remaining quiet proved to be quite a challenge. But whether we took the time to reconnect with others or to connect with the city, we all grew in the warm embrace of what was to be our home for the next three days.



'It was a useful and original way to meet new people and connect with them more deeply than if we had gone for a walk without this specific purpose.'





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Friendship connection



'The great energy and creativity of the regional representatives at the beginning of the conference opened our space for learning and exchange in an engaging and humorous way.'





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Day One:

Being

'Being' asks us to back away from performing and simply be. It is about our presence, self and systemic awareness and maturity.

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When expertise is not enough

In a time of AI, complexity and disruption, expertise alone is insufficient. Our first keynote speaker Jean-François Cousin invited us to explore the ethics and ways of being required of today's practitioners, highlighting emotional intelligence and psychological safety.

His energetic presentation introduced us to new ways of showing our humanity, showing us how quiet accompaniment opens space for person-centred dialogue to transcend language.



'Loved it. JF was amazing! It touched me deeply. The context, the tips, the video about unconditional and tough love, the live session and first experiments in a different language were magnificent.'



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Shaping or sabotaging?

EMCC Global VP Accreditation Cheryl Cooper led a discussion with Centre for Excellence leads Alberto Arroyo (Regulation), Leila Rezaiguia (Inclusion, Diversity and Equality) and Dorota Ranišewska (Ethics) asking whether our ways of being were helping or hindering our impact in a fast-changing and uncertain world.



The panel looked at blind spots, assumptions and integration points as they invited the audience to also share their perspectives.



'I really enjoyed the panel discussion — it opened questions that don't have simple answers, but stay with you and make you reflect on how to be better, more present, and more authentically yourself.'



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From self to system

Through a highly interactive lab session, EMCC Slovenia honorary ambassador Jasna Knez and Senior Practitioner Nena Veber opened a space for participants to shift the question of 'Who am I as a coach, mentor, supervisor?' to 'Who am I in relation, and what is emerging through us?'

Moving between self and system, they explored how coaching arises within the relational field, shaped by shared intelligence, awareness, and subtle, often unseen dynamics. They considered refining capacity to remain grounded, present, and non-attached in the midst of complexity.



'Amazing experience. Loved every moment and detail. Fostering learning and connection through movement, artistry, presence and sharing was beautiful.'



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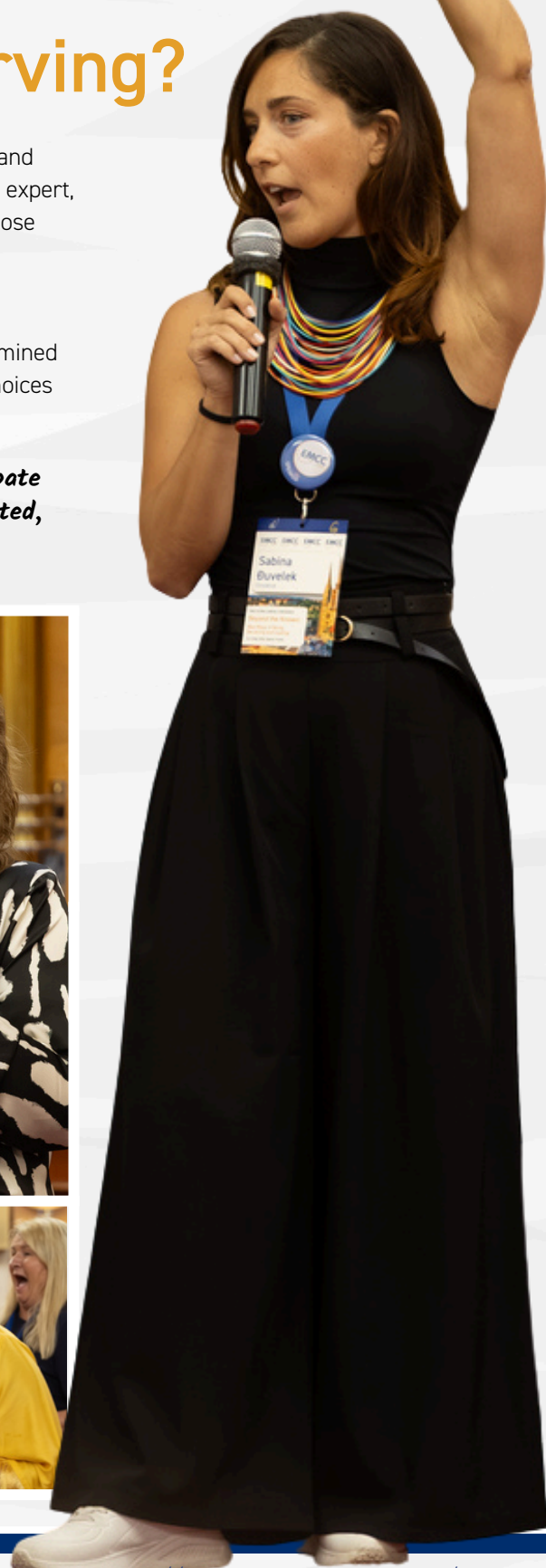
Whose needs am I serving?

