



# CORPORATE HIGHLIGHTS

MISSION: TRANSFORMING LEADERS AND CHANGING THE WORLD FOR THE BETTER



## → MISSION

Transforming Leaders and  
Changing the World for the  
Better



## → VISION

#1 Global Coaching &  
Leadership Development  
Partner



## → CORE VALUES

LISTEN



Love, Innovation, Synergy,  
Trust, Excellence, Nurture

# GLOBAL CENTRES OF EXCELLENCE



# ITD WORLD Differentiation & Competitive Advantage



1. We are an **award-winning global** coaching, talent, and leadership development partner with presence in **six continents**.
2. We gained over **30 years'** experience in developing leaders from over **80 countries** and served **thousands of clients** globally.
3. We built extensive **worldwide** resources of over **308** world-class programs & more than **200** global mega gurus, master trainers, speakers, coaches, consultants & leaders.
4. We strategically partner with **top mega gurus** such as: Dr. Marshall Goldsmith, John Mattone, Dr. William Rothwell, Dr. John C. Maxwell, Marcia Reynolds, Arthur Carmazzi & Brenda Bence
5. We deliver **innovative** online & face to face coaching, talent, leadership training & development solutions, competency certification & consulting for **people and culture transformation, bottom-line results** and **sustainable growth**.
6. We secured **proven track record** with many global organisations & leaders including: United Nations, Intel, Micron, PepsiCo, Rolls-Royce, LinkedIn & Western Digital.

## ITD WORLD Differentiation & Competitive Advantage



7. We win with our **diverse multicultural** team synergy & our CEO, Dr. Peter Chee who is ranked **Top 3 Global Coaching Guru & World #1 Coach for Strategic Innovation** by Dr. Marshall Goldsmith, World #1 Leadership Thinker.
8. We got bestowed the ARTDO International **HRD Excellence Award** for outstanding contribution to international HRD & the Brand Laureate **International Award** for the Best Brand in Training & Development.
9. We created **cutting edge books** with the world's Top Gurus, Marshall Goldsmith, Jack Canfield, Brian Tracy and William Rothwell: 5 Levels of Mastery, Coaching for Breakthrough Success, 12 Disciplines of Leadership Excellence, Leaders Daily Role in Talent Management, and Becoming an Effective Mentoring Leader.
10. We commit to our **100 MILLION LEADERS MANDATE**: to positively touch the Lives of 100 million leaders through complimentary coaching & leadership development programs.

# OUR CORPORATE CLIENTS



MOTOROLA



BOSCH  
Invented for life



Bank Negara  
Malaysia



# OUR CORPORATE CLIENTS



BẢO VIỆT NHÂN THỌ



NGÂN HÀNG SÀI GÒN THƯƠNG TÍN



PETROVIETNAM



PETRON



SUPERMALLS



Philippine Airlines



SHANGRI-LA

HOTELS and RESORTS



SIX SENSES

RESORTS & SPAS



Sheraton



PRUDENTIAL



AIA



gsk



MSD



BAYER

Bayer



Johnson & Johnson



Nestlé



PEPSICO



Unilever



telenor



INTERTHAI

Pharmaceuticals



Manulife



EXCELLENCE  
KASIKORNBANKGROUP



Malee®  
Fruit with care.



amun



Your Global Coaching &  
Leadership Development Partner

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# OUR CORPORATE CLIENTS





“I am especially grateful for the partnership with ITD World, whose contributions are instrumental in UOB winning the Marshall Goldsmith Coaching Culture Excellence Award for Asia. We have developed exceptional leaders, high-performing teams, and a coaching culture that will enable our people to excel through the test of time.

What differentiates ITD World is their ability to translate coaching into sustainable and measurable success. We have more and more leaders across our 19 countries and territories network achieving outstanding business results, accelerating their personal growth, and driving exemplary performance in their teams, who are thriving not just at work and also in their daily lives.



ITD World stands out as the foremost global authority in building high-performance coaching cultures with an approach that is inspiring and truly transformational.”

**IAN WONG**

*Managing Director, Group Head International Management, UOB*

**ENDORSEMENT**



“Partnering with ITD World has been a fulfilling journey, transforming our approach to our accelerated talent development programmes. Their interventions have empowered our talents with a strategic outlook, making them well-rounded, grounded, resilient, and agile at the same time, enabling our talents to navigate today’s dynamic business environment with more confidence and poise.

ITD World also, played a pivotal role in rebuilding the competency of our HR team. Their bespoke interventions have transformed our HR professionals into consummate business partners. Their tailored approach, specifically designed to meet our needs, has been a game-changer.



ITD World’s commitment to delivering customised solutions has been instrumental in driving our success in our accelerated talent development initiatives and in enhancing our HR capabilities.”

**DATO' MOHD KHALIS ABDUL RAHIM**

*Group Chief Human Capital Officer  
Malaysia Aviation Group & Malaysian Airlines*

**ENDORSEMENT**



“AMS Sensors Asia received the “Best Global Leadership Development Program” Award during the 6th Global Leadership Congress. We like to thank ITD World, our partner for leadership development. Your programs are of the highest quality.”



**IRIS CHIANG**

*Head of Human Capital Development Asia, AMS*

**ENDORSEMENT**



“The CTP program provided us with a structured view of training. I find it very effective. The faculty of the course was excellent, both in terms of methodology and presentation.”

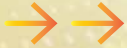


**R. VIJAYA KUMAR**

*Former Director*

*Employees Provident Fund (EPF) Learning Center*

**ENDORSEMENT**



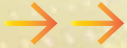
“The ITD Group is a highly professional international HRD organization with a strong and talented multinational team. They have never failed to exceed my high expectations.”



**DR. WILLIAM J. ROTHWELL**

*Professor, The Pennsylvania State University  
Award Winning Author of over 100 Books*

**ENDORSEMENT**



“ITD World has delivered excellence in all the projects. Your teams have delivered outstanding results for us and you serve from the heart to really make a big difference to our leaders. ITD World team, you are truly the best leadership development strategic partner.”



**DR. AGAPOL NA SONGKLA**

*Global Chief People Officer  
Thai Bev Group*

**ENDORSEMENT**



“ITD has been certifying UN trainers since 2007, we benefited from this splendid delivery. Since then I and my chief of section recommended ITD to all training Chiefs and Officers in all UN missions. Even UNHQ staff members have benefited from ITD’s expertise. Since ITD entered the UN system, our trainers showed great improvement.”



**MARIA CECELIA ICARO**  
*UNITED NATIONS*  
*INTEGRATED MISSION TRAINING CENTER*

**ENDORSEMENT**



“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.”



