

# COACHED BY THE DECETA DE THE



LIFE COACHING For Holistic Happiness

**EXECUTIVE COACHING** For Profound Transformation **DISRUPTIVE TEAM COACHING** For High-Performance

STRATEGIC BUSINESS COACHING For Competitive Advantage

**COACHING CULTURE** For Sustainable Growth

### JOHN **MATTONE**

#### WORLD #1

Coaching Guru & Coach to Steve Jobs

### DR. MARSHALL **GOLDSMITH**

#### WORLD #1

**Executive Coach** 

### DR. PETER CHEE

#### WORLD #1

Strategic Innovation Coach

### **DARELYN DJ MITSCH**

#### WORLD #1

**Professional Coaching Body:** ICF Former Global President

### **BRENDA BENCE**

#### WORLD #1

Leadership **Branding Guru** 

### DR. MARCIA **REYNOLDS**

#### WORLD #1

**Professional Coaching Body: ICF Former Global President** 

### **ARTHUR CARMAZZI**

#### WORLD #1

**Organizational Culture Guru** 



COMMENCING

March 27 2026



160 hours

5<sup>AM</sup> - 10<sup>AM</sup>

**New York EST** GMT-4

10<sup>AM</sup> - 3<sup>PM</sup>

London GMT +1

5<sup>PM</sup> - 10<sup>PM</sup>

Singapore SGT

**GMT +8** 































### **CCMC ROADMAP**







MONTH 1

eWORKSHOP 2
Executive
Coaching
3 days (5hrs/day)

MONTH 2

# eWORKSHOP 3 Disruptive Team Coaching 3 days (5hrs/day)

MONTH 3

eWORKSHOP 4
Strategic Business
Coaching
3 days (5hrs/day)

MONTH 4

eWORKSHOP 5
Coaching
Culture
3 days (5hrs/day)

MONTH 5



MONTH 7

CCMC SUMMIT

MONTH 12

: Kick-off Workshop



360 Assessment & Action Learning Project



Action Learning Project



Action Learning Project



Team Assessment & Action Learning Project



360 Assessment & Action Learning Project

How the Program is delivered: Live eWorkshops Sessions	Date & Time (2026-2027) (Live-Online)
Kick off	March 27, 2026
Life Coaching for Holistic Happiness	April 20 – 22 ,2026
Executive Coaching for Profound Transformation	May 20 – 22 ,2026
Disruptive Team Coaching for High-Performance	June 24 – 26, 2026
Strategic Business Coaching for Competitive Advantage	July 22 – 24, 2026
Coaching Culture for Sustainable Growth	Aug 26 – 28, 2026
Global CMC Summit	Oct 15 – 16, 2026 F2F (CMC Graduation – Dec 4, 2026)
Global CCMC Summit	March 18 – 19 2027 (CCMC Graduation – May 7, 2027)

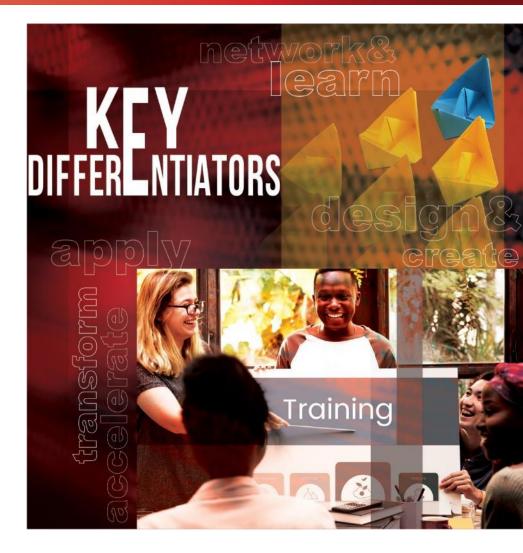
- \* Prework eLearning and readings:
- 1. Coaching for Breakthrough Success (CBS)
- 2. 5 Levels of Mastery
- \*\* Total learning hours per person = 160hrs (75hrs e-Workshops + 23hrs e-Learning hours + 62hrs action learning projects)

## WORLD #1 THE ULTIMATE COACHING CERTIFICATION



### **Key Benefits & Outcome Summary**

- 1 Master all 5 domains of coaching, be coached by the best to be the best executive coach, life coach & team coach
- 2 **Leverage** best practices and learnings from **cutting edge** toolkit, materials, super app and eLearning
- 3 Achieve thought leadership by creating new coaching models and tools for game-changing results
- 4 Transform to be an expert consultant to create highperformance coaching culture for sustainable growth
- 5 Synergize and network with mega gurus, top leaders, key talents and industry captains
- 6 Validate mastery with five awards plus CMC, and CCMC
- 7 Gain global recognition with ICF accreditation and gamechanging results beyond academic qualifications