Clara Beleiro, EMCC Global's Supervision Centre for Excellence lead, and Sabina Đuvelek, a coaching psychologist and leadership development expert, presented this lab with a simple question with a complex answer: 'Whose needs am I really serving in this system?'

They and participants delved into embodied leadership and deepened systemic awareness, with reflective and interactive practices that examined how our experience of volatility, uncertainty and fragility shape our choices and our impact.



'The experience of the facilitators made me participate with excitement and left me enthusiastic and elevated, making me wonder how I am dealing with chaos.'



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Empower and constrain

'Is my expertise helping or quietly limiting the client?' This was the question opened by Mitra Gholam, lead for EMCC Global's Team Coaching Centre for Excellence, and EMCC Cyprus President Georgia Stylianidou.

When does guidance become control?
And when does knowledge overshadow curiosity?

Through reflective exercises and dialogue, Mitra and Georgia opened a space that uncovered mentoring ethics, power dynamics and professional boundaries in practice.



'The facilitated table discussions worked very well and increased my awareness of where my expertise can play a part. I found it affirming of my practice as a coach.'





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Ethics at stake

Rossella Pin, lead for EMCC Global's Mentoring Centre for Excellence, and positive psychology coach Ivana Štulić opened this lab with the question 'Who holds the ethics when everyone has a stake?'

They explored shared responsibility in coaching, team coaching and the realities for internal coaches. They used case exploration to examine competing loyalties, stakeholder pressures and ethical tensions.



'Extremely well prepared and structured. Ambitious with so many case studies. Great way to connect with colleagues on the tables — one could be serious and playful.'





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Corner of contemplation

Running alongside the conference programme was an in-depth programme of Standards Corner and Supervision Corner events.

Away from the main discussions, practitioners got together in small supportive groups to talk, ask questions and take part in immersive workshops that sought to strengthen knowledge and connection in a peer format.

The drop-in format allowed for a change of pace, the opportunity to share experiences and insights and develop together.



'Beautiful process — I could see the group building up the session, every time is different dependent on the participants.'



A woman with blonde hair, wearing glasses and a blue lanyard, is seated at a table, looking down at a tablet device. She is wearing a black jacket over a pink top. The background is a blurred interior space with warm lighting.



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Day Two:

Becoming

'Becoming' implies direction, a movement toward something not yet here. It is the continuous journey of development. As we transition by walking through a liminal space, we cross a threshold between who we were and who we are becoming. This represents the shift from reflecting on change to embodying the change.



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The human practitioner



If AI can ask the questions, then what is the role of the human practitioner?

In this keynote, social philosopher Akihiro Morita touched on ethical judgement, human skills and our responsibility for mental health, with the power for humanity shouting louder than the possibilities for the artificial intelligence that is emerging within coaching and mentoring.

He discussed integrating technology while retaining and celebrating presence, discernment and care.



'Very insightful, stimulating and deep. It inspired me to explore more how to be in dialogue with AI.'



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Augmenting humanity?

With AI featuring in many conference sessions, mirroring the experience that our community has with this emerging technology, panel chair and EMCC Global VP Treasurer María Paula Calvo brought together diverse voices to debate whether we were augmenting human development or quietly replacing it.

She was joined by EMCC Global Special Ambassador Dr Lise Lewis, Morana Čulo Jovičić, Executive Director of Telemach Croatia, and EMCC Global VP Thought Leadership Araceli Canedo Bebbington.



'I was left with the message that AI does not threaten coaching by being incompetent at coaching tasks — it threatens coaching by being competent at the parts we as coaches used to think were uniquely ours. Excellent session.'



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Empower to enable

How can we help our mentoring clients navigate moments in huge transitions without them becoming dependent upon us?

That was the question opened by EMCC Italia President Chiara Zerbini and EMCC Global Mentoring Centre for Excellence team member Amila Karic in their experimental lab that explored approaches to empower clients while avoiding dependency.

They led reflective and interactive exercises to strengthen ethical, adaptive and inclusive mentoring practices supporting growth, autonomy and resilience while navigating complexity.



'This was a great session that got me to think really deeply about my own mentoring practice.'