**LARS - AKE NORLING**

*FORMER CEO OF  
DTAC ( PART OF TELENOR GROUP, NORWAY)*

**ENDORSEMENT**



"The 12 months executive coaching experience with ITD World has been absolutely outstanding. I along with my team have achieved a complete business turnaround, exceeding all key metrics. What is even more exciting is that the results are holistic and sustainable. I am deeply grateful for such an amazing life changing journey."



**VISHAL KAUL**  
*SERVED AS VICE PRESIDENT,  
PEPSICO*

**ENDORSEMENT**



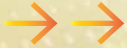
“Dr. Peter Chee and ITD World have provided innovative and effective leadership and talent development solutions to Intel for various groups and factories for many years and I must say that we have achieved outstanding breakthrough results. I can say simply that ITD world is the best leadership and talent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



**LAU CHZE TAT**

*FORMER FACTORY MANAGING DIRECTOR INTEL VNAT*

**ENDORSEMENT**



“Dr. Peter Chee is the #1 Coach for Strategic Innovation and one of the TOP coaches in the world that truly adds great value to people with the highest integrity.”



**DR. MARSHALL GOLDSMITH**  
*WORLD'S #1 LEADERSHIP COACH*

**ENDORSEMENT**



"I have experienced the exemplar standards of ITD World since 2009. We have partnered with ITD World in delivering programs for our leaders from a wide range of industries. ITD World's has consistently delivered the highest quality programs and they are indeed the best in class Leadership development provider that really cares about people."



**DR. ATIF ABDELMAGEED**

*REGIONAL DIRECTOR, ARAB REGION,  
WORLD ORGANIZATION OF SCOUT MOVEMENT*

**ENDORSEMENT**



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# MEGA GURU GLOBAL STRATEGIC PARTNERS

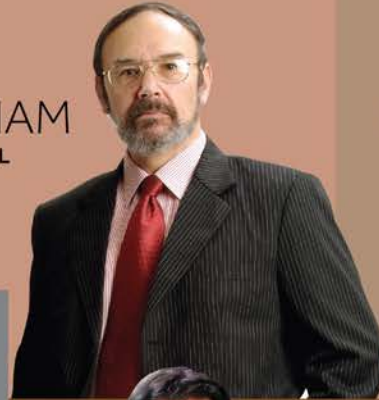
DR  
MARCIA  
REYNOLDS



DR  
MARSHALL  
GOLDSMITH



DR  
WILLIAM  
ROTHWELL



SERELY  
ALCARAZ



JOHN  
MATTONE



ARTHUR  
CARMAZZI



DARELYN  
DJ MITSCH



BRENDA  
BENCE



DR JOHN  
C MAXWELL



DR  
PETER  
CHEE



# MEGA GURU GLOBAL STRATEGIC PARTNERS



## Dr. Marshall Goldsmith

- World #1 Executive Coach
- World's #1 Most Influential Leadership Thinker
- Author of #1 New York Times bestsellers



## Dr. Peter Chee

- World #1 Coach for Strategic Innovation awarded by Dr. Marshall Goldsmith
- Global Gurus World #1 Coaching Professional
- President and CEO of ITD World
- Creator of Coaching for Breakthrough Success & The Situational Coaching Model



## Dr. Marcia Reynolds

- World #1 Professional Coaching Body: ICF Former Global President
- ICF Master Certified Coach (MCC)
- Authored several books including Coach the Person, Not the Problem; Outsmart Your Brain and Wander Woman



## John Mattone

- World #1 Coaching Guru by Global Gurus
- Executive Coach to Steve Jobs and PepsiCo CEO Roger Enrico
- Author of 10 books, including four best sellers on Amazon, Inc. Magazine



## Mark C. Thompson

- World #1 CEO Coach by Goldsmith Global Awards
- World #1 Leadership Growth Coach
- Author of New York Times bestselling books



## Dr. William Rothwell

- World #1 Succession Planning & Talent Management expert
- Best Selling Author of Over 180 HR and Management Books
- World Renowned Consultant and Professor, Penn State University

# MEGA GURU GLOBAL STRATEGIC PARTNERS



## Darelyn DJ Mitsch

- World #1 Coaching Body ICF former Global President
- First of 25 coaches to earn ICF Master Certified Coach (MCC)
- Wrote Coaching for Extraordinary Results, Team Advantage & Zombies to Zealots



## Thomas G. Crane

- Author of bestselling book The Heart of Coaching
- World renowned consultant & facilitator
- Founder & CEO, Crane Consulting U.S.A



## Arthur Carmazzi

- World #1 Organizational Culture thought leader
- Created Colored Brain Communication Inventory (CBCI)
- Developed HDMA Emotional profiling for “Psycho-Productivity”



## Serely Alcaraz

- #1 Master Trainer, Top Coach & Executive Director of ITD World
- Developed over 100,000 leaders globally for famous organizations
- Past president of ARTDO International and PSTD



## Brenda Bence

- #1 Global Branding Guru
- Built mega brands for Fortune 100 companies, including Procter & Gamble and Bristol-Myers Squibb
- Served in senior leadership positions for brands across 50 countries



## Dr. John C. Maxwell

- World's #1 Leadership Guru
- NY Times Best Selling Author of Over 80 Books
- Developed over 5 million leaders in 126 countries

TAKE FULL  
ADVANTAGE  
OF OUR

**TOP**

**STRENGTHS**

TO ACHIEVE YOUR GLOBAL  
COMPETITIVE EDGE



## 1 TALENT AND LEADERSHIP DEVELOPMENT SOLUTIONS

- **Aligning** People Development with Business Results and Strategy
- **Designing** Results based Solutions and Mapping of Competencies
- **Certified** Competent and Professional Leader
- **Certified** Master of Leadership
- **Enabling** the 10-20-70 Model for Optimum Results
- **Integrating** Training, Coaching, Mentoring and Action Learning and Assessments
- **Delivering** Bottom-line Results



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ADVANTAGE  
OF OUR

**TOP**

**STRENGTHS**

TO ACHIEVE YOUR GLOBAL  
COMPETITIVE EDGE



## 2 HIGH PERFORMANCE TEAM COACHING CULTURE SOLUTIONS

- **Global Center of Coaching Excellence (GCCE) Expert Resources**
- **Strategy and Execution Workshop & Consultation**
- **Executive Coaching** for Top Management & Top Talent
- **Certify** a Pool of Top Professional Coaches
- **Train & Develop** Leaders to be Competent Coaches, Mentors & Trainers
- **Blended Learning** Coaching & Mentoring Solutions
- **Designing** Coaching & Mentoring Results Matrix, Assessment, Process & Systems



