CCMC CERTIFIED CHIEF MASTER COACH

COACHED BY THE BEST TO BE THE BEST

ITD WORLD
Your Global Coaching & Leadership Development Partner

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

HRD CORP CLAIMABLE

COMMENCING
MARCH 31, 2027

ICF Level 2 ICF-Accredited Coaching Education

160 hours

5AM - 10AM	10AM - 3PM	5PM - 10PM
New York EST	London	Singapore SGT
GMT-4	GMT +1	GMT +8



JOHN MATTONE
WORLD #1
Coaching Guru & Coach to Steve Jobs

DR MARSHALL GOLDSMITH
WORLD #1
Executive Coach

BRENDA BENCE
WORLD #1
Leadership Branding Guru

DR PETER CHEE
WORLD #1
Strategic Innovation Coach &
Global Gurus Coaching Professional

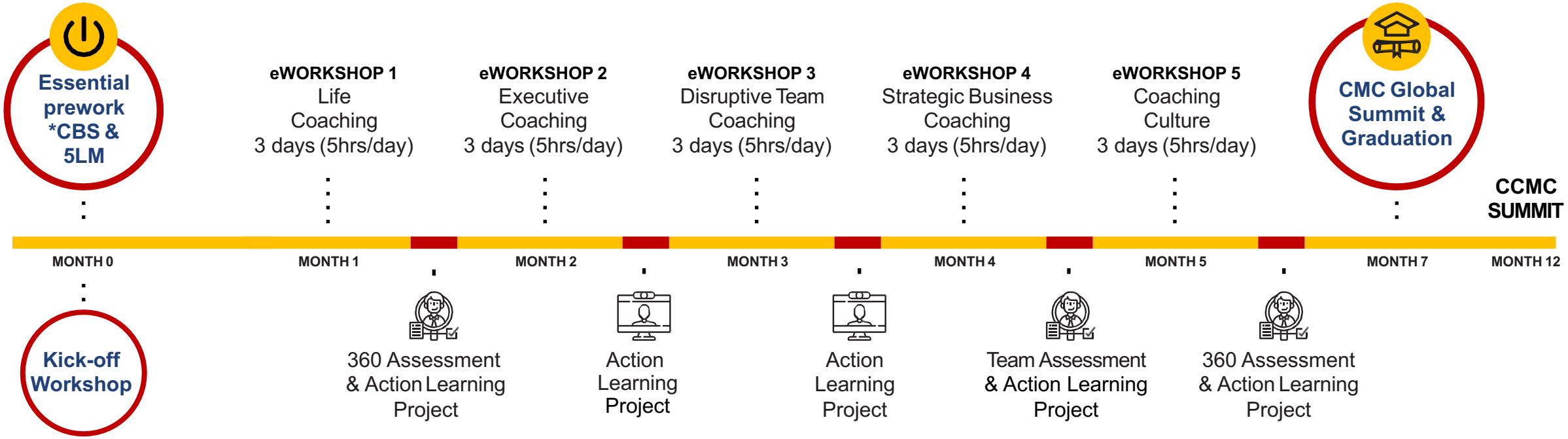
DARELYN DJ MITSCH
WORLD #1
Professional Coaching Body: ICF Former Global President

DR MARCIA REYNOLDS
WORLD #1
Professional Coaching Body: ICF Former Global President

DR COLEEN HACKER
Coach of WORLD #1
& Olympic Champions

ARTHUR CARMAZZI
WORLD #1
Organizational Culture Guru

CCMC ROADMAP



How the Program is delivered: Live eWorkshops Sessions	Date & Time (2027-2028) (Live-Online)
Kick off	March 31, 2027
Life Coaching for Holistic Happiness	April 28 – 30, 2027
Executive Coaching for Profound Transformation	June 2 – 4, 2027
Disruptive Team Coaching for High-Performance	June 30 – July 2, 2027
Strategic Business Coaching for Competitive Advantage	July 21 – 23, 2027
Coaching Culture for Sustainable Growth	Aug 25 – 27, 2027
Global CMC Summit	Oct 21 – 22, 2027 F2F (CMC Graduation – Dec 3, 2027)
Global CCMC Summit	March 30 – 31, 2028 (CCMC Graduation – May 12, 2028)

*** 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)

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

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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 high-performance 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 game-changing results beyond academic qualifications