## **AWARDS MAP**



	A W A R	DS M	I A P	PHASES	)
<b>တ</b> 2	CERTIFICATE IN LIFE COACHING	<b>∢</b> ∙ 0	BY DR PETER CHEE WITH JOHN MATTONE	1	
т 3	CERTIFICATE IN EXECUTIVE COACHING	<b>∢·•</b>	BY <b>DR PETER CHEE</b> WITH <b>DR MARSHALL</b> GOLDSMITH	2	Ш
<sub>-</sub> 4	CERTIFICATE IN DISRUPTIVE TEAM COACHING	<b>∢</b> ∙ 0	BY <b>DR PETER CHEE</b> WITH <b>DJ MITSCH</b>	3	ഗ
5	CERTIFICATE IN STRATEGIC BUSINESS COACHING	<b>∢.</b> •	BY DR PETER CHEE WITH BRENDA BENCE	4	<u>.</u>
6	CERTIFICATE IN COACHING CULTURE	<b>∢</b> ∙ 0	BY DR PETER CHEE, DR MARCIA REYNOLD & ARTHUR CARMAZZI	<b>5</b>	0
0	CERTIFIED MASTER COACH (CMC)	<b>∢</b> ∙•	Complete five courses and Capstone 1 project to demonstrate results @ CMC Summit	6	O
≥ 12	CERTIFIED CHIEF MASTER COACH (CCMC)	<b>∢</b> ∙ •	Complete Capstone 2 and implement coaching culture transformation project and deliver results	7	

Peter is the overall course leader. John, Marshall, DJ, Marcia, Brenda & Arthur will deliver keynote best practice sessions followed by open dialogue, Q&A in the respective courses. Other thought leaders in related industries are also invited to share deep learning insights.

### **ASSESSMENTS**



- 1 Pre and Post 360 Degree Leadership Assessment
- 2 Challenging stretch assignments during live-online sessions
- 3 Action Learning Assignments at the end of each of the five courses to demonstrate progress and results (Leading to five different professional certificates)
- 4 Capstone 1 Project: Creation of new coaching model and tools, and presentation of overall achievements at Global CMC Summit (Leading to CMC Award)
- Capstone 2 Project: Coaching Culture Transformation Project with results delivered at Global CCMC Summit (Leading to CCMC Award)



### Certificates





Professional Certificate

#### LIFE COACHING

is awarded to

who has successfully completed the certification requirements through the period of

Dr Peter Chee

President & CEO ITD World

www.itdworld.com

Awarded by ITD World in collaboration with the World's Top Coaching Gurus

DR PETER CHEE JOHN MATTONE DR MARCIA REYNOLDS

This award is part of the Certified Chief Master Coach (CCMC) Program, which qualifies for 47 Hours ACSTH accredited by ICF.







Professional Certificate

#### **EXECUTIVE COACHING**

is awarded to

who has successfully completed the certification requirements through the period of



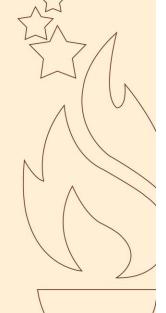
President & CEO

Awarded by ITD World in collaboration with the World's Top Coaching Gurus

DR PETER CHEE DR MARSHALL GOLDSMITH

www.itdworld.com

This award is part of the Certified Chief Master Coach (CCMC) Program, which qualifies for 24 Hours ACSTH accredited by ICF.







Professional Certificate

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#### **DISRUPTIVE TEAM COACHING**

is awarded to

who has successfully completed the certification requirements through the period of

Dr Deter Chee

President & CEO

Awarded by ITD World in collaboration with the World's Top Coaching Gurus

DR PETER CHEE DARELYN DJ MITSCH

www.itdworld.com

This award is part of the Certified Chief Master Coach (CCMC) Program, which qualifies for 23 Hours ACSTH accredited by ICF.









# Professional Certificate

STRATEGIC BUSINESS COACHING

is awarded to

who has successfully completed the certification requirements through the period of

President & CEO ITD World

Awarded by ITD World in collaboration with the World's Top Coaching Gurus

DR PETER CHEE BRENDA BENCE

www.itdworld.com

This award is part of the Certified Chief Master Coach (CCMC) Program, which qualifies for 23 Hours ACSTH accredited by ICF.