TAKE FULL  
ADVANTAGE  
OF OUR

**TOP**

**STRENGTHS**

TO ACHIEVE YOUR GLOBAL  
COMPETITIVE EDGE



### 3 TALENT MANAGEMENT AND EMPLOYEE ENGAGEMENT SOLUTIONS

- Talent Management Strategy and Tactical Plan
- **Implementing** the Talent Management System and Matrix
- Potential Assessment and Succession Planning System
- **Certify** a Pool of Talent and Competency Professionals
- **Designing & Implementing** Engagement Systems, Tools and Surveys
- **Executing** Engagement Interventions and Results Measurement
- **Developing** and Certifying Leaders to Maximize Engagement



# PROFESSIONAL COMPETENCY CERTIFICATION PROGRAMS

- **Certified Master of Leadership (CML)**
- **Certified Coaching & Mentoring Professional (CCMP)**
- **Certified Chief Master Coach (CCMC)**
- **Certified High Performance Team Coach (CHPTC)**
- **Certified Performance Management Practitioner (CPMP)**
- **Certified Training Professional (CTP)**
- **Certified Talent Development and Learning Professional (CTLTP)**
- **Certified Talent & Competency Professional (CTCP)**
- **Certified Human Resource Professional (CHRP)**
- **Certified Human Resource Business Partner (CHRBP)**
- **MBA Essentials**



# CERTIFIED MASTER OF LEADERSHIP

THE WORLD'S BEST IN-HOUSE TALENT AND LEADERSHIP DEVELOPMENT SOLUTION

**Certified Master of Leadership (CML)** is a result based learning solution developed for senior to mid-level leaders and high potential talents.

6 Domains of  
**GLOBAL**  
leadership mastery



360°  
Leadership  
Assessment



Learning  
Workshops, Coaching  
& Mentoring



**RESULT** based Action  
Learning  
Projects & Management  
Review





# CERTIFIED MASTER OF LEADERSHIP

THE WORLD'S BEST IN-HOUSE TALENT AND LEADERSHIP DEVELOPMENT SOLUTION

## WHAT WILL THIS SOLUTION DO FOR YOU & YOUR ORGANIZATION?

- **INSPIRE** leaders to reach new heights of excellence.
- **ENABLE** application of learning, behavior and habit change.
- **CONNECT** learning to delivery of organizational results.
- **DEVELOP** and certify global leadership excellence competencies.
- **TRANSFORM** leaders and ensure consistent delivery of high performance.
- **ACCELERATE** the provision of a strong leadership pipeline talent for the future.
- **ACHIEVE** sustainable growth and competitive advantage.



## LEVEL 1 (6 months)

Phase 1 >> Leading Self  
Phase 2 >> Leading People

**Certificate of Professional Leadership  
(CPL)**



## LEVEL 2 (6 months)

Phase 3 >> Leading Growth  
Phase 4 >> Leading Strategy

**Certified Competent Leader  
(CCL)**



## LEVEL 3 (6 months)

Phase 5 >> Leading Execution  
Phase 6 >> Leading Innovation

**Certified Master of Leadership  
(CML)**



# CERTIFIED MASTER OF LEADERSHIP

THE WORLD'S BEST IN-HOUSE TALENT AND LEADERSHIP DEVELOPMENT SOLUTION

→  
**THE  
WINNING  
DELIVERY  
SYSTEMS  
MODEL**



**LEGEND:**  
M: Month(s)  
D: Day(s)



# CERTIFIED MASTER OF LEADERSHIP

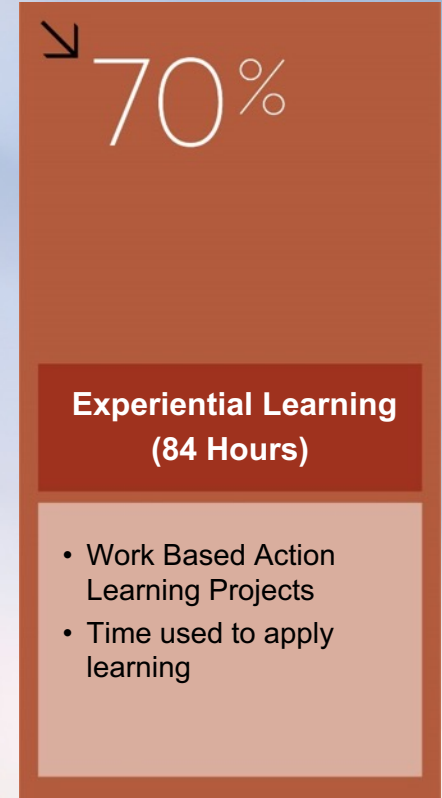
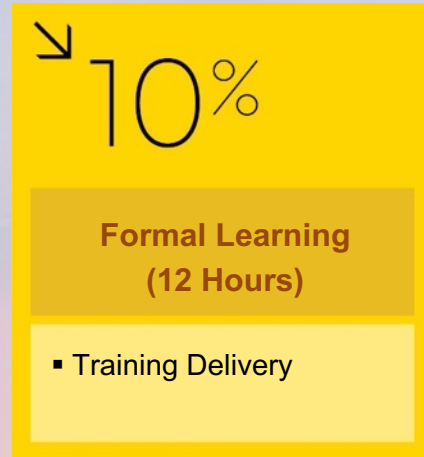
THE WORLD'S BEST IN-HOUSE TALENT AND LEADERSHIP DEVELOPMENT SOLUTION



## THE STAR MODEL



## → THE LEARNING RESULTS MODEL



← Each Cycle of Learning is **3 MONTHS** →



# GLOBAL CENTRE OF COACHING EXCELLENCE



The **Global Center for Coaching Excellence (GCCE)** is one of ITD World's flagship initiatives to empower leaders for coaching and mentoring greatness globally.

GCCE synergizes the most cutting-edge and impactful coaching and mentoring solutions, programs, and resources in one place to impart the highest standard coaching, mentoring, and leadership wisdom to profoundly impact people's lives all over the world.