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AWARDS MAP

AWARDS MAP

MONTHS	AWARDS	PHASES	COURSES
2	CERTIFICATE IN **LIFE COACHING**	BY **DR PETER CHEE** WITH **JOHN MATTONE**	1
3	CERTIFICATE IN **EXECUTIVE COACHING**	BY **DR PETER CHEE** WITH DR MARSHALL GOLDSMITH & DR COLLEEN HACKER	2
4	CERTIFICATE IN **DISRUPTIVE TEAM COACHING**	BY **DR PETER CHEE** WITH **DJ MITSCH**	3
5	CERTIFICATE IN **STRATEGIC BUSINESS COACHING**	BY **DR PETER CHEE** WITH **BRENDA BENCE**	4
6	CERTIFICATE IN **COACHING CULTURE**	BY **DR PETER CHEE, DR MARCIA REYNOLDS & ARTHUR CARMAZZI**	5
7	**CERTIFIED MASTER COACH (CMC)**	Complete five courses and Capstone 1 project to demonstrate results @ CMC Summit	6
12	**CERTIFIED CHIEF MASTER COACH (CCMC)**	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.



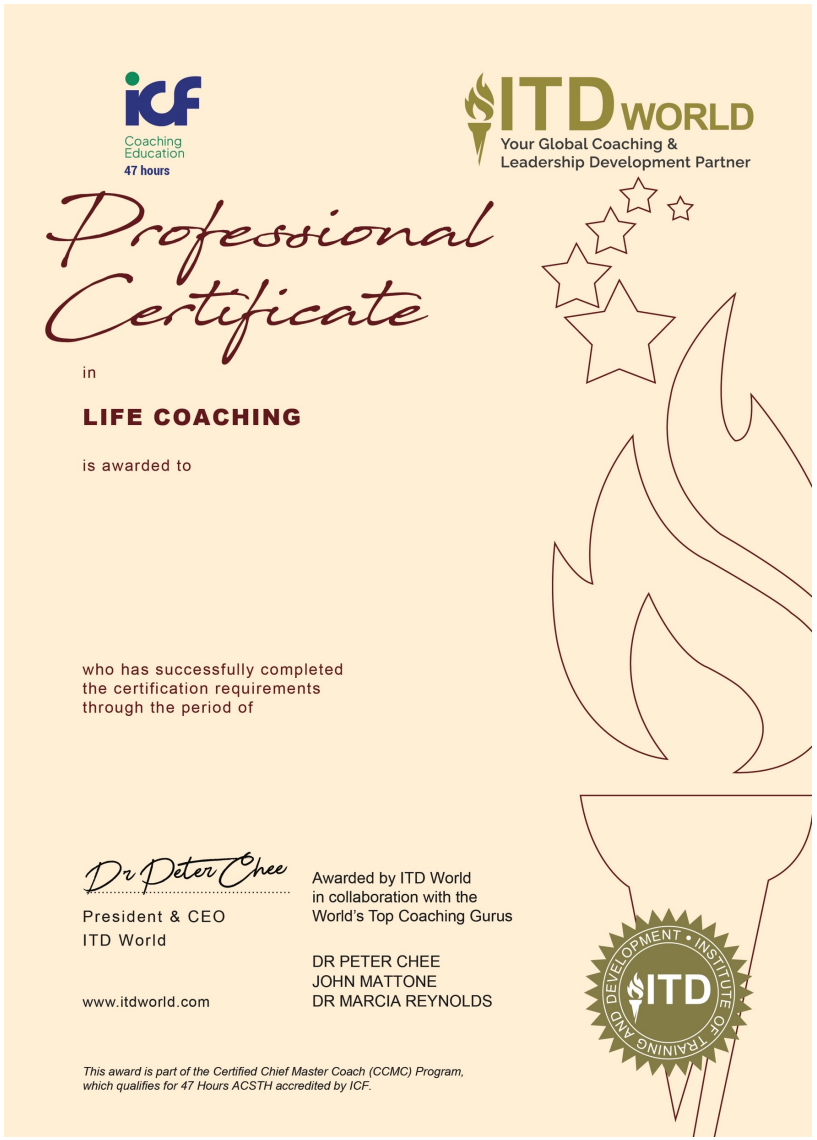
ASSESSMENTS

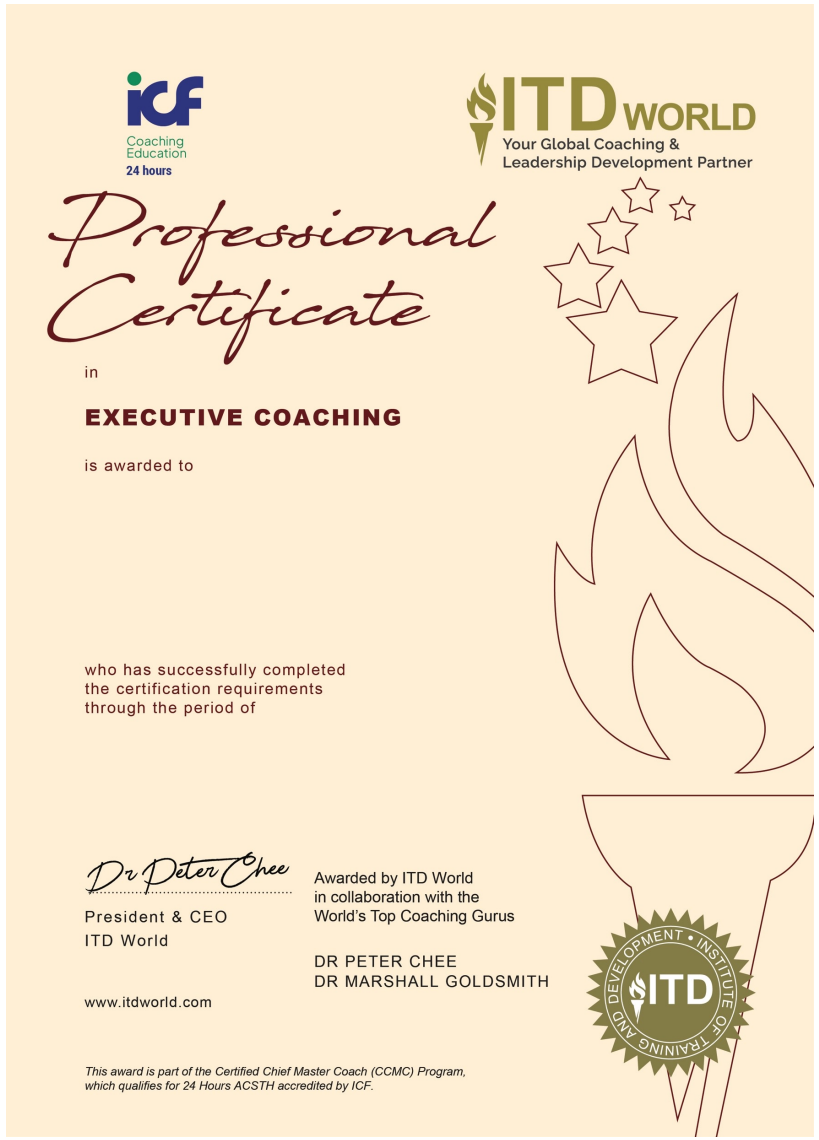
1. Pre and Post 360 Degree Leadership Assessment
2. Challenging stretch assignments during live-online sessions
3. Action Learning Assignments at the end of each of the five courses to demonstrate progress and results (Leading to five different professional certificates)
4. Capstone 1 Project: Creation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



