



EXECUTIVE COACHING

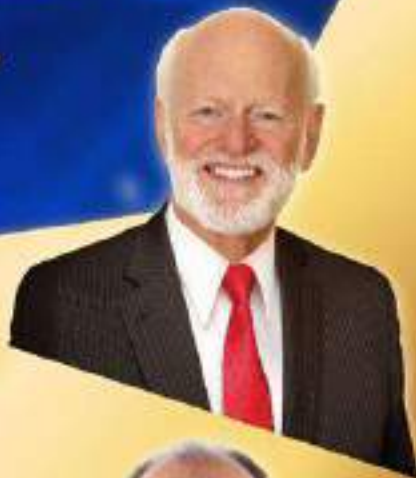
For Sustainable Results

MISSION: TRANSFORMING LEADERS AND CHANGING THE WORLD FOR THE BETTER

COACHED BY THE BEST TO BE THE BEST

**DR. MARSHALL
GOLDSMITH**

World #1
Executive Coach



**MARK C.
THOMPSON**

World #1
CEO Coach



**JOHN
MATTON**

World #1
Coaching Guru &
Coach to Steve Jobs



**DR. WILLIAM
ROTHWELL**

World #1
Succession Planning &
Talent Management Coach



DR. PETER CHEE

World #1 Strategic Innovation Coach



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ITD WORLD

The Global Leadership Development Expert

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OVERVIEW

Thank you for your interest in ITD World's Leadership and Coaching solutions. Based on our discussions, we have devised this solution to meet your needs and objectives:

This is a 12 to 18 months coaching and development journey delivered by our top global master coach

The **executive coaching** solution provides an optimum transformational development journey and goal alignment process to achieve sustainable and holistic bottom-line results.

INTRODUCTION

EXECUTIVE COACHING will make successful leaders even more successful by driving positive transformation for outstanding outcomes. The process empowers leaders to profoundly add more value to the organization they lead and the people around them.

Executive coaching opens the way for leaders to tap deeply to build upon past wins for greater achievements. Leaders transform by leveraging on their strengths, talents and passions to be better.



Leaders who experience positive behaviour and habit transformation multiply their value exponentially as their influence increases. They powerfully drive their teams to accomplish more to achieve big wins.

Transformed leaders are role models for others. This inspires people to follow in the footsteps towards betterment. The impact leaders have are powerfully felt as they reach higher levels of leadership excellence and multiply the goodness they have.



Different Approaches in the World of Coaching

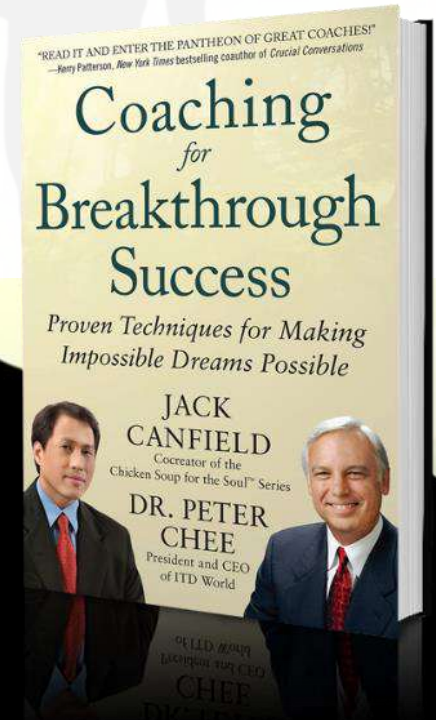
Depending on client needs, and the matching of expertise, the coach may use the following approaches to add maximum value to the client:

1. **Process Coaching** – ICF approach: Pure Professional Coaching
2. **Content Coaching** – Mentoring approach
3. **Sports Coaching** – Hybrid approach of Process Coaching, Content Coaching and other forms of adding value

Definition of Coaching

“Coaching is an empowering process of unleashing human potential by drawing out solutions from people through effective listening, asking great questions, using feedback, appreciating and continuously supporting people to take ownership and be accountable for taking action to realize their goals.”