# HIGH-PERFORMANCE TEAM COACHING AND MENTORING CULTURE

TAKE FULL ADVANTAGE OF ITD WORLD'S NO. 1 GREATEST STRENGTH

Senior Management & Talent  
**TALENT & LEADERSHIP  
DEVELOPMENT**



**A. Results-based Coaching  
Solution (12m)**

**B. Certified Master of  
Leadership (18m)**

**C. Executive Coaching &  
Mentoring Service  
(1-to-1 and team)**

Internal Certified Coach & Mentor  
**PROFESSIONAL  
CERTIFICATION**



**A Certified Coaching & Mentoring Professional (6m)**

- Essential Coaching Skills (ECS)
- Heart of Coaching (HOC)
- Essential Mentoring Skills (EMS)
- Coaching and Mentoring for Breakthrough Success CMBS)

**B Certified High Performance Team Coach (6m)**

- Team Advantage Coaching (TAC)
- Disruptive Team Coaching (DTC)
- Strategic Business Coaching (SBC)
- Exponential Growth Coaching (EGC)

**C Certified Chief Master Coach (12m)**

- Life Coaching (LC)
- Executive Coaching (EC)
- Disruptive Team Coaching (DTC)
- Strategic Business Coaching (SBC)
- Coaching Culture (CC)

All Leaders



**Training & Development**

- ECS
- HOC
- EMS
- CMBS
- Coaching
- LC
- EC
- DTC
- SBC
- CC
- TAC
- EGC

Techniques for  
Breakthrough Results  
(CTBR 1,2 & 3)

**Trainer Certification**

- Workshop
- Train-the-Trainer (TTT)
- Experiential Training
- Follow-up
- Mentoring
- Licensed Material
- Reinforcement Materials/Media

**Blended Learning: Face to Face (training, coaching & mentoring), E-Workshop, E-Coaching, E-Mentoring, E-Learning**

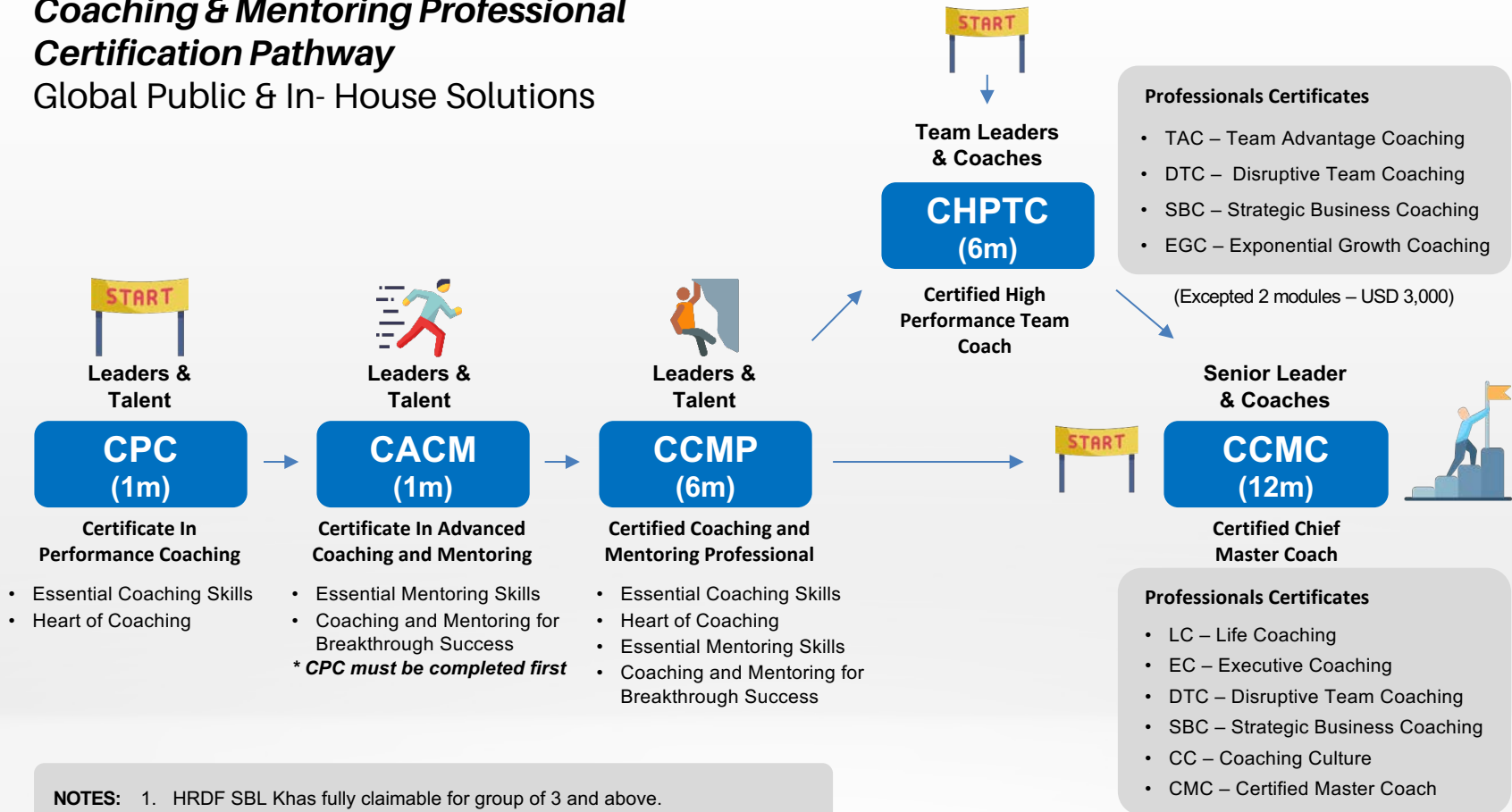
**1. Coaching and Mentoring Culture  
Strategy and Execution**

**2. Coaching and Mentoring Culture  
Assessment and Results Matrix**

**3. Coaching and Mentoring Culture  
Processes and Systems**

# Coaching & Mentoring Professional Certification Pathway

Global Public & In- House Solutions



**NOTES:**

- HRDF SBL Khas fully claimable for group of 3 and above.
- ICF approved courses: CPC, CACM, CCMP, CCMC (coming soon: CHPTC)
- All programs have eWorkshops, eLearning, and action learning



# CERTIFIED COACHING AND MENTORING PROFESSIONAL

WITH CERTIFICATE IN ADVANCED COACHING AND MENTORING

The **CCMP** program is recognized by the International Coach Federation (ICF) and approved for 83 Specific Coach Training Hours. Coaching, mentoring and growing people is indeed the most rewarding and fulfilling work of a lifetime



83 hours





## WHAT MAKES THE **CCMP** PROGRAM OUTSTANDING?



Brings together program intellect and design from the world's top authorities in coaching, mentoring and peak performance.



Recognized and approved by the International Coach Federation (ICF), the world's leading professional non-profit professional body for coaching.



Brings together program intellect and design from the world's top authorities in coaching, mentoring and peak performance.



Recognized and approved by the International Coach Federation (ICF), the world's leading professional non-profit professional body for coaching.