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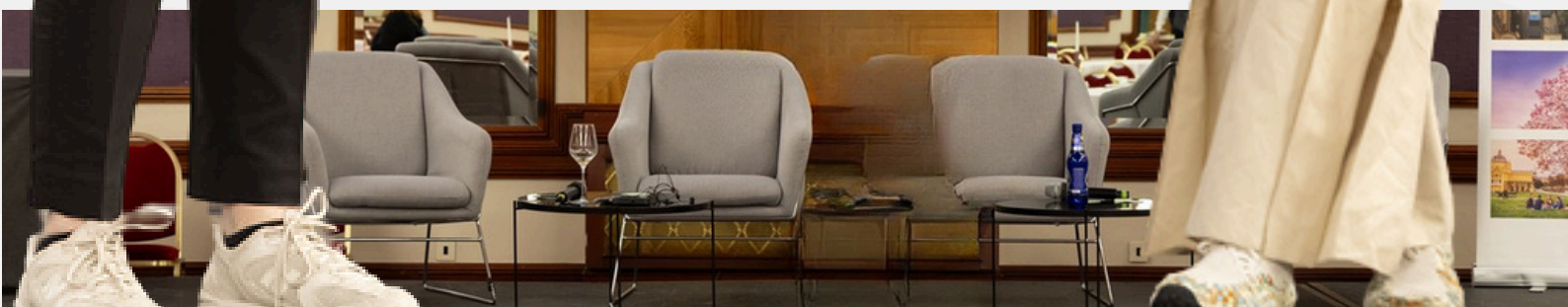
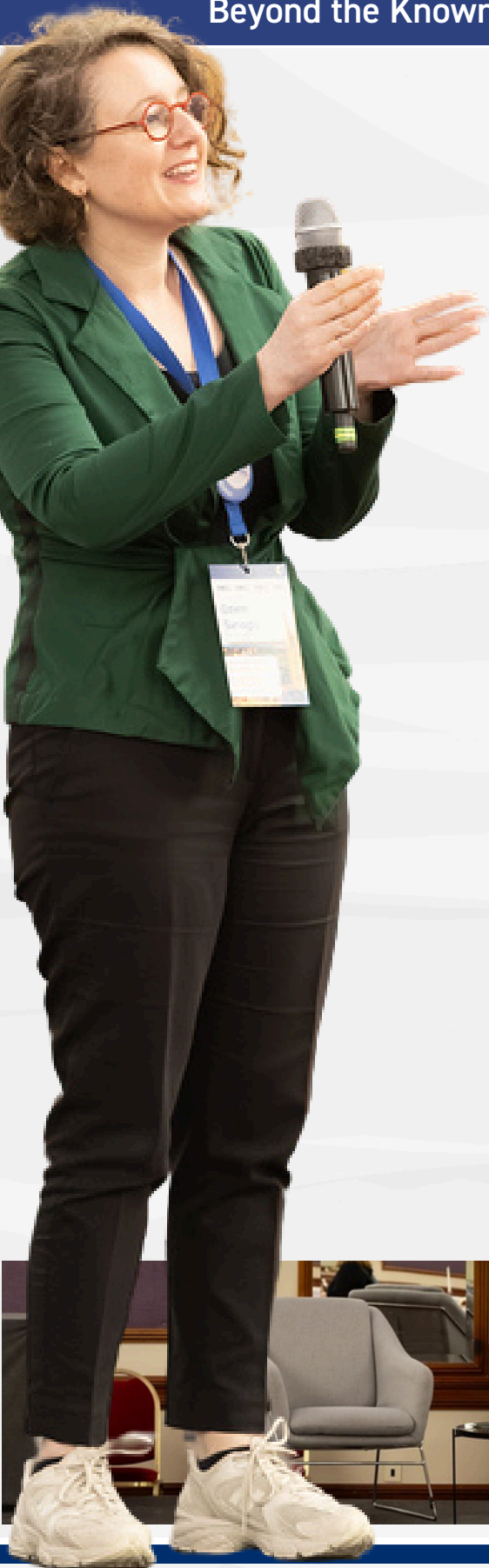
What AI are organisations buying?

Ozlem Sarioglu, lead for EMCC Global's AI & Digital Centre for Excellence, and Louise Doorn, CEO of CoachNova.ai brought to their lab demonstration, collective inquiry, and case studies of AI in coaching and mentoring practice.

They opened an exploration into the boundaries between technological capability and human responsibility, reflecting on ethical, relational, and practical implications. And examined how to integrate AI safely and effectively while maintaining accountability, discernment, and professional presence, clarifying where AI supports growth and where practitioners' responsibility plays a key part.



'It was a great idea to use actual hands-on prompts and nudge towards AI use in coaching to whatever degree each feels comfortable. I've still decided to use 'contextualised AI' for at least three coachings next week!'