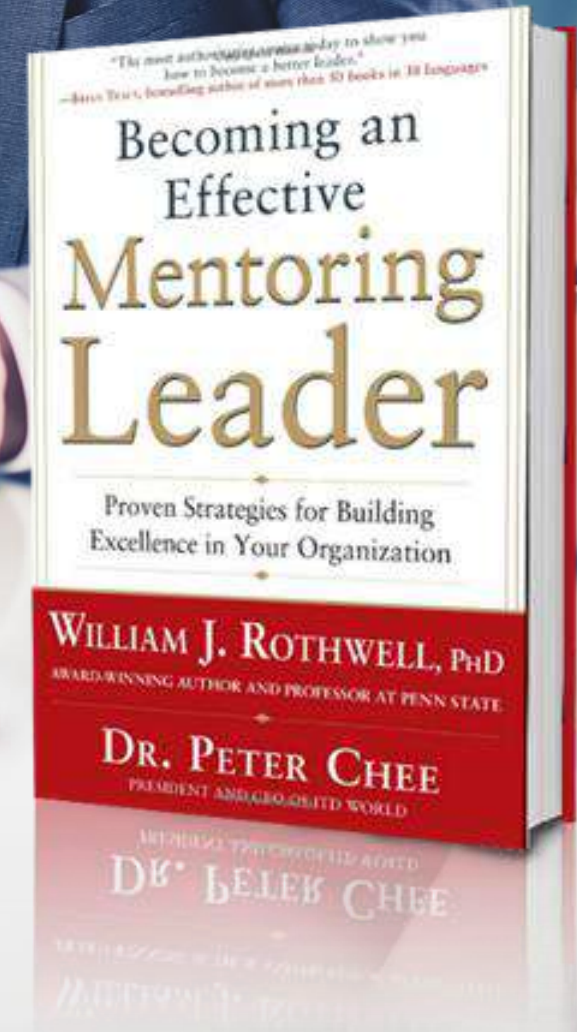
- ***Peter Chee & Jack Canfield***



Definition of Mentoring

“Mentoring is a relationship where a mentor becomes a role model to teach, advise and uplift the mentee through the sharing of knowledge, skills, experiences and connections that engages, inspires and develops the mentee.”

- ***Peter Chee & William Rothwell***



Major Benefits Of Executive Coaching

1. Higher EQ & better relationships
2. Higher engagement, creativity & satisfaction
3. Higher trust & collaboration
4. Increase influence & more effective leadership
5. Increase clarity & productivity
6. Increase motivation, empowerment & commitment
7. Accelerate talent & leadership development
8. Achieve stretched goals
9. Attain ultimate happiness whilst adding value to people

GREAT COACHES MAKE GREAT LEADERS

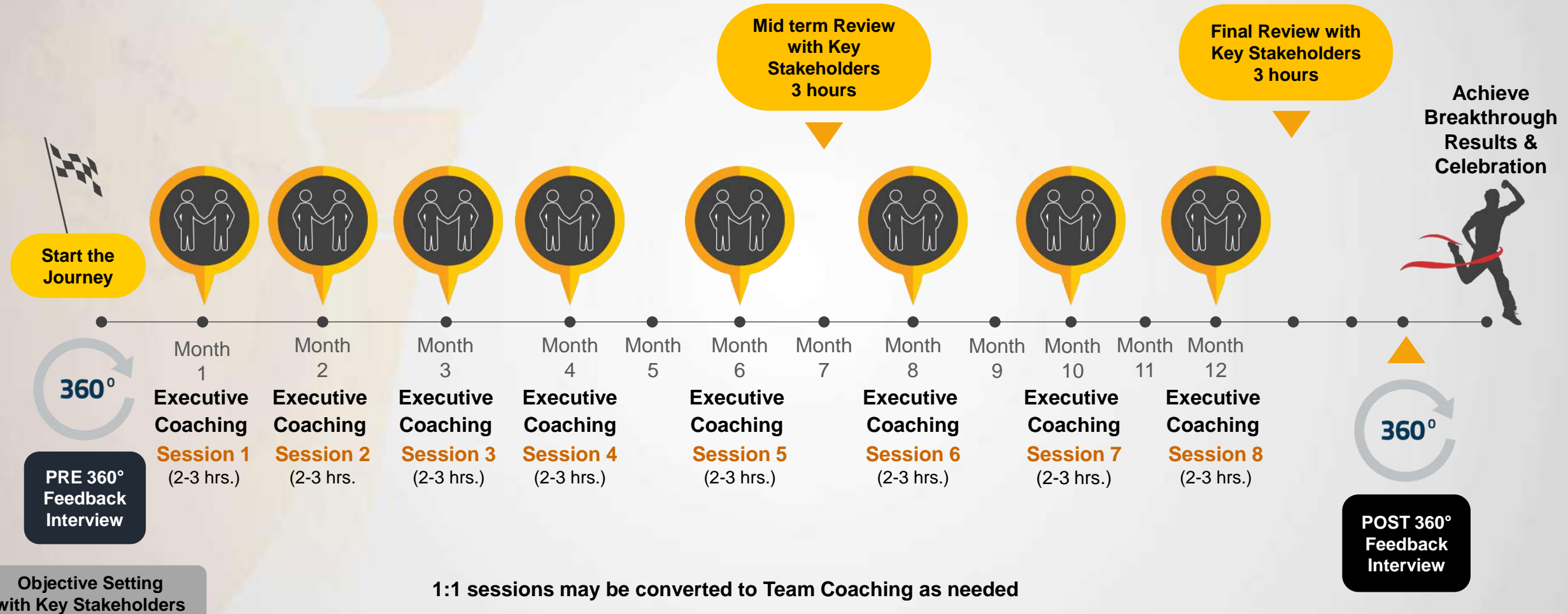
“A leader’s role is to maintain good relationships, enable performance and grow their people. Coaching accomplishes all of that”