## WHAT MAKES THE **CCMP** PROGRAM OUTSTANDING?



Includes cutting-edge tools, learning materials and best-selling books to support effective learning, application and for ongoing research.



Uses training, coaching, mentoring, action and experiential learning. An all in one comprehensive results-based learning solution.



Comprehensive and effective assessment of each participant to demonstrate attainment of bottom-line results from coaching and mentoring.



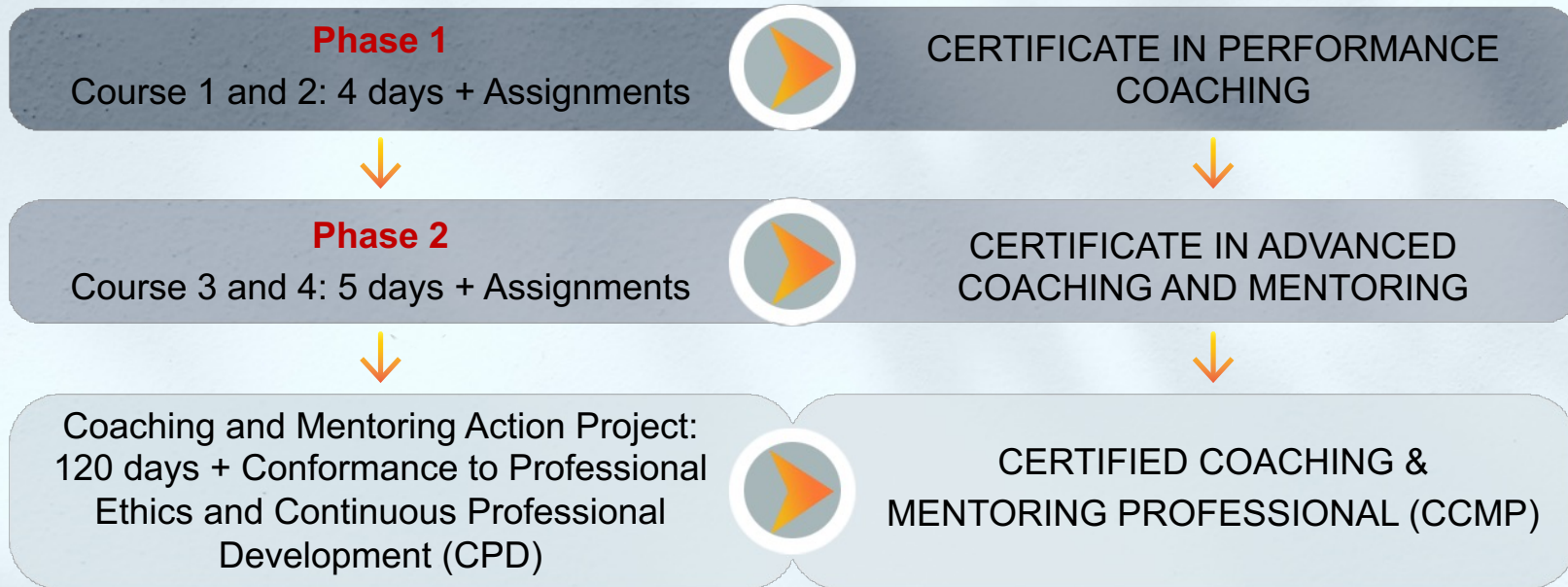
The 3 awards obtained throughout the program offers great reward for achievement and motivation to learn, apply and succeed.



## PROGRAM MAP

### THE 3 PHASES

### THE 3 AWARDS





160 hours



# CERTIFIED CHIEF MASTER COACH

**DR MARSHALL GOLDSMITH**

Executive Coach

**JOHN MATTONE**

Coaching Guru & Coach to Steve Jobs

**DR PETER CHEE**

Strategic Innovation Coach

**ARTHUR CARMAZZI**

Organizational Culture Guru

**DARELYN DJ MITSCH**

Professional Coaching Body: ICF Former Global President

**BRENDA BENCE**

Leadership Branding Guru

**DR MARCIA REYNOLDS**

Professional Coaching Body: ICF Former Global President

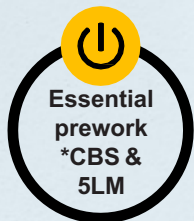


WORLD #1



# CERTIFIED CHIEF MASTER COACH

WORLD #1 THE ULTIMATE COACHING CERTIFICATION

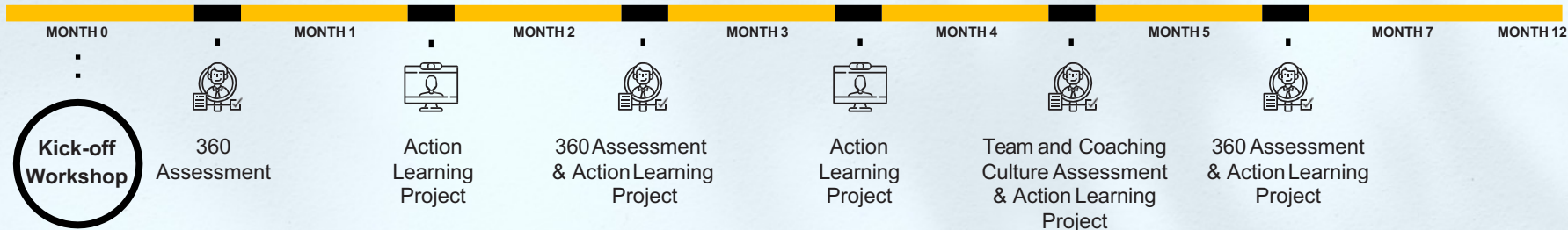


Essential prework  
\*CBS & 5LM



CMC Global Summit & Graduation

CCMC AWARD



Kick-off Workshop

360 Assessment



Action Learning Project



360 Assessment & Action Learning Project



Action Learning Project



Team and Coaching Culture Assessment & Action Learning Project



360 Assessment & Action Learning Project

## CCMC ROADMAP

### Live eWorkshops or Face-to-Face Sessions

<b>WORKSHOP 1</b>	Life Coaching for Holistic Happiness
<b>eWORKSHOP 2</b>	Executive Coaching for Profound Transformation
<b>eWORKSHOP 3</b>	Disruptive Team Coaching for High-Performance
<b>eWORKSHOP 4</b>	Strategic Business Coaching for Competitive Advantage
<b>eWORKSHOP 5</b>	Coaching Culture for Sustainable Growth
<b>GRADUATION</b>	Global CMC Summit and Graduation