Professional Certificate

#### **COACHING CULTURE**

is awarded to

who has successfully completed the certification requirements through the period of

President & CEO ITD World

DR PETER CHEE DR MARCIA REYNOLDS

World's Top Coaching Gurus

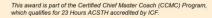
Awarded by ITD World

in collaboration with the

www.itdworld.com

ARTHUR CARMAZZI















#### **MASTER COACH**

is awarded to

who has successfully completed the certification requirements through the period of



President & CEO ITD World

Awarded by ITD World in collaboration with the World's Top Coaching Gurus

DR PETER CHEE JOHN MATTONE DR MARSHALL GOLDSMITH DARELYN DJ MITSCH DR MARCIA REYNOLDS

ARTHUR CARMAZZI

This award qualifies for 150 hours of ICF - Accredited Coaching Education

www.itdworld.com











#### **CHIEF MASTER COACH**

is awarded to

who has successfully completed the certification requirements through the period of



President & CEO ITD World

Awarded by ITD World in collaboration with the World's Top Coaching Gurus

DR PETER CHEE JOHN MATTONE DR MARSHALL GOLDSMITH DARELYN DJ MITSCH DR MARCIA REYNOLDS ARTHUR CARMAZZI

www.itdworld.com



This award qualifies for 160 hours of ICF - Accredited Coaching Education



## Digital Badges – CMC & CCMC



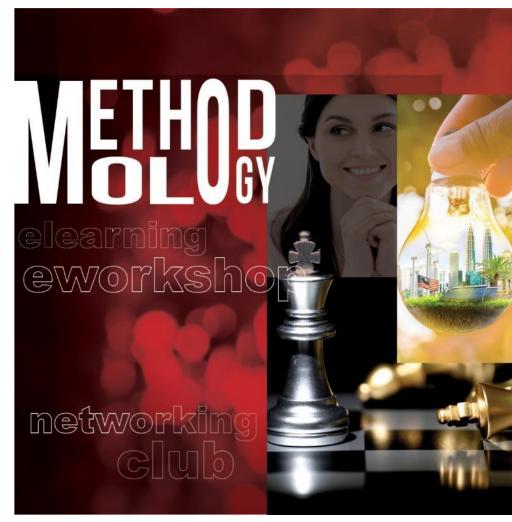




### **METHODOLOGY**



- eLearning and prework Coaching for Breakthrough Success and 5 Levels of Mastery for strong foundation
- eWorkshop Cutting-edgemodels & tools, mobile app, materials, participant guide and expert insights by top gurus and leaders, live coaching immersion, shadowing top coaches, simulation, role-plays, assessments, learning reflections, quizzes, games, & stretched assignments
- 3 Mega Guru Mentor-Coach (Dr Peter) through the entire journey
- 4 Let's Coach app and The 5 Levels of Mastery Toolkit for continuous application and improvement
- 5 **CCMC** networking club for ongoing learning, sharing of success stories, and best practices.



## WORLD #1 ULTIMATE PROFESSIONAL COACHING CERTIFICATION



### **Admission Requirements** (Meet 2 out of the 3 criteria)

- 1 = CEO, Chief-level, and Industry Captains (Existing and Successors)
- Approved professional coaching certification such as CCMP/ ICF qualification
- 3 Personal purpose, vision, and values assessment via interview

Final selection by board of assessors & delivery in English

### **Investment Value**

- 1 **USD9**,830 per pax
- 2 USD8,830 for three or more pax from the same organization
- 3 Refund policy\*\*
- 4 Click Here For Registration:

### https://itdworld.com/ccmc/



<sup>\*</sup>Full payment due upon acceptance

<sup>\*\*</sup>Fees paid are not refundable; ITD World allows for the participant to defer to another intake or a replacement be made



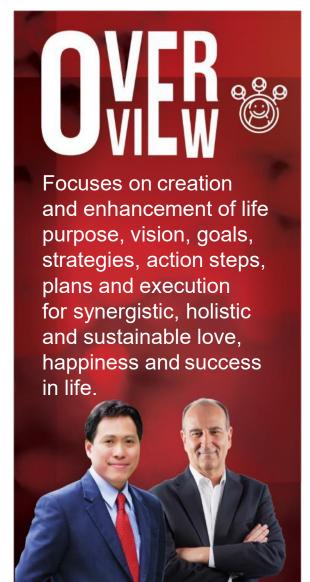




### LIFE COACHING FOR HOLISTIC HAPPINESS

BY DR PETER CHEE WITH JOHN MATTONE





- Gain deep insight into the psychology of coaching and the different approaches to powerful coaching
- 2 Understand the Coaching Mastery Model (CMM) and the Situational Coaching Model (SCM)
- 3 Apply the 9 best practices of master coaches to deliver outstanding results
- 4 Deploy 5 Level of Mastery assessment advantage to identify priorities, competencies and gaps in work & life
- 5 Embrace coaching techniques and tools to enable the Disciplines of Love,
   Happiness and Success
- 6 Use the 5 Phases of Purpose Alignment to enable a most fulfilling purposedriven life
- 7 Master the 8 Elements of Life Synergy, KASH, PFIR Model, and the 7 Patterns of Joy and Love
- 8 Utilize the 5 Levels of Mastery System and toolkit to coach people to reach World Influence Mastery