- *Dr. Peter Chee & Jack Canfield*



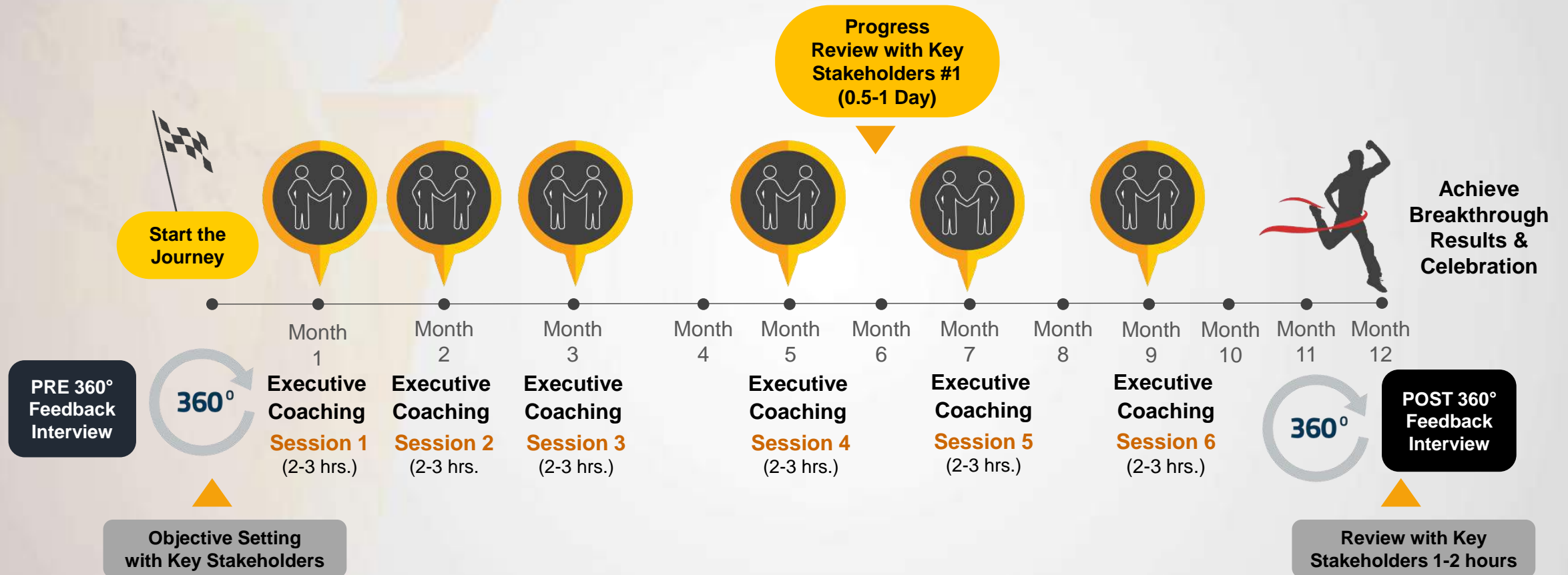
Executive Coaching Roadmap

Achieving Sustainable Results (8 sessions over 12 months)