### \* Prework eLearning and readings:

1. Coaching for Breakthrough Success (CBS)
2. 5 Levels of Mastery

\*\* Total learning hours per person = 160hrs  
(85hrs e-Workshops + 35hrs e-Learning hours + 40hrs action learning projects)



S H T N O M	<b>2</b>	CERTIFICATE IN LIFE COACHING	← ●	BY DR PETER CHEE WITH JOHN MATTONE	<b>1</b>
	<b>3</b>	CERTIFICATE IN EXECUTIVE COACHING	← ●	BY DR PETER CHEE WITH DR MARSHALL GOLDSMITH	<b>2</b>
	<b>4</b>	CERTIFICATE IN DISRUPTIVE TEAM COACHING	← ●	BY DR PETER CHEE	<b>3</b>
	<b>5</b>	CERTIFICATE IN STRATEGIC BUSINESS COACHING	← ●	BY DR PETER CHEE WITH MARK C. THOMPSON	<b>4</b>
	<b>6</b>	CERTIFICATE IN COACHING CULTURE	← ●	BY DR PETER CHEE WITH DR MARCIA REYNOLDS	<b>5</b>
	<b>7</b>	CERTIFIED MASTER COACH (CMC)	← ●	Complete five courses and demonstrate game-changing breakthrough results @ CMC Summit	<b>6</b>
	<b>12</b>	CERTIFIED CHIEF MASTER COACH (CCMC)	← ●	Implement coaching culture transformation project and deliver results	<b>7</b>

Peter is the overall course leader. John, Marshall, Mark and Marcia 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.



# CCMC → KEY DIFFERENTIATORS

- 1 - **Master** learning from five of the world's top coaching gurus and be coached by the best to be the best
- 2 - **Leverage** best practices and learnings from cutting edge toolkit, materials, mobile app and eLearning
- 3 - **Accelerate** game-changing breakthrough results by accomplishing challenging assignments and projects
- 4 - **Transform** and create a high-performance coaching culture for exponential and sustainable growth
- 5 - **Empower** your rapid growth by having a chief mentor-coach throughout your journey
- 6 - **Synergize** and network with mega gurus, top leaders, key talents and industry captains
- 7 - **Validate** mastery with five certificate awards, CMC, and CCMC
- 8 - **Gain** recognition and credibility with ICF accreditation and game-changing results beyond academic qualifications such as MBAs and PhDs





# CERTIFIED HIGH PERFORMANCE TEAM COACH

COACHED BY THE BEST TO BE THE BEST

**GLOBAL AUTHORITY**  
World #1 Coaching Body:  
ICF Former President

**DARELYN DJ MITSCH**

**GLOBAL AUTHORITY**  
Master Certified Coach (MCC)  
by ICF World #1 Coaching Professional Body

**SAMI BUGAY**

**GLOBAL AUTHORITY**  
World #1  
Strategic Innovation Coach

**DR. PETER CHEE**

**GLOBAL AUTHORITY**  
World Leading Talent &  
Success Planning Coach

**DR. WILLIAM ROTHWELL**

**GLOBAL AUTHORITY**  
Master Trainer & Top Coach  
ITD World

**SERELY ALCARAZ**

1 > Team Advantage Coaching 2 > Disruptive Team Coaching 3 > Strategic Business Coaching 4 > Exponential Growth Coaching



Scan here  
to register



**ITD WORLD**  
Your Global Coaching &  
Leadership Development Partner

<b>COMMENCING</b>	<b>5AM - 10AM</b>	<b>10AM - 3PM</b>	<b>5PM - 10PM</b>
	<b>New York EST GMT-4</b>	<b>London GMT + 1</b>	<b>Singapore SGT GMT +8</b>
<b>IN-HOUSE</b>			





# GLOBAL CHPTC ROADMAP



Team Assessment



Action Learning Project



Action Learning Project



Action Learning Project



Capstone Project



Team Assessment



Month 0

Month 1

Month 2

Month 3

Month 4

Month 5

Month 6

Essential prework

- \*CBS
- \*HPTC

Kick Off

**eWORKSHOP 1**

Team Advantage Coaching Excellence  
3 days (5hrs/day)

**eWORKSHOP 2**

Disruptive Team Coaching  
3 days (5hrs/day)

**eWORKSHOP 3**

Strategic Business Coaching  
3 days (5hrs/day)

**eWORKSHOP 4**

Exponential Growth Team Coaching  
3 days (5hrs/day)



HPTC Global Summit

## Live eWorkshops or Face-to-Face Sessions

## Date & Time (Live-Online)

Kick off

In-house option with dates to be confirmed

Team Advantage Coaching Excellence

Disruptive Team Coaching

Strategic Business Coaching

Exponential Growth Team Coaching

Global HPTC Summit

### \* Prework eLearning and readings:

1. Coaching for Breakthrough Success (CBS)
2. High Performance Team Coaching

\*\* Total learning hours per person = 130hrs  
(45hrs e-Workshops + 45hrs e-Learning hours + 40hrs action learning projects)

Session Times: GMT+8 Singapore 5pm-10pm, London 10am-3pm, NY 5-10am,



# AWARDS MAP



PHASES



## A W A R D S M A P

AWARDS



Peter is the overall course leader. Mitsch, Rothwell, Bugay and Alcaraz 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.



# RBC



## RESULT-BASED COACHING SOLUTION

EXECUTIVE COACHING FOR LEADERSHIP TRANSFORMATION AND BREAKTHROUGH BOTTOM LINE RESULTS



A customized **12-month** culture transformation solution that delivers breakthrough results with the synergy of customized power action learning workshops, vision & goal alignment, 360% assessment, 1-1 coaching, strategic & high-performance team coaching and management review methodology that enables a high-performance team coaching culture.

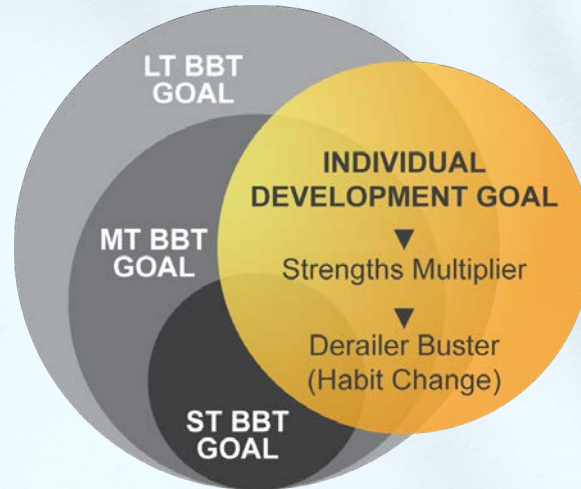


### **METHODOLOGY**

- 360 Degree Leadership Assessment and Profiling to assess development needs, leadership styles, strengths and areas for improvement.
- Workshop with Mind Mapping of the group business goal that is aligned with the company's overall business goal.
- Executive one on one coaching to unleash potential of leaders by drawing solutions from them to achieve their individual development and business breakthrough goal.
- Group coaching with leaders challenging each other to come up with innovative solutions, execution plan and how to synergize to reach the overall company's breakthrough goal.