## **EXECUTIVE COACHING FOR PROFOUND TRANSFORMATION**



BY DR PETER CHEE WITH DR MARSHALL GOLDSMITH



- Understand the executive coaching process and the secrets of enabling lasting behavior and habit change
- 2 Apply the 360 Feedback interview and surveys to enable awareness, acceptance and transformation
- 3 Align executive coaching with life purpose, passion, values and vision for sustainable growth
- 4 Deploy tools and techniques for executive career coaching for high performance
- Enable coaching for different groups of top executives, key talents, successors, average-performers
- 6 Gain insights into coaching executives in times of great need (e.g. radical changes, crisis, big vision)
- 7 Learn how to overcome resistance to coaching and coach the uncoachable
- 8 Create coaching tools for specialized areas (e.g. leadership authenticity, leadership presence, stakeholder influence)



### DISRUPTIVE TEAM COACHING FOR HIGH PERFORMANCE



BY DR PETER CHEE WITH DJ MITSCH



- Understand the value of team coaching and the creation of high-performance teams
- 2 Apply effective assessments and best practices of disruptive coaching and highperformance teams
- 3 Know when and how to select the suitable team coaching solution and design options
- 4 Gain insights on disruptive team coaching processes, methods, and tools
- 5 Practice disruptive design thinking team coaching applications for gamechanging results
- 6 Equip individual team members to ensure habit change for high-performance
- 7 Enable high-performance leadership team retreats for senior leaders and key talents
- 8 Unleashing the full potential of diverse, virtual, cross-functional, projects and top teams

## STRATEGIC BUSINESS COACHING FOR COMPETITIVE ADVANTAGE



BY DR PETER CHEE WITH BRENDA BENCE (KEYNOTE & DIALOGUE Q&A)



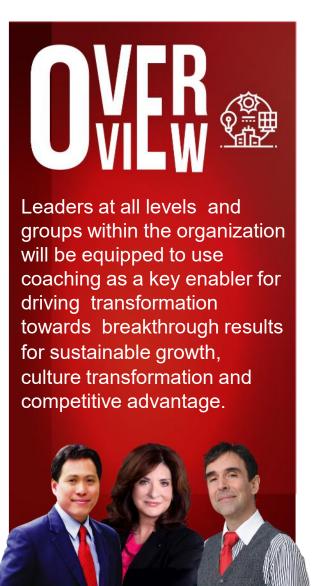
- Understand best practices of team coaching for strategic competitive advantage
- 2 Apply team coaching using the strategy process to unleash the potential of strategic leaders
- 3 Use team coaching authoritatively in the context of corporate and functional strategy
- Employ Scenario planning and Scenario based team coaching to win in a VUCA world
- 5 Use team coaching in the face of crisis, business turnaround, realizing a compelling vision and Strategic change
- 6 Engage in Coaching for innovative business model, ventures and disruptive business startups
- 7 Master strategic group coaching techniques and processes



### COACHING CULTURE FOR SUSTAINABLE GROWTH



BY DR PETER CHEE, DR MARCIA REYNOLDS AND ARTHUR CARMAZZI (KEYNOTE & DIALOGUE Q&A)



- Gain insights on organizational change and effective culture transformational methods and processes
- 2 Understand and embrace the role as Chief Master Coach and CEO to coach and grow internal coaching talent
- 3 Apply best practices to create a high-performance coaching culture for sustainable growth
- 4 Aligning coaching culture with organizational vision, mission, values, strategies, and objectives
- Implement effective coaching culture assessment methods and processes to ascertain progress and achievements
- 6 Establish results matrix, rewards and recognition schemes to accelerate culture change
- 7 Execute the right coaching intervention for quick, big, and continuous wins in transformation
- 8 Create communities of practice, coaching systems, champions, and tools for sustainability