Executive Coaching Roadmap

Achieving Sustainable Results (6 sessions over 12 months, with mid-term review)



1:1 sessions may be converted to Team Coaching as needed

COACHING METHODOLOGIES FOR BREAKTHROUGH RESULTS

1. **Assessment** – 360 feedback and other assessments reveals crucial patterns
2. **Alignment** - calibration with top management on alignment with organization
3. **Support** - agreement & backing from manager & top management
4. **Trust** - maintain believe, confidentiality, effective listening & touch the heart
5. **Modeling** - showing exemplary coaching & leadership habit by walking the talk
6. **Empowerment** - using great questions, intuition & influence to unleash potential
7. **Breakthrough Goals** - challenge to bring out the best in people for a compelling future
8. **Ownership** - coachee centered approach builds strongest commitment
9. **Team Coaching** - unleashing team synergy & collaboration to thrive on diversity
10. **Exploration**- generate innovative ideas & outliers that & create breakthroughs
11. **Discovery** – unleash & pinpoint the best and most effective solutions
12. **Strategies** - formulate winning strategies to achieve sustainable competitive advantage
13. **Tactics** - execute the strategies with the right enabling techniques
14. **Actions** - plan out the detailed steps, timeline & resources for impeccable implementation
15. **Roadblocks** - identify important roadblocks and how to overcome them
16. **Contingencies** - prepare back up plans and alternative options to win
17. **Feedback** –take advantage of feedback from the coach & others to triumph
18. **Strengths** - leverage on core talent and passion to create differentiation
19. **Derailer** - work to overcome the key stumbling block one at a time
20. **Simplicity** - focus on what's most important for getting the fastest and best results
21. **Awareness** - generate self-awareness, voluntary acceptance & high commitment
22. **Habit Change** - reframing of mindset, use 7P's to maximize achievement: (Purpose, Pleasure, Pain, Passion, People, Process, Persistence)
23. **Scorecard** - keeping the game exciting and ensuring that what gets measured and gets reinforced gets done better
24. **System** - setup a strong support structure to ensure effective execution of plans
25. **Follow up** - constant reminders & encouragement from coach and key supporters
26. **Accountability** - work with right partners & stakeholders to maximize actions & outcomes
27. **Sustainability** - holistic coaching and healing in work and life for love, happiness & success
28. **Evaluation** - formative and summative evaluation and management review on results
29. **Acknowledgement** - continuous appreciation and reinforcement of right actions & habits
30. **Celebration** - plan & rejoice at the outset, in line with key milestones & upon realizing the breakthrough goal.

COACHING FOR BREAKTHROUGH SUCCESS META MODEL

Coaching for Breakthrough Success - Making the Impossible Dream Possible

META MODEL 30-6-8 : *The Heart, The Mind & The Energy of A Coach*

PART 1

The Coaching Principles (TCP) - The Heart

1. The Coaching Spirit

- 1 : Believe in Human Potential for Greatness
- 2 : Fulfillment Flows from Adding Value to Others
- 3 : Bring Out the Best in People and Let Them Lead
- 4 : Use Influence Rather than Position
- 5 : Thrive on Challenges and Flexibility
- 6 : When We Grow Others We Grow Ourselves
- 7 : A Coach Still Needs a Coach

2. Relationship and Trust

- 8 : Maintain Authentic Rapport and Humor
- 9 : Touch a Heart with Care and Sincerity
- 10 : Practice Integrity and Build Trust

3. Asking Questions and Curiosity

- 11 : Curiosity Ignites the Spirit
- 12 : Ask Questions that Empower and Create Buy-In
- 13 : Avoid Judgmental and Advice-Oriented Questions
- 14 : Powerful Questions Release Solutions
- 15 : Asking Great Questions Requires Practice

4. Listening and Intuition

- 16 : Listen Rather than Tell
- 17 : Be Present and Turn Off Your Inner Dialog
- 18 : Avoid Jumping to Premature Conclusions
- 19 : Be Impartial and Non Judgmental
- 20 : Listen Deeply, Use Observation and Intuition