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Certificates







Certificates





Certificates





Digital Badges – CMC & CCMC

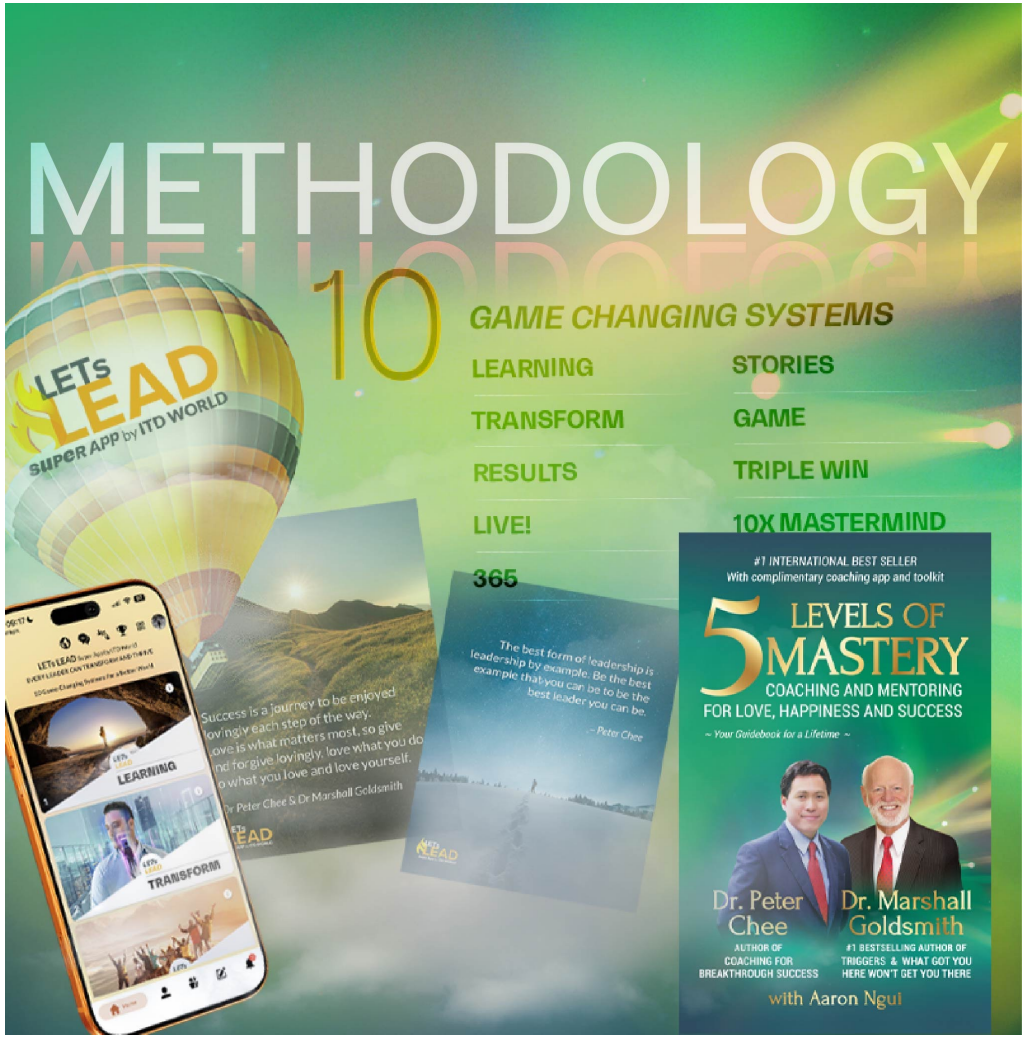




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METHODOLOGY

1. eLearning and prework – Coaching for Breakthrough Success and 5 Levels of Mastery for strong foundation
2. eWorkshop – Cutting-edge models & 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. LETs LEAD 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



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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)
2. 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/



* ITD World reserves the right to replace faculty members as needed
** CCMC mega guru sessions include a combination of Live sessions, simulcast and recorded sessions
* Full payment due upon acceptance
** Fees paid are not refundable; ITD World allows for the participant to defer to another intake or a replacement be made

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LIFE COACHING FOR HOLISTIC HAPPINESS

BY DR PETER CHEE WITH JOHN MATTONE

CCMC

OVERVIEW

Focuses on creation and enhancement of life purpose, vision, goals, strategies, action steps, plans and execution for synergistic, holistic and sustainable love, happiness and success in life.



Objective and Outline

1. 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 purpose-driven 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

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EXECUTIVE COACHING FOR PROFOUND TRANSFORMATION

BY DR PETER CHEE WITH DR COLLEEN HACKER & DR MARSHALL GOLDSMITH

CCMC

OVERVIEW

Focuses on transforming the executive through behavior and habit change that achieves the intended objectives for the executive and the organization.



Objective and Outline

1. 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
5. 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)

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DISRUPTIVE TEAM COACHING FOR HIGH PERFORMANCE

BY DR PETER CHEE WITH DJ MITSCH

CCMC

OVERVIEW

Focuses on engaging the team in discovery, planning and achieving team-based objectives and enabling high performance teams.