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Boundaries with AI

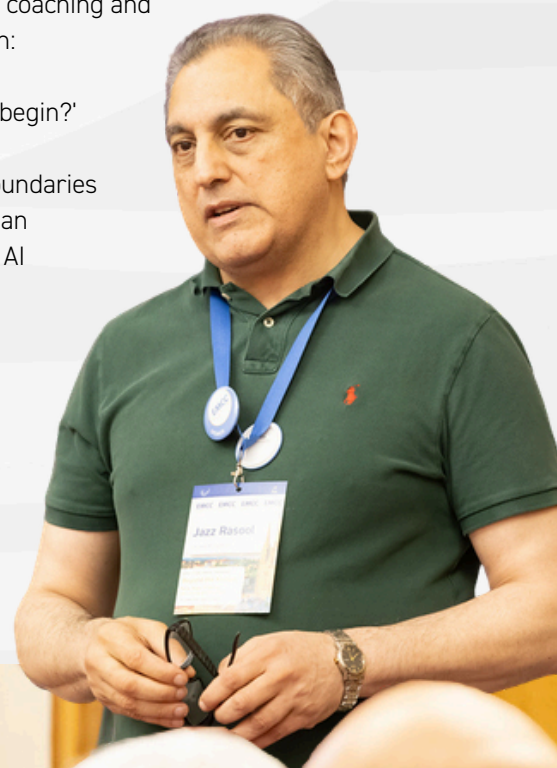
Rita Symons, as then lead for EMCC Global's Climate Action and Sustainability Centre for Excellence, and Jazz Rasool, lead for EMCC Global's Research Centre for Excellence led a lab that combined demonstration, collective inquiry and case studies of AI in coaching and mentoring practice to present the question:

'Where does AI end and my responsibility begin?'

They invited participants to explore the boundaries between technological capability and human responsibility, examining how to integrate AI safely and effectively while maintaining accountability, discernment and professional presence.



'I enjoyed the research-based structure and the well-integrated environment concerns.'



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Coaching at play

What's really at play with familiar patterns, tensions and emerging opportunities? Using a playful approach, team coach and supervisor Evija Vascenko and EMCC Global Coaching Award winner Clare Beckett-McInroy, of CoachME, led an engaging session with multiple hats and props that explored the hidden dynamics in teams and organisations.

This was a great opportunity for participants to experience how creative approaches can shift perspectives and surface hidden dynamics. They were invited to challenge 'the usual' through improvisation, role play, metaphor and story.



'Wonderful use of props and imagery to help our clients break free from old habits and fixed mindsets — a very thoughtful and imaginative session.'



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Art of memory

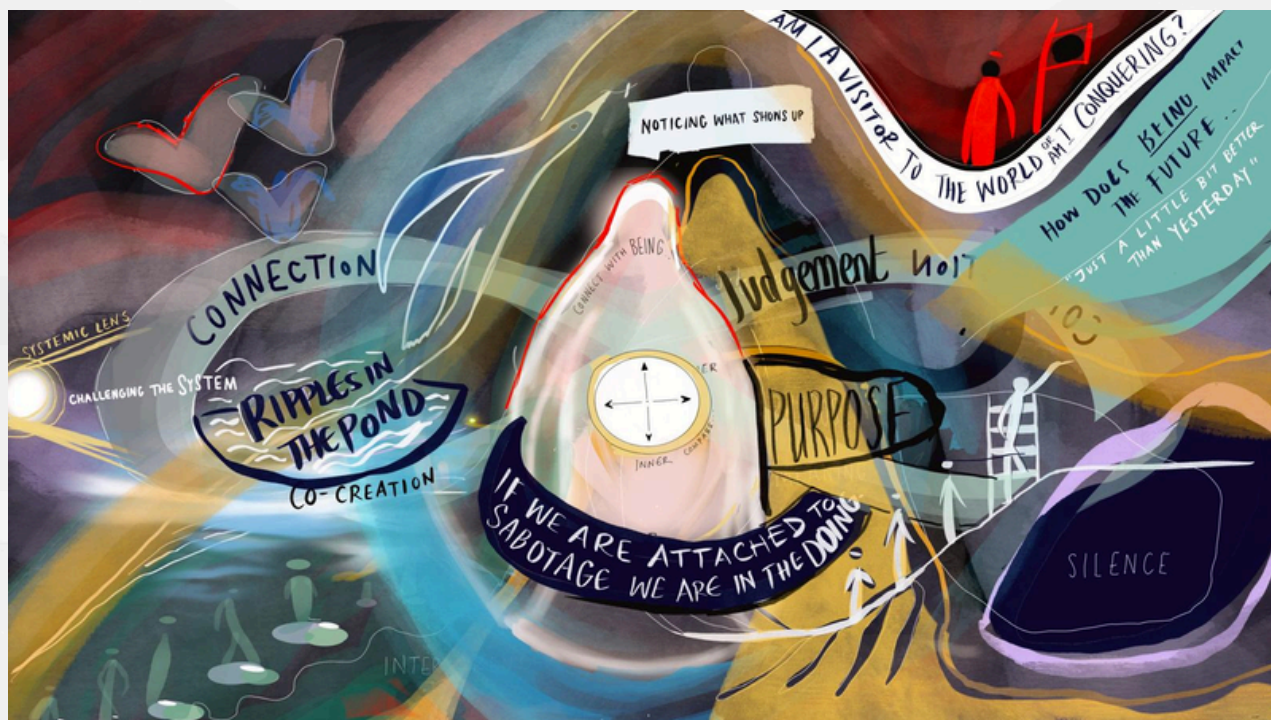
Graphic recorder Alexandra Plummer again encapsulated a day in an image.