5. Feedback and Awareness

- 21 : Embrace Feedback to Triumph
- 22 : Awareness and Acceptance Cultivates Transformation

6. Suggestions and Simplification

- 23 : Get Consent Before Giving Suggestions
- 24 : Use the Power of Simplicity

7. Goals & Action Plans

- 25 : Establish Goal Ownership & Commitment
- 26 : Create Strategies and Action Plans for Goals
- 27 : Keep Score of Goals and Action Steps

8. Accountability & Accomplishments

- 28 : Support Goals Completion Continuously
- 29 : Accountability Drives Accomplishments
- 30 : Acknowledge Efforts and Progress

PART 2

Situational Coaching Model (SCM) - The Mind

- 1: G - Goals Paradigm
- 2: E - Exploration Paradigm
- 3: A - Analysis Paradigm
- 4: R - Releasing Paradigm
- 5: D - Decision Paradigm
- 6: A - Action Paradigm

PART 3

Achievers Coaching Techniques (ACT) - The Energy

- 1. Taking Full Responsibility for Results
- 2. Building Self-Esteem and Removing Roadblocks
- 3. Clarifying Your Life Purpose and Your Vision
- 4. Setting Effective Goals
- 5. Visualizing and Affirming Desired Outcomes
- 6. Planning for Action and Taking Massive Action
- 7. Using Feedback, Learning and Perseverance to Your Advantage
- 8. Using the Law of Attraction and Celebrating Your Success



Top Global Master Coaches & Gurus

Profile

EXECUTIVE COACHING

Focuses on transforming the executive through behavior and habit change to achieve the intended objective for the executive and the organization.

LIFE COACHING

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.



STRATEGIC BUSINESS COACHING

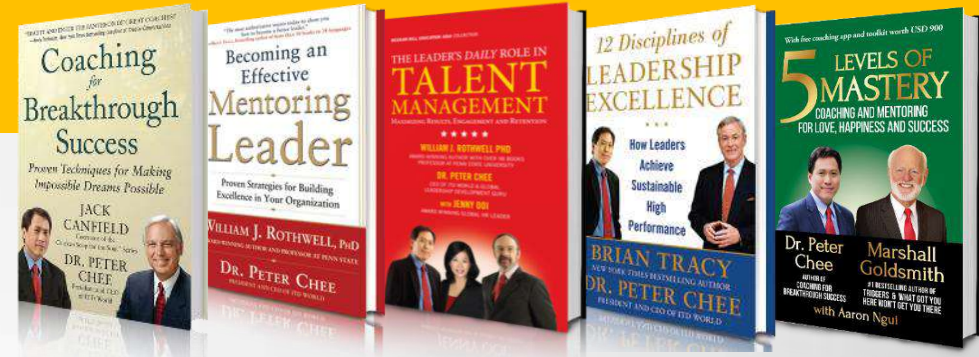
Focuses on creation and enhancement of organizational mission, vision, values, goals, strategies, tactics and action plans to enable strong execution for attainment of organizational goals.

TEAM COACHING

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

DR. PETER CHEE

- President and CEO of ITD World.
- World #1 Coach for Strategic Innovation awarded by Dr. Marshall Goldsmith
- 1st Asian ranked among the top four global coaching gurus.
- 1st Asian to co-author books with Jack Canfield, Brian Tracy, William Rothwell and Marshall Goldsmith
- Trained & developed leaders from over 80 countries.
- Creator of Coaching for Breakthrough Success & The Situational Coaching Model



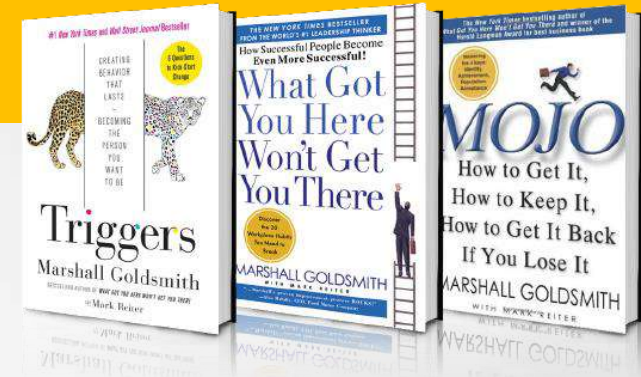


“Dr. Peter Chee is the World’s **#1 Coach for Strategic Innovation** that truly adds great value to people with the highest integrity.”