Objective and Outline

1. Understand the value of team coaching and the creation of high-performance teams
2. Apply effective assessments and best practices of disruptive coaching and high- performance 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 game-changing 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

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STRATEGIC BUSINESS COACHING FOR COMPETITIVE ADVANTAGE

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

CCMC

OVERVIEW

Focuses on creation and enhancement of organizational mission, vision, values, goals, strategies, tactics and action plans to enable massive and effective execution for attainment of organizational objectives.



Objective and Outline

1. 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
4. 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

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COACHING CULTURE FOR SUSTAINABLE GROWTH

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

CCMC

OVERVIEW

Leaders at all levels and groups within the organization will be equipped to use coaching as a key enabler for driving transformation towards breakthrough results for sustainable growth, culture transformation and competitive advantage.



Objective and Outline

1. 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
5. 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

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HIGHLIGHTS

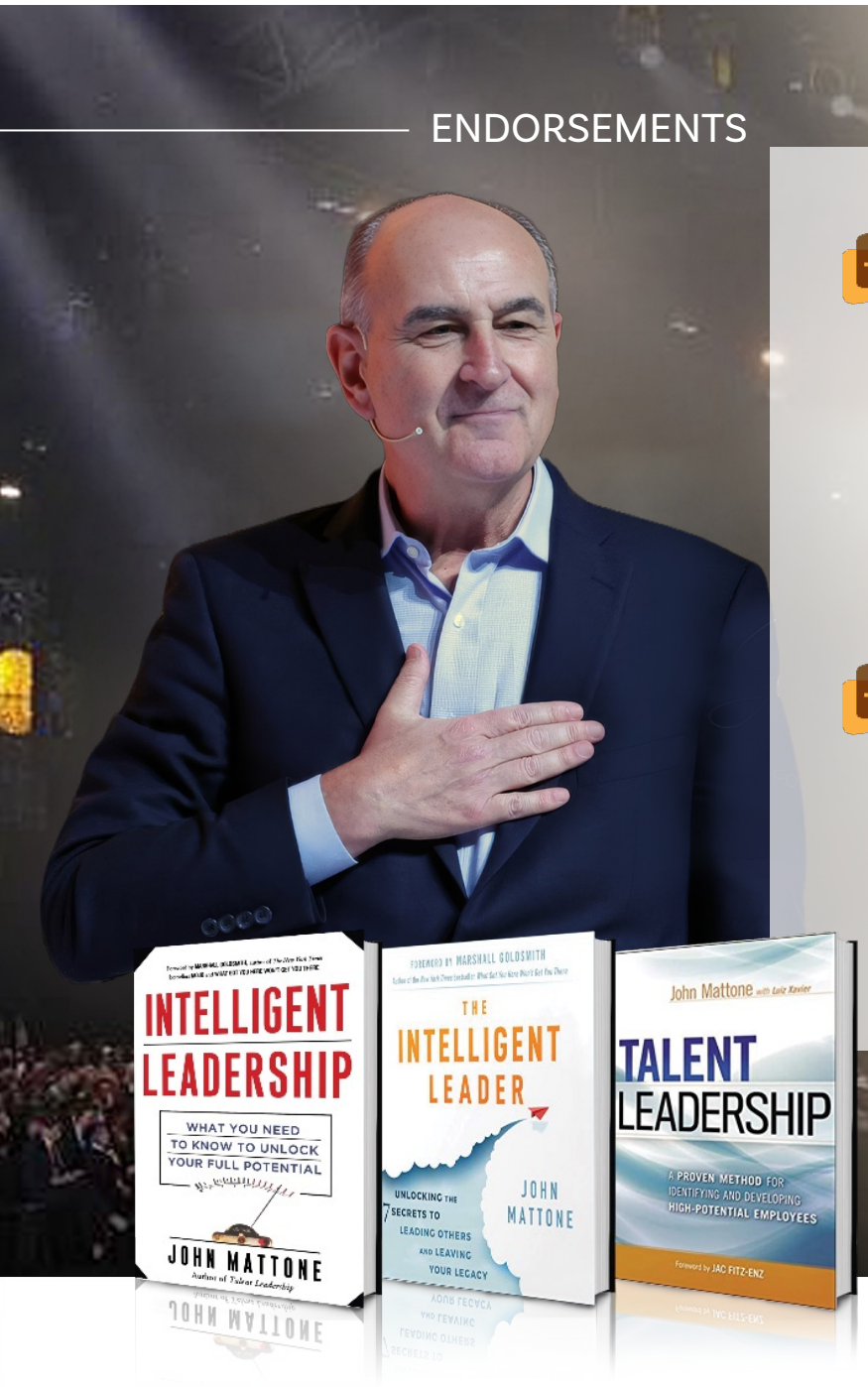
JOHN MATTONE

6x World #1 Coaching Guru & Coach to Steve Jobs

1. Executive Coach of Steve Jobs, Apple's late founder & the CEO of Pepsico
2. 6 Times World #1 Coaching Guru on 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) ExecutiveCoaching philosophy and process

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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.