### **HIGHLIGHTS**

World #1 Coaching Guru & Coach to Steve Jobs

JOHN MATTONE

- 1 → Executive Coach of Steve Jobs, Apple's late founder
- 2 > World #1 Coaching Guru by Global Gurus
- 3 → World #1 leadership coaching blog by Feedspot.com
- 4 → Author of 10 books, including four best sellers on Amazon, Inc. Magazine
- 5 → Master Corporate Executive Coach (MCEC) certification from The Association of Corporate Executive Coaches, only one of four certified globally
- 6 > Created the Intelligent Leadership (IL) Executive Coaching philosophy and process



### **ENDORSEMENTS**



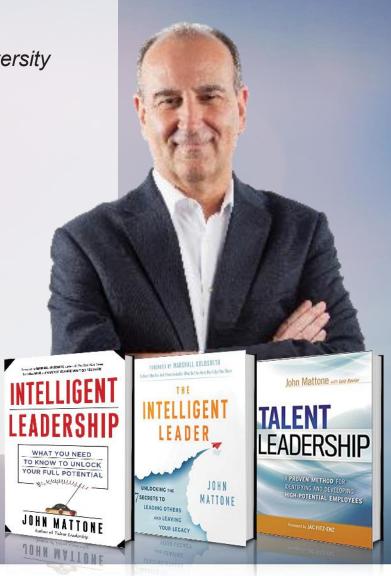
PAUL J. CORTISSOZ, Executive Director, Learning Development, Columbia University

I strongly recommend John Mattone as a thought expert and speaker in the area of leadership development and talent management. John possesses incredible insights, and a unique perspective, with regards to cultivating talent within an organization. Moreover, John is a highly engaging speaker and presents these concepts in a new and refreshing way.



Executive Board, World Business Forum, Sydney

John delivered a great keynote presentation! He was incredibly engaging, full of energy and enthusiastic...and he gave the 3000 in attendance actionable game-changing ideas. We look forward to welcoming him back again very soon.



**World #1 Executive Coach** 

DR MARSHALL GOLDSMITH

- 1 → "World's #1 Leadership Thinker" by Harvard Business Review
- 2 > World's most Influential Leadership Thinker by Thinkers50
- 3 → "#1 Global Coaching Guru" by Global Gurus and Fast Company
- 4 > "America's #1 Executive Coach" by Inc. Magazine
- 5 → "The most credible thought leader in a new era of business" by The Economists
- $6 \rightarrow$  Author of over and editor of 49 books



### **ENDORSEMENTS**



ALAN MULALLY, former President and CEO of Ford Motor Company

With Marshall's help we identified our two areas and went to work. We exceeded our improvement expectations and had fun! A team's dedication to continuous improvement combined with Marshall's proven process ROCKS!



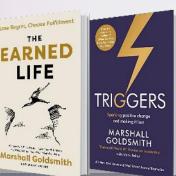
MARK TERCEK, Managing Director, Goldman Sachs & Co

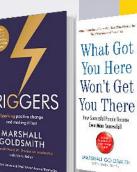
Marshall is a dynamo. He helps highly successful people get better and better and better. His advice helps me enormously at work, but it makes an even bigger impact at home.



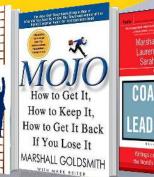
JP GARNIER, CEO Glaxo SmithKline

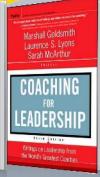
Marshall is a great coach and teacher. He has done a lot to help both me and our high-potential leaders. His approach is practical, useful, helpful and fun

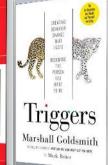












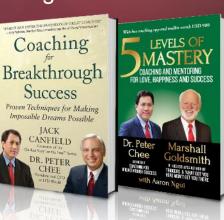
### HIGHLIGHTS

## World #1 Strategic Innovation Coach DR PETER CHEE

- 1 → President and CEO of ITD World who has trained & developed leaders from over 80 countries
- 2 > World #1 Coach for Strategic Innovation awarded by Dr. Marshall Goldsmith
- 3 > Ranked among the top three global coaching gurus
- 4 > Co-author of books with top global experts Jack Canfield, Brian Tracy, William Rothwell and Marshall Goldsmith
- 5 > Creator of Coaching for Breakthrough Success & The Situational Coaching Model, Certified Chief Master Coach (CCMC) program
- Passionately volunteers to coach leaders globally via his signature Sunrise

Eureka Beach Coaching (SEBC)

- 7 → Drives the 100million leaders mandate to fully sponsor coaching programs for a better world
- 8 > Doctor of Business from University of South Australia





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#### **ENDORSEMENTS**



DAVE ULRICH, Professor, Ross School of Management, University of Michigan, Author of Leadership Sustainability

Jack Canfield and Dr. Peter Chee have crafted the standard for anyone wanting to be an effective coach. Anyone being coached should make sure that their coach knows and follows these standards.