Dr. Marshall Goldsmith - World’s #1 Executive Coach

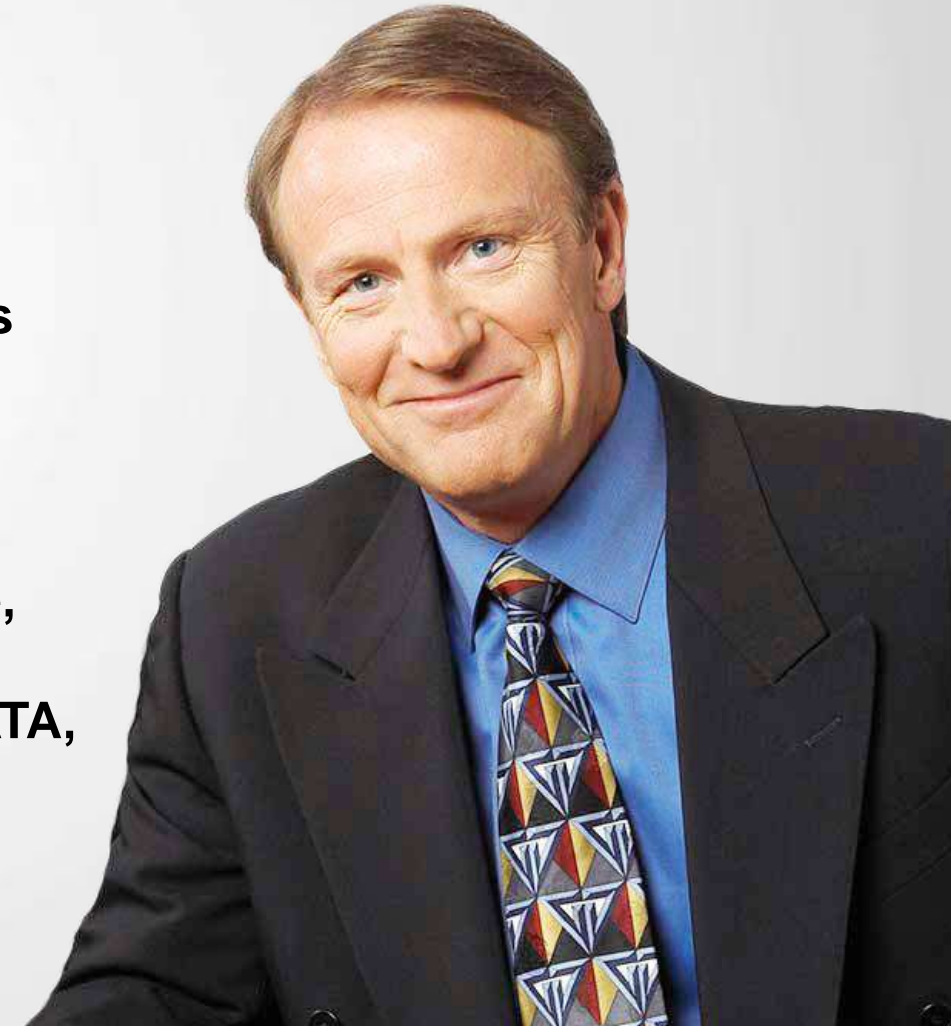
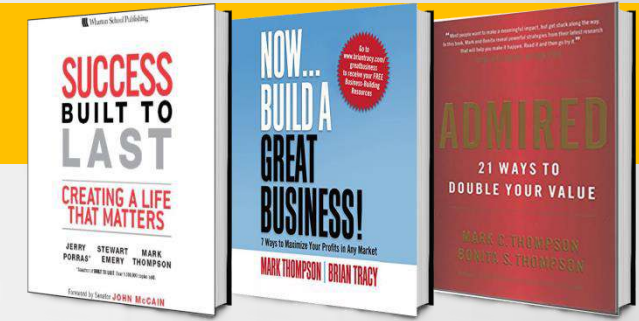
DR. MARSHALL GOLDSMITH