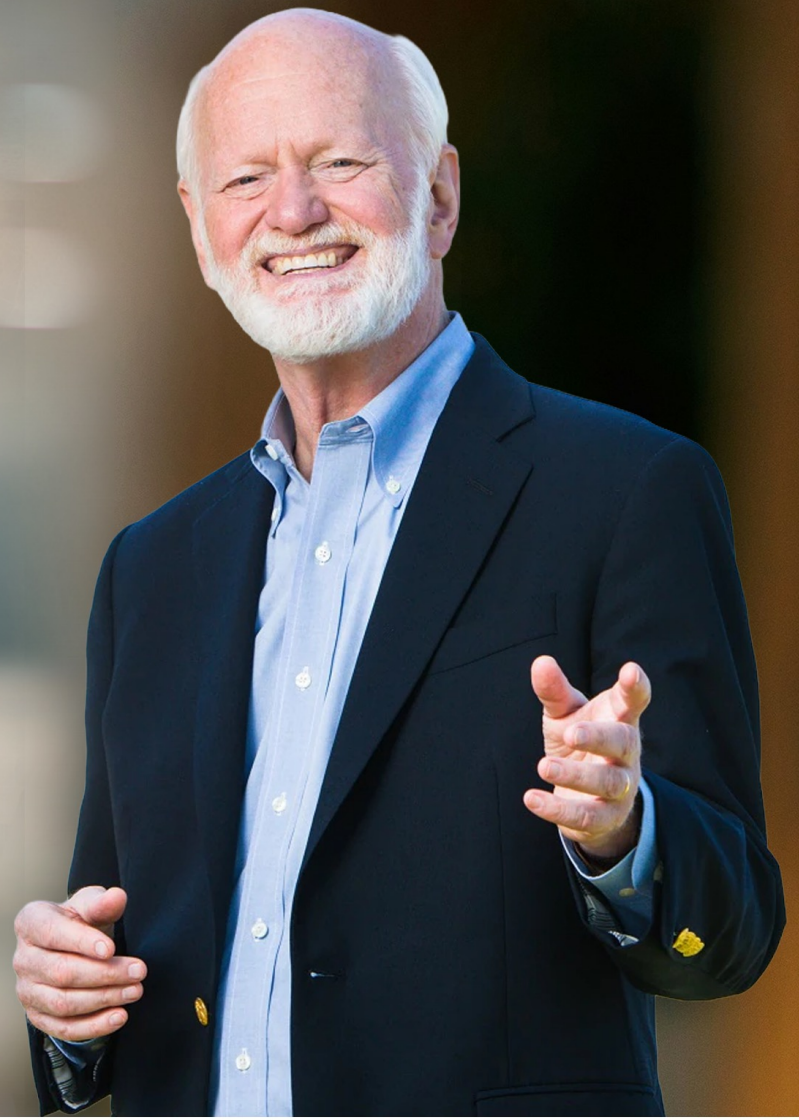
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HIGHLIGHTS

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. Author of over and editor of 49 books

For more information, please log on to **https://itdworld.com/dr-marshall-goldsmith/**

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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