This drawing, aligned with the Day Two theme of Becoming, reflects the discussions, discords and discomfort of the complexity of our situations.

As we are surrounded by new and emerging technologies, their applications and the ethics of their use, we considered our place in this world and the flows needed in order to adapt and thrive.

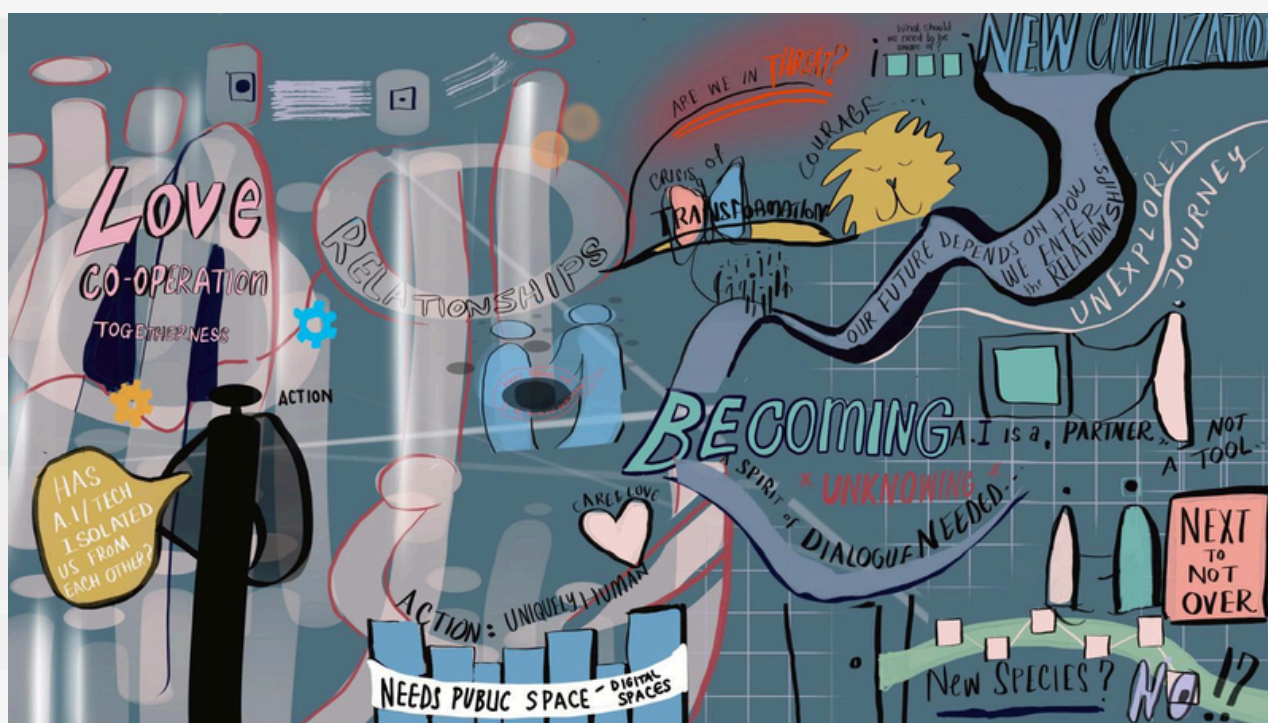
What resonates for you? Does this image conjure memories of conversations for you?

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Ideas in image

Graphic recorder Alexandra Plummer shared with us some additional images she created for Day One (top) and Day Two





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Gala dinner:

Together

EMCC Global is known for bringing together community, a shared space for reflection, collaboration and shared experience of humanity. Our gala dinner, with its cascade of local music, culture, dance and cuisine, and organised by our hosts in the EMCC Adria region, kept us on our feet and in our hearts all evening.





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Immersion in Adria

As the evening progressed, we were treated to wonderful music from Croatia, Slovenia, Serbia and Bosnia.



'A local cultural experience — excellent, and so appreciated by everyone that made it so memorable.'





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At dinner



'The Gala Dinner was amazing! Thank you for creating such a memorable event.'



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'This was so awesome. The performances, the whole atmosphere, the venue, the elegance but at the same time the party feeling. And the dance — I loved it till the end.'