- **"World's #1 Leadership Thinker"** by Harvard Business Review.
- **"World's most Influential Leadership Thinker"** by Thinkers50
- **"#1 Global Coaching Guru"** by Global Gurus and Fast Company.
- **"America's #1 Executive Coach"** by Inc. Magazine.
- **"The most credible thought leader in a new era of business"** by The Economists.
- **Author and editor of 35 books.**



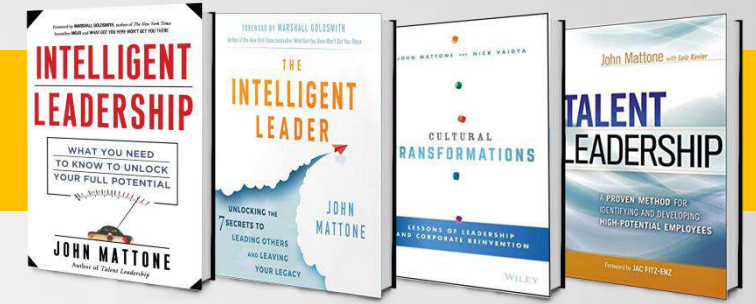
MARK C. THOMPSON

- World #1 CEO Coach by Goldsmith Global Awards
- World #1 Leadership Growth Coach
- Top 30 Leadership Speakers in Global Gurus
- Leadership coach to LYFT CEO, World Bank CEO, Richard Branson and Charles Schwab
- Author of three New York Times bestselling books
- More than 25 years of leading teams and building companies from the ground up
- Cofounded 12 firms with USD25billion of value
- Won 5 Tony Awards for Broadway plays
- Clients include American Express, Visa, Ford, Chevron, Nike, Stanford University, Microsoft, HP, US Embassy Singapore, Philips Lumileds, Schneider Electric, Intel, CISCO, NASA, TATA, Sony, Pfizer



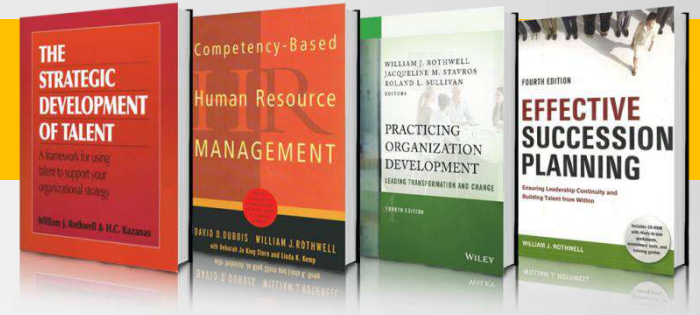
JOHN MATTONE

- Executive Coach of Steve Jobs, Apple's late founder
- World #1 Coaching Guru by Global Gurus
- World #1 leadership coaching blog by Feedspot.com
- Author of 10 books, including four best sellers on Amazon, Inc. Magazine
- Master Corporate Executive Coach (MCEC) certification from The Association of Corporate Executive Coaches, only one of four certified globally
- Created the Intelligent Leadership (IL) Executive Coaching philosophy and process
- Clients include, Amazon, Apple, Coca-Cola, IBM, International Monetary Fund (IMF), Ministry of Economy and Planning (Saudi Arabia), Oman LNG (Oman,) Pepsico, State of New York, United States Air Force, ZfU International Business School (Switzerland)



DR. WILLIAM J. ROTHWELL

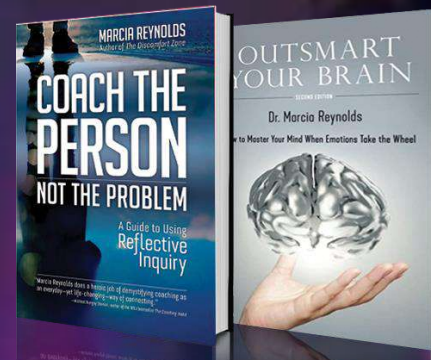
- Author of best-selling and award-winning books with over 150 titles
- World's #1 Authority on Talent and Succession Planning
- World-renowned Consultant and Professor, Penn State University
- Heads the #1 – ranked graduate program in HRD in the USA
- More than 35 years of experience in Performance, OD, HR and Consulting
- Chief Investigator for research on 5 ASTD competency studies
- Consultant to over 50 MNCs and Government organizations



WORLD #1 PROFESSIONAL BODY: ICF PRESIDENT 2019-2020

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 and Wander Woman





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