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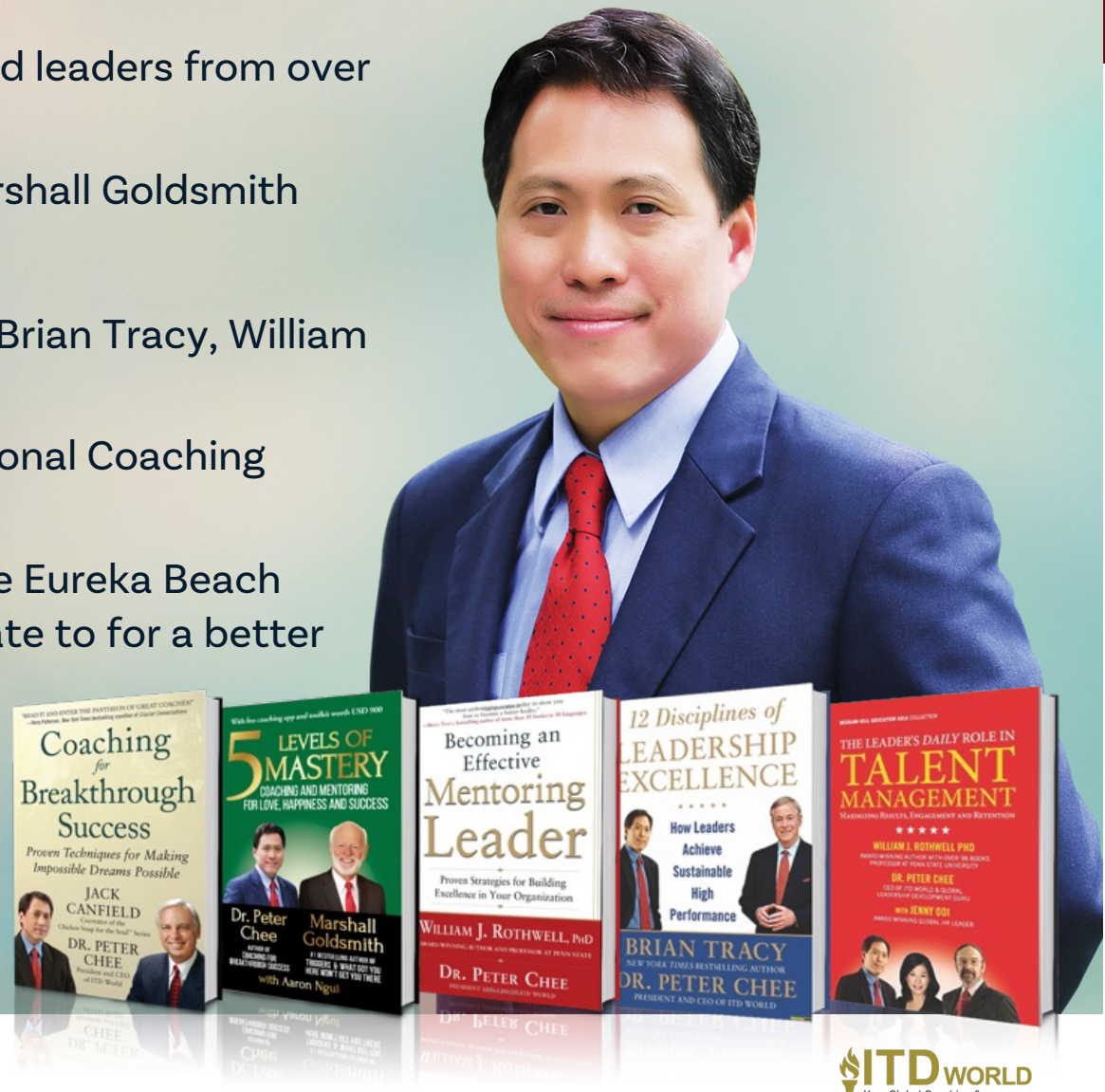
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HIGHLIGHTS

World #1 Coaching Professional

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 #1 Coaching Professional by Global 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
6. Passionately coaches global leaders via his signature Sunrise Eureka Beach Coaching (SEBC) & champions the 100million leaders mandate to for a better world
7. Recognized in the inaugural Coaches50 by Thinkers50, honoring the world's most influential executive coaches
8. Doctor of Business from University of South Australia



LEARN FROM THE BEST TO BE THE BEST

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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, IntelVNAT*

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.