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Day Three:

Leading

'Leading' is about responsibility. It is where your presence and liminal growth translate into tangible impact on the systems and people we serve.



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Energy with open arms

After a celebratory evening the previous day, coach Dragan Knežević led a morning energiser session that woke us up in a gentle and uplifting fashion.

He shared a description of Croatia of having two open arms, leading into a focused experience of energy and leading by intention, curiosity, sensing and creating.

He invited us to strike a pose that symbolised 'Being', then 'Becoming' and 'Leading' before moving everything into one flowing motion of dance and positivity.

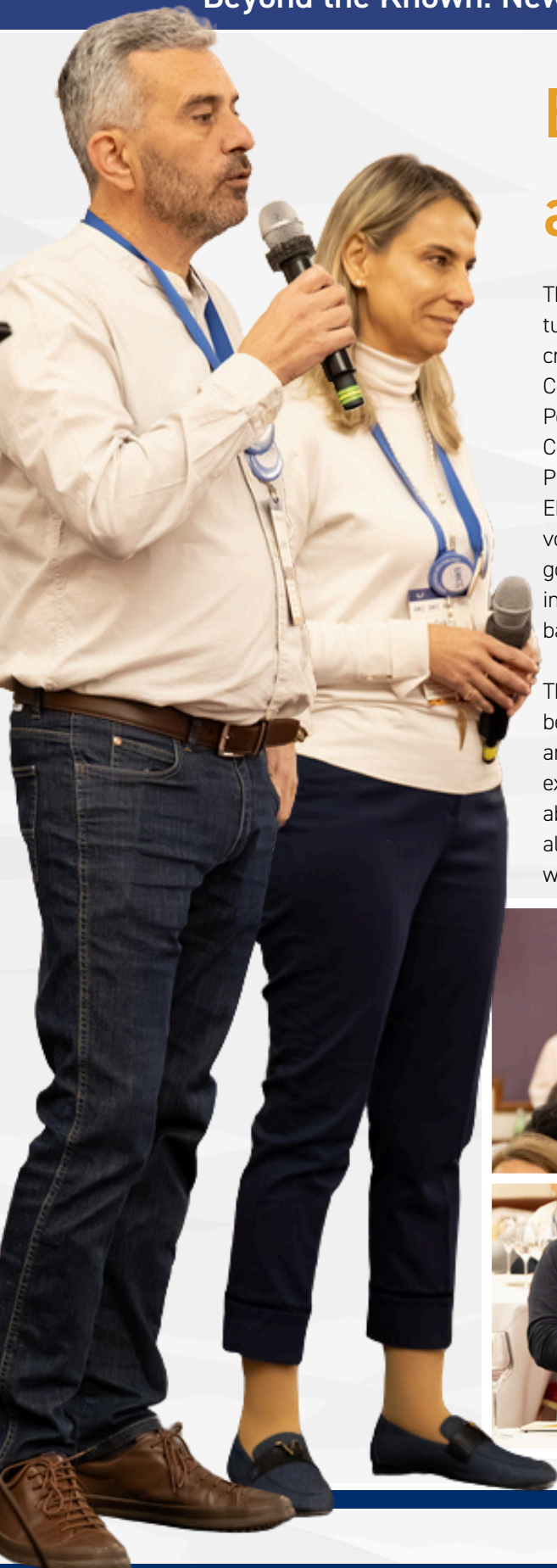


'This was a perfect start to Wednesday. I have my Being, Becoming and Leading dance to power my meditation.'





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Building a practice is a game of inches

The whole room erupted to the tune of an AI-voiced Rap track created by Entrepreneurship Centre for Excellence lead Liviu Petri for his session with Continuous Personal and Professional Development lead Ebru Goksu Yildirim. The lyrics voiced the challenges of why good practitioners can struggle in business, with a call to take it back 'inches by inches'.

This lab explored the tension between practitioner identity and business reality. We examined unconscious beliefs about money, selling and power, alongside ethical discomfort with visibility and influence.



'Very good and necessary subject — informative and useful, even for someone who is a full-time coach and makes a good living. The advice on branding was great.'



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The fifth dimension

Roberto Blain, adjunct professor of HR at the University of Southern California, together with EMCC Global Special Ambassador Dr Lise Lewis and EMCC Croatia President Irena Antolić, invited participants to explore a foundational scaffold for 3D, 4D and 5D coaching, applying tools in live practice.

They shared the incremental awareness of going from 3D to 5D: 3D focusing on goals and task achievement, 4D expanding to identity and meaning-making, and 5D attuning to consciousness/purpose and inner wisdom.



'Great reminder to embrace transpersonal coaching. Well structured and delivered in the time.'



