

e-CPC CERTIFICATE IN PERFORMANCE COACHING PROGRAM

A RESULT DRIVEN PROGRAM



AVAILABLE VIA E-LEARNING

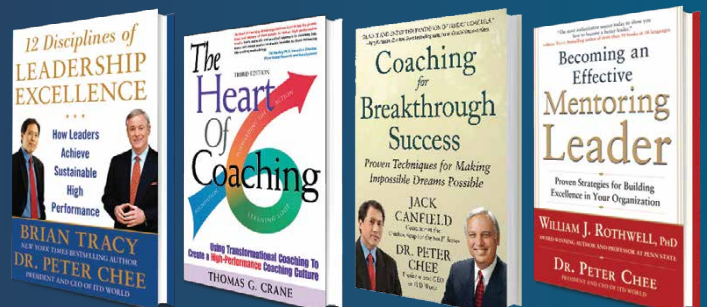
“The Certified Coaching & Mentoring Professional program is one of the only truly international courses in Asia that is recognized by International Coach Federation (ICF), the world’s leading professional non-profit body for coaching & approved for 83 Specific Coach Training Hours. Mentoring, coaching and growing people is one of the most fulfilling and rewarding work of a lifetime”.



Approved Coach Specific Training Hours

International Coach Federation

**THIS AWARD QUALIFIES FOR
35 ACSTH UNDER ICF**



In collaboration with four of ITD World's Top Mega Gurus



DR. PETER CHEE

- #1 Coach for Strategic Innovation awarded by Dr. Marshall Goldsmith
- Creator of the Coaching for Breakthrough Success Meta Model & The Situational Coaching Model



THOMAS G. CRANE

- World Renowned Coaching Guru International
- Best-Selling Author and Consultant



JACK CANFIELD

- World's Top Guru on Success & Peak Performance
- Guinness Book of World Records for Most Books on NY Times Best Sellers List



DR. WILLIAM ROTHWELL

- Best Selling Author of Over 150 HR & Management Books
- World Renowned Consultant & Professor

WHO SHOULD ATTEND?

This program is suitable for individuals who need to lead and develop others in both private and public sectors including CEOs, Directors, Senior Executives and Managers plus those seeking to develop the competencies to be a coaching and mentoring professional.



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COURSE 1
ESSENTIAL COACHING SKILLS
The 7 Keys for Coaching Success

COURSE 2
THE HEART OF COACHING
With Transformational Coaching (TC)

AWARDS

Participant will receive the award **“Certificate in Performance Coaching”** only upon meeting the required standards set after successful program completion.

* Participants are encouraged to continue to phase 2 for further award of “Certificate in Advanced Coaching & Mentoring” and subsequently receive the certification in phase 3. This is upon successful completion of live mentoring and coaching action projects (4 months).

- Phase 1** Certificate in Performance Coaching
- Phase 2** Certificate in Advanced Coaching and Mentoring
- Phase 3** Certified Coaching and Mentoring Professional (CCMP)

Candidates can proceed to phase 2 & 3 to qualify for the Certified Coaching and Mentoring Professional (CCMP)

ESSENTIAL COACHING SKILLS

The 7 keys for coaching success

COURSE 1
(2 DAYS)

Key Objective

At the end of the course, you will be able to apply the 7 Key Coaching Skills for Success in preparation for its effective use in Transformational Coaching.

Outline-Competency Focus

- ▶ Give appreciative and constructive feedback and receive feedback effectively to create awareness which leads to action by the coachee.
- ▶ Ask great questions to engage in a coaching dialogue with the coachee in all coaching conversations.
- ▶ Use Reflective and Empathic Listening in a Coaching Session.
- ▶ Prepare to coach with the awareness of one's own coaching style and the behavioral style of the coachee in a coaching session.
- ▶ Confront what needs to be confronted in a coaching session by making it safe for the coachee in a performance improvement dialogue.
- ▶ Set clear expectations and help coaches to set clear goals and objectives.
- ▶ Plan and organize a coaching session as a preparatory step to a productive coaching dialogue.

THE HEART OF COACHING

With Transformational Coaching (TC)

COURSE 2
(2 DAYS)

Key Objective

At the end of the course, you will be able to engage in powerful coaching conversations in the workplace, using the Transformational Coaching Model.

Outline-Competency Focus

- ▶ Relate how coaching fits into contemporary leadership models and why it is an important skill for leaders.
- ▶ Define what it means to become an effective coach and the workplace application of coaching.
- ▶ Understand the coaching culture paradigm and coaching for high performance in the workplace.
- ▶ Interpret and describe the critical distinctions between criticism, feedback and coaching.
- ▶ Understand and apply the Transformational Coaching Model.
- ▶ Relate how coaching fits into contemporary leadership models and why it is an important skill for leaders.
- ▶ Define what it means to become an effective coach and the workplace application of coaching.
- ▶ Understand the coaching culture paradigm and coaching for high performance in the workplace.
- ▶ Interpret and describe the critical distinctions between criticism, feedback and coaching.
- ▶ Understand and apply the Transformational Coaching Model.