LAU CHZE TAT, former factory Managing Director, Intel VNAT

Dr. Peter Chee and ITD WORLD have provided innovative and effective leadership and talent development solutions to Intel for various groups and factories for many years and I must say that we have achieved outstanding breakthrough results. I can say simply that ITD WORLD is the best leadership and talent development expert.



LARS-AKE NORLING, Former CEO of DTAC (part of Telenor Group, Norway)

Our talent and top leaders have shown significant improvement in the areas of strategy and goals alignment, collaboration, passion and results-orientation. We have been able to overachieve on our bottom-line business breakthrough goal. ITD world is truly at the forefront of the global leadership transformation field.

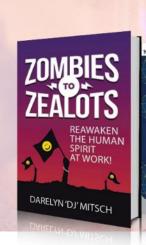


### **HIGHLIGHTS**

### World #1 Coaching Body: ICF Founding Member & Former President

## DARELYN DJ MITSCH

- 1 → World #1 Coaching Body ICF Founding Member and Former Global President
- 2 → First of 25 coaches to earn ICF Master Certified Coach (MCC)
- 3 → Author of Coaching for Extraordinary Results, Team Advantage, Zombies to Zealots, and Mystic Grits
- 4 → CEO of Pyramid Resource Group
- 5 → Creator of Healthcare Coaching Institute
- 6 → Developer of Team Advantage coaching program
- 7 → Trained thousands of team coaches globally











### **World #1 Professional Body: ICF Former President**

## DR MARCIA REYNOLDS

- 1 → International Coach Federation (ICF) Former Global President
- 2 > ICF Master Certified Coach (MCC)
- 3 > World #5 Global Coaching Guru by Global Gurus
- 4 → Doctorate in Organizational Psychology
- 5 → Developed more than 100,000 leaders in more than 40 countries
- 6 → Authored several books including Coach the Person, Not the Problem; Outsmart Your Brain, Discomfort Zone and Wander Woman



### **HIGHLIGHTS**

### World #1 Leadership Branding Guru BRENDA BENCE

- 1 → #1 Global Branding Guru by Global Gurus 2021
- 2 → Built mega brands for Fortune 100 companies, including Procter & Gamble and Bristol-Myers Squibb
- 3 → Served in senior leadership positions for brands across 50 countries.
- 4 → Consistently in the Top 10 World's Coaching Professionals, Global Gurus
- 5 → Authored 11 books including Master the Brand Called YOU
- 6 → MBA from Harvard Business School
- 7 → Coached and developed over 1000 senior leaders from 60 nationalities across six continents and 70 industries, including Microsoft, Mastercard, Ogilvy, PWC, Standard Chartered, Johnson & Johnson and UBS



### HIGHLIGHTS

**World #1 Organizational Culture Guru** 

ARTHUR CARMAZZI

- World #1 Organizational Culture thought leader
- World #12 Leadership thought leader
- 25 years corporate culture transformation experience
- Created Colored Brain Communication Inventory (CBCI)
- **Develop Management Mirror Emotional Perception Gap Tool**
- 6 -> Earned the Directive Communication methodology accreditation from the American Institute Business Psychology
- 7 → Authored & co-authored 13 books including GAME ON, Identify Intelligence, The Psychology of Selecting the RIGHT Employee, Organizational Culture Lessons from the Monkey King, and The 6 Dimensions of Top Achievers





### SAMI BUGAY

- 1 → Author of Amazon best-seller Better Leaders Better Teams
- 2 → Served as ICF President Turkey, the World #1 Coaching Professional Body
- 3 → Master Certified Coach (MCC) ICF
- 4 → Certified Ontological Coach (NCC)
- 5 > Over 7,000 hours of extensive and team coaching experience for CEO and C-level leaders
- 6 > ICF Local Spirit Global Presence Award winner
- 7 → Founder of the Integral Institute and CEO of KA Consultancy
- 8 > Winner of the Lifetime Achievement Award from Gestalt Center for Organization and Systems Development, USA





## **Endorsement for Certified Chief Master Coach Program by ITD World**





GUY W. ROWSE // served as CEO, Siemens Power //

The exponential benefits I have received through CCMC, have not been limited to the learning but also from everything surrounding it. The coach, the participants, the assignments, the surprise guests, the gurus, the experts, the coaching, and the connections. The entire course was expertly coordinated and perfectly run.