**OUTCOMES  
AND RESULT  
SMARTEST  
MOST  
COMPELLING  
BREAKTHROUGH  
GOAL**



1. Alignment of Corporate/Business Breakthrough Goals and Individual Development Goals.
2. Achievement of Corporate/Business Breakthrough (BBT) Goals and Development Goals.
3. Effective Strategy and Execution.
4. Highly Engaged High-Performance Teams.
5. Strong Collaboration Between Leaders and Their Teams.
6. Leaders as Great Role Models That Grow and Multiply Leaders to Enable Sustainable Growth.

# RBC



## RESULT-BASED COACHING SOLUTION

EXECUTIVE COACHING FOR LEADERSHIP TRANSFORMATION AND BREAKTHROUGH BOTTOM LINE RESULTS



Customization

Management Review

Management Review

360°  
Feedback

360°  
Feedback



# LEADER'S DAILY ROLE IN ENGAGING PEOPLE AND TALENT

MAXIMIZING RESULTS, ENGAGEMENT AND RETENTION

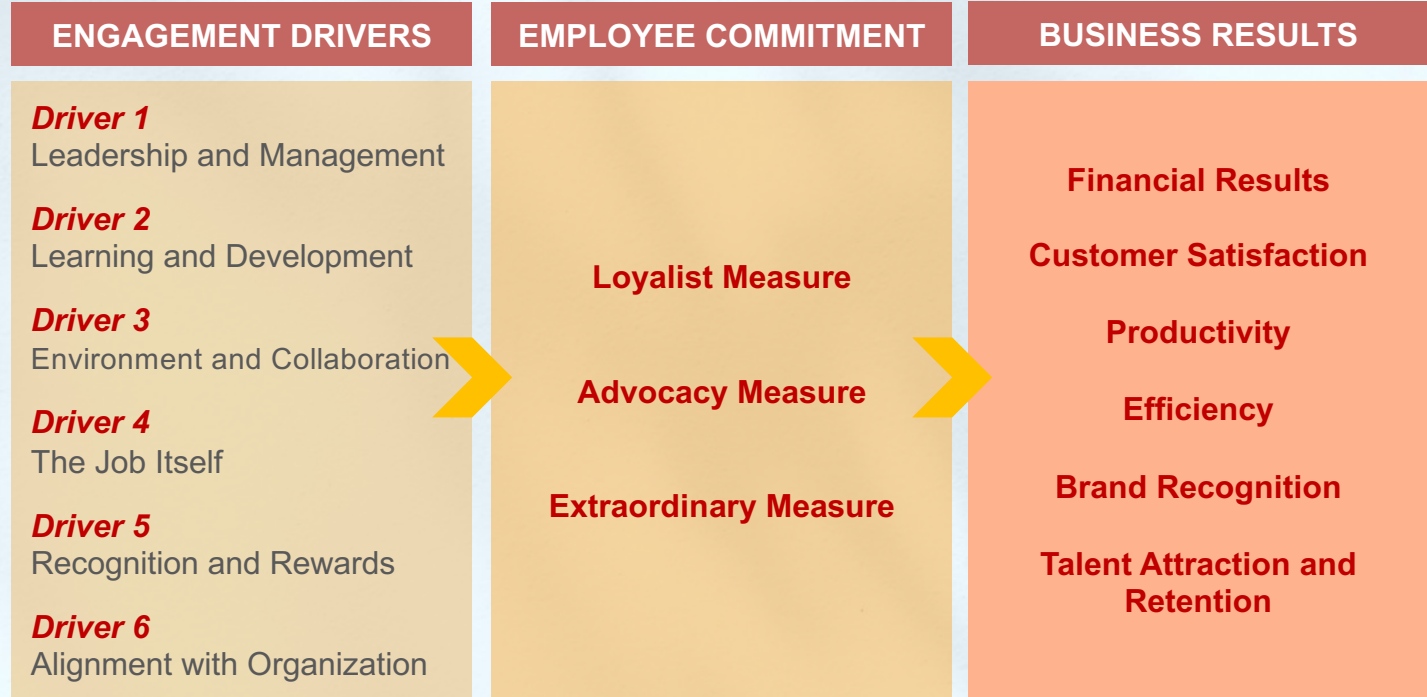


***GREAT LEADERS*** are the ones that genuinely engage with their people on a daily basis. They are involved in developing talent and creating great results with people through coaching, mentoring and energizing conversations.

**Engaging talent and creating a highly motivated team** produces astonishing results. The higher the levels of engagement, the more visible its effect on performance improvement, productivity, talent retention, excellent customer service, financial results and sustainable business growth.



## EMPLOYEE ENGAGEMENT MODEL



TALENT ACCELERATOR & MULTIPLIER **THE 10-MINUTE LEADER**

## ACCELERATED COACHING

## TIPS &amp; BEST PRACTICE MODEL

- **Ask** Great Questions
- **Listen** Attentively and Empathetically
- **Appreciate** and **Encourage**
- **Avoid** Telling & Giving Advice
- **Get Consent** Before Giving Suggestion
- **Offer Feedback** as Needed
- Use the power of **focus** and **simplify**
- **Summarize** the key issues
- Move to **Action** and **Commitment**
- Provide Continuous **Support** and **Follow up**

## ACCELERATED MENTORING

## TIPS &amp; BEST PRACTICE MODEL

- **Match** right expertise and expectations
- **Effective preparation** by mentor and mentee
- Build high trust relationship and exceed expectations
- Ensure effective **goals** and **challenges**
- **Reflect**, create and share power stories and models
- Be a great role model with effective dialogues
- **Frame** and reframe for a winning mindset
- Share network connections and create opportunities
- **Customize** multimethod, multisensory experience
- Action commitment, review and encouragement



## THE GREAT MANAGER MODEL



## ITD WORLD → Profile Overview

ITD World is an **award-winning global coaching, talent, and leadership expert** with presence in **six continents** and a mission to **transform leaders and change the world for the better**. Our core customer value innovation centres in the areas of results-based coaching, leadership and talent development, corporate training, professional competency certifications, action learning, mentoring and consulting for **clients worldwide**. Having trained and developed leaders from over **80 countries**, for over **30 years**, we have served **thousands of organizations globally**, including many of the world's leading **multinational corporations**, government agencies, non-profits, and institutions. Our ability to deliver comprehensive solutions to leading global organizations leverages on the award-winning expertise of our talented, **technologically competent multicultural team around the world**.