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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





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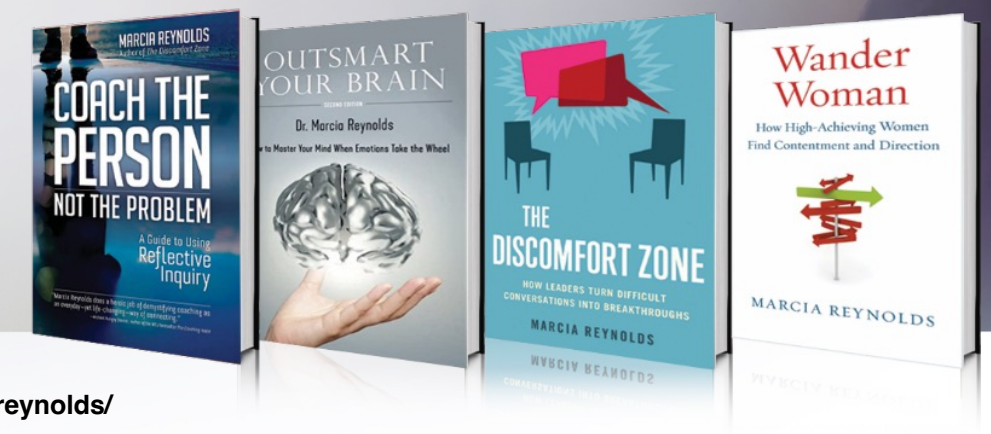
For more information, please log on to **https://itdworld.com/darelyn-dj-mitsch/**

HIGHLIGHTS

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



For more information, please log on to **https://itdworld.com/dr-marcia-reynolds/**

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Global Gurus #3 Executive Coach Worldwide | Thinkers50 Coaching Legend | C-Suite Succession Coach & Strategic Advisor

BRENDA BENCE



1. Ranked the World's #3 Executive Coach and the #1 Branding Professional by Global Gurus
2. Recognized as a Coaching Legend by Thinkers50
3. C-Suite Succession Coach and Strategic Advisor to CEOs, Boards, and Executive Leadership Teams at Global Fortune 500 companies
4. For more than two decades, has personally coached CEOs, C-Suite and senior leaders from 60 nationalities, across six continents and 70 industries – including Microsoft, Google, Accenture, Bank of America, Deloitte, IBM, General Electric, and 3M
5. Inducted into the Professional Speaker Hall of Fame
6. Brings rare Fortune 100 operating experience, having built and led billion-dollar brands for Procter & Gamble and Bristol-Myers Squibb
7. Author of 12 award-winning books, including Master the Brand Called YOU™
8. MBA from Harvard Business School

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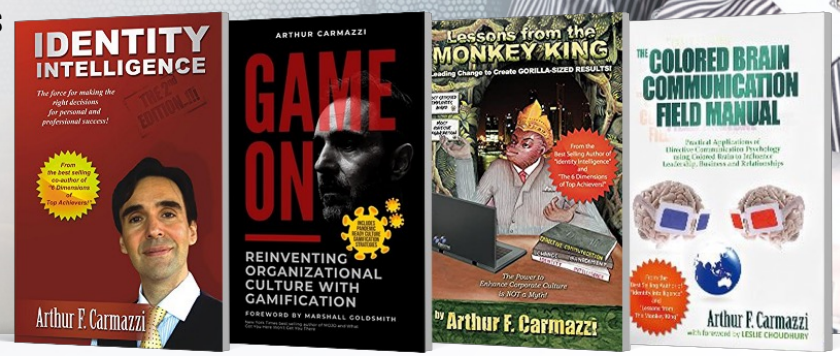
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HIGHLIGHTS

World #1 Organizational Culture Guru

ARTHUR CARMAZZI

1. World #1 Organizational Culture thought leader
2. World #12 Leadership thought leader
3. 25 years corporate culture transformation experience
4. Created Colored Brain Communication Inventory (CBCI)
5. 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



For more information, please log on to **https://itdworld.com/arthur-f-carmazzi/**

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HIGHLIGHTS

DR COLLEEN HACKER

Coach of World #1 & Olympic Champions



1. Coach of World #1 & Olympic Champions
2. 6-time U.S. Olympic Games coaching staff member.
3. Mental Skills Coach & Performance Psychology Specialist with the U.S. Women's National Soccer Team that won Olympic Gold and the FIFA World Cup.
4. Mental Skills Coach for Olympic medal-winning USA Hockey.
5. First woman to receive Association for Applied Sport Psychology (AASP's) top professional practice award.

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HIGHLIGHTS

Master Certified Coach 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



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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.

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Endorsement



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.

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Endorsement



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.

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Endorsement



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.

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Endorsement



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.

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Endorsement



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.

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Endorsement



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.

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Endorsement



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!

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Endorsement



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.

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Endorsement



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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