CCMC's virtual trainings and coaching, interwoven with carefully chosen Gurus and Professionals have made this program more than any of us ever expected. The participants were able to interact seamlessly and there were many opportunities to connect which in themselves led to deeper learning and growth. I am proud to be a part of CCMC. Dr Peter, you inspire me. I have not seen anyone who equals or exceeds your abilities or skills.



KL BOCK // SVP Global Flash Backend, Western Digital //

I have been in the CCMC course with Dr. Peter. He is extraordinarily awesome, able to draw out positive energy, dynamically creative and sharp, able to connect the dots speedily and form ideas innovatively, with super flair in his facilitation.

As a world-renowned coaching Guru, he touches everyone's heart in his session. If anyone wants to master their coaching skills and create a high performing coaching culture, its none other than, the Guru, Dr. Peter Chee from ITD World.







## SHAMSUL AMREE // Served as CEO, Dominos Pizza //

CCMC lifted my awareness and have led to many discoveries. While I am already a strong believer, after this program I felt like success is guaranteed. The more I review and read the materials the more I feel enriched. Privilege to have all the world great speakers and coaches and super special to be coached directly by Dr Peter. Great network with all the master coaches around the world. Fantastic program, very well structured and supported.

DATO SYED MOHEEB // Served as CEO at Malaysian Institute of Insurance, Takaful Ikhlas,

South East Asia Insurance //

When it comes to Executive coaching, I thought I had done it all in my 22 years as CEO. I was pleasantly surprised that the CCMC is superior to other coaching courses that I have been through. It is practical and experiential in the sense that we learn first-hand from world top gurus and immediately apply the lessons in role-modelling exercises.

By being a coach, coachee and observer, we get to see and experience the different perspectives in a coaching process. The course enables me to coach leaders to lead their teams effectively; I am equipped with tools to help leaders analyse themselves better, understand their purpose and transform themselves to reach their goals. The CCMC program is indeed second to none





### RICK YVANOVICH // CEO, TRG International //

CCMC is an amazing experience. Like it says on the tin, you need to be "coached by the best to be the best". The secret ingredient is the #1 coaching gurus + surprise gurus + the amazing coaches taking the CCMC journey in the cohort. Their diversity, passion and richness of experience all adds to the recipe for profound transformation driving sustainable happiness, growth and success for CCMCs and their coachees. Truly awesome.

Dr. Peter is an inspiring and amazing human. He's humble, selfless and makes it all about others. A true Ambassador of Coaching.



### FRANK KOO // Served as Head of Asia at LinkedIn //

As a participant of Dr Peter's Certified Chief Master Coach course, I personally experience how he combines his coaching, facilitation, leadership and relationship building skills to conduct a program of the highest quality, enabling participants to have direct interaction with top coaches in the world.

Dr Peter Chee is an excellent leader for our CCMC program. His partnerships with top coaches in the world to deliver part of the program also allows us to learn from the best to be the best.





## PHILIP BERNARD // Managing Director, SVP Global HDD Ops, Western Digital //

Dr Peter is truly a Master Coach. Only until I watched him in action, did I then realise what great coaching was all about. The program uses some key tools that are universal in nature and robust in multiple environments. I have picked up some very useful coaching techniques, and tools that go along with them.



## CHRISTOPHER RAMIREZ // Senior Director of HDD Firmware, Western Digital //

I created new partnerships with top leaders and coaches, discovered my life purpose, strategically leading and transforming teams beyond greatness. I uncovered the fear that was blocking my potential and discovered processes and tools to help me personally and as a coach. CCMC has created a launch pad for me to leap to the next level - beyond greatness.

Dr Peter is a masterful coach with amazing energy, skill and genuine love. No matter the situation or challenge, he demonstrates agility, composure and focused on positive outcomes. The program is engaging, relevant and fun. Dr. Marshall Goldsmith was authentic, hilarious and beyond great! The learn, watch, learn and practice model is highly effective at reinforcing the coaching methodologies and tools.





## DR. AGAPOL NA SONGKHLA // Chief People Officer, ThaiBev //

CCMC expands my thinking horizons, taking ambitious actions, learning and growing. Amazing inspiration, and intentions. Outstanding integrity. Very high impact. I have transformed the way I see my own potentials and set up vastly bigger playing fields with practical tools and follow up to take in the challenges. I feel highly motivated and find resilience when encounter with issues.



## HERNANDO CACERES // Vice President Asia Pacific, Rosen //

Dr Peter managed to keep a great expectation and interest every minute of the program. The participation of master world renown coaches added incredible value and the opportunity to practice what we learnt helped to retain the knowledge immediately.