We embody the core values of **Love, Innovation, Synergy, Trust, Excellence, and Nurture (LISTEN)** to enable outstanding results that makes profound impact using **face-to-face and online** deliveries. We offer an extensive range of over **338 world-class programs** with more than **200 dedicated mega gurus, top international resource persons**, trainers, speakers, coaches, consultants, leaders and key talent from around the world. We collaborate globally and strategically with top mega gurus including **Dr. Marshall Goldsmith, John Mattone, Dr. William Rothwell, Dr. John C. Maxwell, Marcia Reynolds, Arthur Carmazzi, Brenda Bence, Dr. Peter Chee, Darelyn DJ Mitsch, Martin Grunburg and Thomas G. Crane**, among others. We have a solid proven track record and endorsements from many leaders from global organisations including from:

- **UNITED NATIONS** for delivering splendid development programs since 2007
- Managing Director of **Intel** for enabling OUTSTANDING BREAKTHROUGH RESULTS and for being the BEST LEADERSHIP AND TALENT DEVELOPMENT EXPERT
- CEO of a **Telenor** company, for ITD World being at the forefront of the global leadership transformation field in the delivery of the 12 MONTHS RESULT BASED COACHING (RBC) SOLUTION
- European sensor manufacturer **AMS** for delivering the HIGHEST QUALITY GLOBAL LEADERSHIP DEVELOPMENT PROGRAM after winning the best global leadership development award
- **CENTRAL BANK OF MALAYSIA** for successfully delivering 18 MONTH LEADERSHIP AND CULTURE TRANSFORMATION PROGRAM

# ITD WORLD →

## Profile Overview *cont'd*



Dr. Peter Chee is the CEO of ITD World. He was ranked among the **top three global coaching gurus** and has been awarded the **World #1 Coach for Strategic Innovation** by Dr. Marshall Goldsmith, the World #1 Leadership Thinker. ITD World takes a unique approach to achieve tangible results for clients by emphasizing **people and culture transformation, and sustainable bottom-line results and growth**. ITD World's capability to provide **customized, innovative, and comprehensive** coaching and leadership development solutions to leading global organizations has been widely recognized with various awards and accolades by loyal clients.

Our awards, recognitions and publications include Winner of the **ARTDO International HRD Excellence Award** in recognition for outstanding contribution to international Human Resource Development and bestowed the **Brand Laureate International Award** for the **Best Brand in Training**. Cutting edge books co-authored with the world's Top Mega Gurus **Marshall Goldsmith, Jack Canfield, Brian Tracy and William Rothwell: "5 Levels of Mastery", "Coaching for Breakthrough Success", "12 Disciplines of Leadership Excellence", "Leaders Daily Role in Talent Management", and "Becoming an Effective Mentoring Leader."**

Ultimately, ITD World's vision is all about people. Our ITD WORLD **100MILLION LEADERS MANDATE** is an ongoing program to touch the lives of 100million leaders globally through complimentary coaching and leadership development programs. Under this mandate, the **ITD LOVE THE WORLD INITIATIVE (LWI)** was established to freely share coaching knowledge, wisdom, and expertise for adding tremendous value to the global community of leaders. The truly shared meaning behind ITD's torch goes beyond global excellence, it's about uplifting and bringing 'light' to people's lives and helping individuals, organizations and nations attain their aspirations. It is about fulfilling dreams of building a happier and better world.



Your Global Coaching &  
Leadership Development Partner

[www.itdworld.com](http://www.itdworld.com)

Follow us on      / ITDWORLD

## **MALAYSIA**

### **ITD PENANG (Head Office)**

Tel: +604 228 3869

E-mail: [itdpg@itdworld.com](mailto:itdpg@itdworld.com)

## **ITD KUALA LUMPUR**

Tel: +603 6203 3880

E-mail: [itdkl@itdworld.com](mailto:itdkl@itdworld.com)

## **SINGAPORE**

### **ITD INTERNATIONAL PLE LTD**

Tel: +65 85 556 001

E-mail: [itdsg@itdworld.com](mailto:itdsg@itdworld.com)

## **THAILAND**

### **INTERNATIONAL ITD LTD**

Tel: +662 116 9336 to 7

E-mail: [itdbkk@itdworld.com](mailto:itdbkk@itdworld.com)

## **VIETNAM**

### **ITD VIETNAM**

Tel: +84 28 38 258 487

E-mail: [itdhcmc@itdworld.com](mailto:itdhcmc@itdworld.com)

## **PHILIPPINES**

### **ITD CONSULTING GROUP INC**

Tel: +632 8887 7428

E-mail: [itdmanila@itdworld.com](mailto:itdmanila@itdworld.com)

## **CAMBODIA**

### **ITD-LDC**

Tel: +855-23 555 0505

E-mail: [itdcambodia@itdworld.com](mailto:itdcambodia@itdworld.com)

## **INDONESIA**

### **ITD-GLC**

Tel: +6221 2930 8710

E-mail: [itdjakarta@itdworld.com](mailto:itdjakarta@itdworld.com)

## **MYANMAR**

### **ITD - BCTC**

Tel: +959 765 222 103

E-mail: [itdmyanmar@itdworld.com](mailto:itdmyanmar@itdworld.com)

## **MEDITERRANEAN**

### **ITD MEDITERRANEAN**

Tel: +90 532 263 6666

E-mail: [itdmediterranean@itdworld.com](mailto:itdmediterranean@itdworld.com)

## **USA**

### **ITD USA**

Tel: +1 (512) 825-8392

E-mail: [itdusa@itdworld.com](mailto:itdusa@itdworld.com)

## **BRAZIL**

### **ITD BRAZIL**

Tel: +55 11 99961 9706

E-mail: [itdbrazil@itdworld.com](mailto:itdbrazil@itdworld.com)

## **EUROPE**

### **ITD EUROPE**

Tel: +55 11 99961 9706

E-mail: [itdeurope@itdworld.com](mailto:itdeurope@itdworld.com)

## **AUSTRALIA**

### **ITD AUSTRALIA**

Tel: +61402254889

E-mail: [itdaustralia@itdworld.com](mailto:itdaustralia@itdworld.com)

## **AFRICA**

### **ITD AFRICA**

E-mail: [itdafrica@itdworld.com](mailto:itdafrica@itdworld.com)