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High stakes leadership

Isolation, pressure and ethical complexity can converge during leadership supervision. This panel, moderated by EMCC Global Council Chair Erwin van 't Land, opened a conversation for participants to examine how to provide ethical containment, hold space for leaders navigating critical decisions, and balance supporting leadership with maintaining systemic integrity and accountability in high-stakes and high-visibility contexts.



Erwin was joined by Ivana Vasiljević, country head for Salveo Serbia, Ken Giglio, Lead for EMCC Global's Group Coaching Centre for Excellence, and Rachelle Zhang, global head of executive mentoring at ICEO LHH.



'Really balanced and thoughtful panel and audience discussion with some key nuggets of wisdom — really well moderated by Erwin.'



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A conscious shaping?

What are we? asked keynote speaker and EMCC Global Special Ambassador Professor David Clutterbuck. Are we a profession, a vocation, a provocation, or something else? Suppose, he said, everything we thought we knew was only partially true or not true at all.

With his normal blend of wisdom and wit, David took us through a history of our profession and critical challenges for the next decade. High on the list was AI and how it may form a partner to the profession.

David's keynote concluded the conference, and set a challenge for us as practitioners to continue to experiment with curiosity.



'A substantial body of knowledge and wisdom delivered accessibly with a lightness of touch and humour.'





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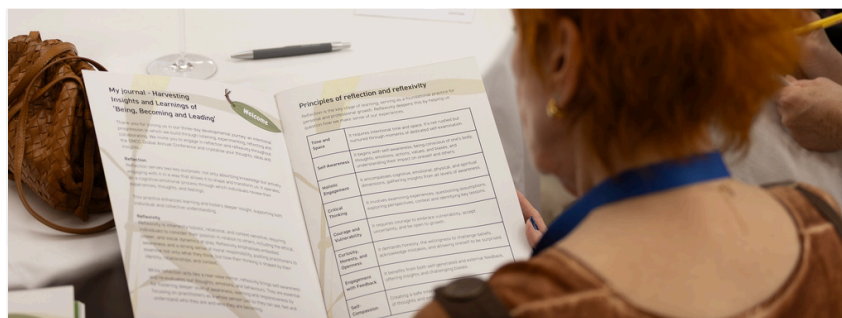
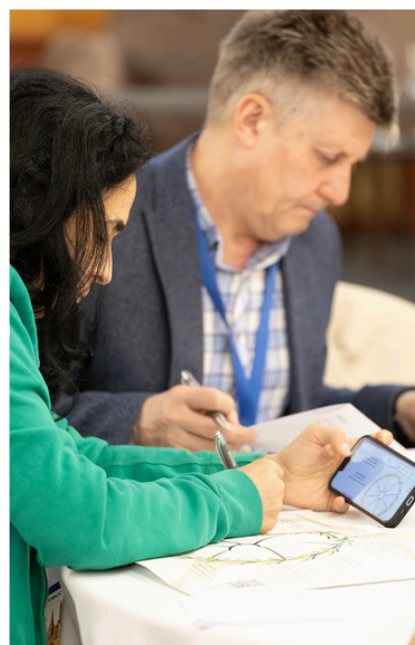
Setting roots for growth

Using the steady growth of bamboo as a metaphor, Ebru Goksu Yildirim - lead for EMCC Global's Continuous Personal and Professional Development Centre for Excellence, ended each day with an invitation to pause and reflect in the conference's accompanying My Journal reflection guide.

As she outlined, the bamboo tree doesn't actually grow 90ft in six weeks as is often said; it actually takes five years to get to the point where it can grow that height quickly. When we feel stuck or challenged, she said, we might be in the rooting phase. Without the early, maybe unseen, growth, the more visible cannot occur.



'I can only confirm not only its usefulness but how essential it is to practise reflection for good practice in coaching as in mentoring.'



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Art of memory

At the end of Day Three, graphic recorder Alexandra Plummer presented all the images from the previous days and introduced this last one to encapsulate the last day's theme of Leading.

The image reflects what Alexandra was seeing, feeling and hearing on this third day. While the previous images describe complexity and our ever-changing world, this drawing brings out the humanity behind the hope, curiosity and courage to overcome them.

What feelings and thoughts do Alexandra's images inspire for you?



Photo album

The photos in this publication were taken by Danielle Stephan. Scan to view the album or go to <https://bit.ly/AC26photos>



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EMCC GLOBAL EMCC Croatia EMCC Slovenija EMCC Serbia

Manifesto

We stand for human connection, ethical practice and the courage to keep evolving.

Together we commit to shaping meaningful impact for people, organisations and society through reflection, responsibility and community.

It begins with us. And together, we move forward.

EMCC Global Annual Conference – Zagreb, Croatia – 10-13 May 2026 #EMCCconference

Humanity remains at the heart

We asked what must EMCC Global protect and equally evolve to continue creating meaningful and sustainable impact? What will always make our profession irreplacably human in the age of AI? If we truly want a better future for people and society, what do we each need to commit, starting tomorrow?