SERELY ALCARAZ // Executive Director, ITD World Philippines //

Dr. Peter continues to exceed expectations. Just when I thought the last module was the best ... this is again even better than the last one. Thank you, Dr. Peter, for all the learnings, surprise guests (coaches and coachees alike), plus allowing all of us to share our insights and debrief our coaching experiences. Great time management too!



KL PHANG // Principal Engineer, Intel //

I have benefited immensely from the strategic business coaching with the insights learned from observing the live coaching done, the toolkits and not to mention the learning and experience of conducting the coaching. The course leader Dr. Peter Chee is truly a master coach by not just providing the toolkits to use for the coaching culture team strategy but also conducted live coaching to maximize the experiential learning and insights.





**RINA SARIF**// Top 50 Most Influential Women HR Leaders South East Asia, served as Chief People Officer Takaful Malaysia //

Dr. Peter Chee, with deep gratitude and admiration, I thank you for the extraordinary journey you've guided us through in CCMC. Your presence was more than instructional, it was transformational. You didn't just teach us coaching competencies; you modelled the essence of legacy-driven leadership. Through your wisdom, humility, and unwavering belief in human potential, you've shaped us into coaches who lead with purpose, empathy, and strategic impact. Thank you for being the compass that anchored our cohort. You've left an indelible mark not only on our coaching journeys, but on how we show up as culture shapers and enablers of transformation.



ANGELA SAMSON // HR Director, Western Digital //

Very insightful, I always learn new things and insights on coaching with great ideas! The combination of John Mattone, Marcia Reynolds and Dr Peter is awesome. I am so inspired, Dr Peter is a genius! The CCMC is a program suitable for C-suite and every leader who wish to propel themselves from where they are to much higher levels through coaching.





## ROBY TJIPTADJAYA // Founder CEO & Executive Coach, Global Leadership Center //

The quality of learning that we undergo determines who we are today and how big a dream we can achieve. My impossible dreams became possible because of what I gained from the CCMC.

Learning directly from the top gurus in the world is an unforgettable life changing experience and all of this is possible because of the extraordinary role of Coach Peter Chee. You are simply the best.



## DAVID TAYLOR // Senior Vice President, Rolls-Royce //

Thanks for the incredible learning journey of CCMC. I have learnt a huge amount and more importantly I have started applying it! Simply world-class coaching and learning opportunity ... amazing team coaching with applied learning throughout! World class, game changing coaching with energy!

I really do appreciate Peter's coaching and am so grateful for the learning opportunity the CCMC in combination with his game-changing coaching has provided. I score him 110 out of 100 for energy and creativity on team coaching!





## NEETI MAHAJAN // Managing Director, Global Head Transformation Services, HSBC //

Amazing! Dr. Peter is an amazing coach who supports his coachees throughout the program! Always very happy to help and I have learnt so much from him. Huge thank you to Dr. Peter and his team. Thank you to all the peers and participants for such wonderful conversations and support. Fabulous new learning!! Such a meaningful program and I have acquired new life skills!!



## **AKARIN PHUREESITR** // Chief People Officer, Central Pattana (CPN) //

Dr. Peter's energy is infectious and inspired me to continue to work hard across the 5 modules of the Chief Master Coach program. Getting exposure to such a broad range of coaching topics and models, not to mention the opportunities to interact with many coaching gurus, made my journey so fulfilling.







## **SADAT MATH** // Chief People Officer, Manulife Cambodia //

Dr. Peter was the best of the best coach and facilitator with uplifting and engaging style. His passion in changing the life of others through coaching is remarkable. He practices humanity and really helps others learn and grow. CCMC is a well-structured program for participants to learn and practice a holistic approach to coaching.

I gained from an abundance of knowledge and skills to be a better coach, got clarity and can master the process, content, and hybrid coaching approach. I received a life-changing coaching opportunity from the best and realized the journey to become a master coach.



## **LEDON BROOKS** // Vice President - Business Services Hub, Schneider Electric //

Dr. Peter embodies a life of purpose: to coach, empower, transform, and love—so that others may rise and unleash their fullest potential. He is consistently anchored in his values—faith, love, generosity, humility, and contribution. He leads and coaches with heart, never ego. He is quick to offer praise, share credit, and serve everyone he encounters. He has been a catalyst in our organization's journey to build a world-class coaching culture. His influence has been instrumental in elevating performance, deepening engagement, accelerating growth, and empowering each team member to reach their fullest potential. I'm continually inspired by the depth of support and love he offers so generously.



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