CPC E-LEARNING



CPC e-LEARNING ADVANTAGE

ITD World is a firm believer in lifelong learning. We acknowledge the challenges the modern-day executive faces on their time and energy to continuously improve.

With the ITD World e-Learning system, you can now learn anytime, anywhere to enhance your leadership capabilities and skills. As everything is available online, you can schedule your time effectively to maximize the opportunity to grow.

All the learning is available at the click of the button. The interface is optimized for both desktop and touchscreen devices.

In a fast-paced world, results are paramount for today's executive. Our system comes with the latest information on becoming the best coach and mentor. All materials are the latest and constantly reviewed to ensure industry relevance.

With the ITD World e-Learning system, you do not have to worry about travelling stress and expenses. We are transforming leaders and changing the world for the better by enabling you to learn from the best to be the best.

CPC e-LEARNING GIVES YOU

- 1. Direct-to-camera instructions and tutoring.** Course leaders speak directly to you to impart their wisdom through video.
- 2. Downloadable tools and materials.** Enhance your learning experience with the tools and learning resources available for download.
- 3. Learning activities** with post tutor briefings. Get the guidance you require to understand, internalize and apply what you have learned.
- 4. Coaching demonstrations.** See real-live coaching sessions and be inspired and empowered by the transformation happening right in front of your very eyes.

LEARNING RESOURCES



Learning Tools

Every participant is provided with ITD World coaching and mentoring tools, templates, techniques, exercises, learning action plan and constantly updated supplementary learning capsules.



Learning Support

A designated Mentor-Coach is made available to participants to support them to complete their post-program assignments upon completing Phase 1 and 2 of the program. Participants are also encouraged to stay in touch with each other as well as the Course Leader.



Learning Community

Participants can join the ITD World Coaches and Mentors group on social media to connect with like-minded individuals. Those who have completed the entire Certified Coaching and Mentoring Professional will form a community of certified professionals, resource persons, and Mentor- Coaches, with ITD World, to facilitate sharing, networking and continuous learning to enhance professional competencies.



Awards

Certificate in Performance Coaching

COMPREHENSIVE ASSESSMENT



A. **Online assessment**

A comprehensive test of understanding at the end of each course plus individual achievement learning report

B. **Course Assignments**

Engage in role-plays, presentations, life coaching and mentoring sessions and assignments

C. **Coaching Projects**

To complete and submit a comprehensive report on results produced on actual coaching sessions

D. **Continuous Learning and Professional Ethics**

Provide evidence of Continuous Professional Development (CDP) and conformance to professional ethics to continuously maintain high standards

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AWARD & RECOGNITION



Mission

Transforming leaders and changing the world for the better.

Vision

The #1 global leadership development expert.

Core Values (LISTEN):

Love, Innovation, Synergy, Trust, Excellence and Nurture.

Competitive Advantage Statement:

ITD World is an award winning Multinational Corporation that provides the world's best leadership development solutions to leading global organizations. We offer comprehensive & innovative solutions that produce superior results.

Core Activities & Resources:

Talent and Leadership Development; Corporate Training and Consulting; Professional Competency Certification; Mega Events and Seminars; Coaches, Mentors and Speakers Bureau; Community Services and Campaigns. Over 238 world-class programs and more than 100 dedicated mega gurus, top international resource persons, trainers, speakers, coaches and consultants from around the world.

Mega Gurus:

Dr. Marshall Goldsmith, Dr. Jack Phillips, Dr. John C. Maxwell, Dr. William Rothwell, Dr. Jack Canfield, Dr. Peter Chee, Brian Tracy, Robert Tucker, Thomas G. Crane.

Quality Certification, Awards & Publications:

- Winner of the **ARTDO International HRD Excellence Award** in recognition for outstanding contribution to international Human Resource Development
- Bestowed the **Brand Laureate International Award** for the Best Brand in Training.
- Cutting edge books co-authored with the **world's Top Mega Gurus**- "Coaching for Breakthrough Success," "12 Disciplines of Leadership Excellence," "Becoming an Effective Mentoring Leader," "The Leader's Daily Role in Talent Management" and "5 Levels of Mastery".

Clients:

Intel, IBM, United Nations Missions, American Embassy, Agilent, Dell, Motorola, Nike, First Solar, Accenture, Citibank, Central Bank of Malaysia & Philippines, DHL, Ericsson, OSRAM, Infineon, Siemens, B Braun, Bosch, Beiersdorf, Schneider, TOTAL SA, Saint Gobain, Toyota, Ajinomoto, Samsung Vina, Singapore Press Holdings, Capitaland, PT Telkom, Siam Cement Group, Thaibev Group, CP Group, BaoViet, Sacombank, PetroVietnam, Petron, SM Supermalls, Thai Airways, Philippine Airlines, Shangri-La Hotels, Six Senses Resort, Sheraton, Prudential, AIA, GSK, MSD, Bayer, Johnson & Johnson, Unilever, Nestle, Pepsico, Flex.

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