We used Mentimeter and AI to analyse results, producing a manifesto showing that despite the uncertainties of our complex world and the speed of change, we can keep coming back to our own humanity and the human connection we share with our families, our peers, our clients and the organisations we serve.



'Great idea to create a manifesto!'





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Many thanks to our speakers

- Akihiko Morita – Global Thought Leader, Coach and Social Philosopher
- Alberto Arroyo – Lead, Regulation Centre for Excellence
- Amila Karic – Mentoring Centre for Excellence
- Araceli Canedo Bebbington – EMCC Global VP Thought Leadership
- Cheryl Cooper – EMCC Global VP Accreditation
- Chiara Zerbinì – EMCC Italia President
- Clara Beleiro – Lead, Supervision CfE
- Clare Beckett-McInroy – Co-founder, BECKETT MCINROY Group & CoachME
- Cristina Barradas – Head of Global Services, EMCC Global and conference co-chair
- David Clutterbuck – EMCC Global Special Ambassador
- Dorota Raniszewska – Lead, Ethics CfE
- Dragan Knežević – Coach and Founder, Alter Ars
- Ebru Goksu Yildirim – Lead, Continuous Personal and Professional Development CfE
- Erwin van 't Land – EMCC Global Council Chair
- Evija Vascenko – Executive & Team Coach and Supervisor
- Georgia Stylianidou – EMCC Cyprus President
- Irena Antolić – EMCC Croatia President
- Ivana Štulić – Coach and Author
- Ivana Vasiljević – Country Head, Salveo Serbia
- Jasna Knez – EMCC Slovenia Honorary Ambassador
- Jazz Rasool – Lead, Research Centre for Excellence
- Jean-François Cousin – AI Coaching Coalition
- Ken Giglio – Lead, Group Coaching CfE
- Leila Rezaiguia – Lead, Inclusion, Diversity & Equality Centre for Excellence
- Lise Lewis – EMCC Global Special Ambassador
- Liviu Petri – Lead, Entrepreneurship Centre for Excellence
- Louise Doorn – Co-founder and CEO, CoachNova.ai
- María Paula Calvo – EMCC VP Global Treasurer
- Mikko Sorvari – EMCC Global President
- Mitra Gholam – Lead, Team Coaching CfE
- Morana Čulo Jovičić – Executive Director, Telemach Croatia
- Nena Veber – Senior Practitioner and Supervisor
- Ozlem Sarioglu – Lead, AI & Digital Centre for Excellence
- Rachelle Zhang – Global Head of Executive Mentoring, ICEO LHH
- Rita Symons – at the time, Lead, Climate Action and Sustainability Centre for Excellence
- Roberto Blain – Adjunct Professor of HR at the University of Southern California
- Rossella Pin – Lead, Mentoring Centre for Excellence
- Sabina Đuvelek – Coaching Psychologist and Leadership Development Expert

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Conference sponsors

Many thanks to our sponsors:

**The Academy for Coach
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coachsupervisionmentoring.com

Preparing experienced coaches to
become professional supervisors.
Founded by Sylviane Cannio and
Ludmila Kostandova.

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Our conference team

Conference co-chairs

- Cristina Barradas – EMCC Global VP Head of Global Services
- Irena Antolić – EMCC Croatia President

Organising team

- Araceli Canedo Bebbington – EMCC Global VP Thought Leadership
- Clara Beleiro – Lead, EMCC Global Supervision CfE
- Danielle Stephan – Photographer and EMCC Global Team
- Danijela Brečko – President, EMCC Slovenia
- Ebru Goksu Yildirim – Lead, EMCC Global CPPD CfE

- Iva Sušec – Conference hotel liaison and sponsor liaison
- Marko Pavić – EMCC Croatia
- María Paula Calvo – EMCC Global VP Treasurer
- Nicola Brown – EMCC Global Communications
- Tatjana Dragosavac – EMCC Serbia
- Toni Babić – Vice President EMCC Croatia

Welcoming team

- Blazenska Poljak
- Ksenija Genc Novak
- Tomislav Lneniček

Thank you to our participants, speakers, sponsors, team and everyone who invested their energy into the EMCC Global Annual Conference.



'I love the journal – great questions for reflection and the bamboo theme.'



'Brilliantly organised, especially for a newbie like me.'



'Massive thank you to all the organisers for such a superb job.'



'Thank you for putting together this programme with heart and soul.'



'Fantastic connection and exchange with coaches from so many different places.'



'Thank you for being wonderful hosts, a great programme and keeping us feeling well taken care of.'



See you
next year

EMCC Global Annual Conference
South Korea, May 2027

Join the waitlist and/or suggest a session
<https://bit.ly/AC27waitlist>





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and supervision create meaningful
growth and sustainable impact**



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