

DIGITAL LEADERSHIP

MAY 2025 EDITION

A special issue from ITD World Vietnam



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Letter from the Editors

Letter from the Editors

Dear valued readers,

This month we turn our attention to what it means to lead effectively in an increasingly digital world.

While technology plays a pivotal role, human-centric leadership remains essential for driving engagement, fostering collaboration, and achieving meaningful results in digital environments. We'll examine how leaders can leverage technology while maintaining strong human connections and fostering a positive organizational culture.

Furthermore, drawing on insights from Tsedal Neeley & Paul Leonardi's work in HBR, we'll explore the importance of Developing a Digital Mindset. This involves not just understanding technology but also embracing a mindset of adaptability, innovation, and continuous learning. We'll examine practical strategies for cultivating this mindset within individuals and across organizations.

By focusing on both human-centric leadership principles and the development of a digital mindset, organizations can empower their leaders to navigate the complexities of the digital age and drive sustainable success.

Wishing you a month of insightful exploration!

Warm regards,

ITD World Vietnam Team



02

Human Leadership in a Digital World

Source:
<https://itdworld.com/blog/leadership/human-leadership-in-a-digital-world/>

Human Leadership in a Digital World



The Importance of Human Leadership in a Digital World

Effective leadership in an increasingly digital world requires one to cultivate new skills, strategies, and mindsets to thrive and lead effectively. Even though digital leadership can be viewed as using technology and digital assets to address challenges, people still matter.

Successful digital leadership means appreciating that people play a crucial role in facilitating results. After all, it is the people who are executing the actions needed to overcome issues and problems organizations face. It is also the people who are leveraging

the technology and digital tools to enable business outcomes. This belief that all human beings have potential is important for leaders to cultivate to drive connections and results amid a digital revolution.

To improve performance and productivity in today's world, leaders should consider how they can strike a balance between people-centered skills and technological know-how. This could mean developing their own interpersonal approaches while getting familiar with the latest technological developments.

Human Leadership in a Digital World

“We talk about automating operations, about people, and about new business models. Wrapped inside those topics are data analytics, technologies, and software – all of which are enablers not drivers. In the center of it all is leadership and culture. Understanding what digital means to your company – whether you’re a financial, agricultural, pharmaceutical, or retail institution – is essential.”

Jim Swanson, Senior Vice President/CIO and Head of Digital Transformation, Bayer Crop Science

Key Skills for Digital Leadership



1. Technological Proficiency

Being the go-to expert may not be necessary for digital leadership. Even so, leaders must understand the technology that impacts their industry. This allows them to mitigate risks by making informed decisions. Leaders who understand how technology affects their operations are better able to leverage innovations for productivity gains.

Human Leadership in a Digital World

For instance, accounting firms using software from a decade ago may be missing out on efficiency gains compared to firms using the latest toolkit. Leaders who are familiar with the technology impacting their field are also more comfortable to leverage on new innovations to drive results. As an example, many organizations have moved their IT operations to the cloud to take advantage of the better speed, scalability, and security cloud services offer. As an example, many organizations have moved their IT operations to the cloud to take advantage of the better speed, scalability, and security cloud services offer.

2. Flexibility and Adaptability

Leaders in a digital world intuitively know the pace of change is rapid and relentless. As such, a good digital leadership skill is to be agile and adapt

to respond to market conditions. They should be capable of pivoting quickly in response to new developments and navigating the complexities of a digital economy.

Leaders who **thrive on challenges and flexibility** are better positioned to survive and thrive in today's dynamic landscape. For example, many organizations had to pivot their operations when the COVID-19 pandemic hit. Many adapted operations to leverage remote working. Leaders then demonstrated flexibility to implement the new workflows and processes to ensure productivity did not suffer during and after the transition.

It was no different with **ITD World** as face-to-face classes, programs, and workshops were no longer allowed at that time. Changes were quickly made to move sessions online to ensure business continuity.

Human Leadership in a Digital World

It was also at this time the leadership forged new strategic partnerships to enable the creation of the Certified Chief Master Coach (CCMC) program. The CCMC brings together some of the best leadership and coaching gurus in one profound journey to drive mastery and excellence.

3. Emotional Intelligence

Remote work and virtual teams used to be a niche concept. They were often talked about, but rarely experienced. Not so now. In a digital age, these are becoming the norm. Empowering their effectiveness means emotional intelligence (EQ) is more vital than ever as challenges in fostering collaboration, maintaining morale, and strong communication are amplified.

Leaders who demonstrate

strong digital leadership possess high EQ. They build strong relationships among their team members, forge strong collaborative ties across functions and departments, and enhance team morale. They do so by practicing active listening. This means they pay close attention to the speaker during online meetings and show understanding and empathy. They are also good communicators. Such leaders emphasize clear and transparent communication and leverage digital tools to keep people informed and engaged so information flows smoothly.

Also, high EQ leaders can manage conflicts effectively. This is done by addressing issues promptly and fairly to ensure team dynamics remain positive.

Human Leadership in a Digital World

Strategies for Effective Digital Leadership

1. Fostering a Digital Culture

Effective digital leadership aims to create a culture that embraces digital transformation. This involves encouraging experimentation, promoting continuous learning, and supporting innovation. Leaders must model these behaviors and create an environment where people feel empowered to take the initiative.

An oft-cited example is Google where employees there are allowed to spend 20% of their time on projects they are passionate about. Successful products like Gmail and AdSense are some of the results that emerged from this policy.

2. Leveraging Data-Driven Decision Making

The lifeblood of the digital world is data. Effective leaders leverage data to inform their decisions, drive performance, and anticipate trends. This requires a solid understanding of data analytics and the ability to interpret and act on data insights.

An example of using data to enable change is the robust **eAssessment** system from ITD World. This system lets organizations collect data to build actionable information so resources can be targeted at the right place for maximum effect.

The highly customizable system can collect data from various operational and strategic functions to provide insights into leadership competencies, employee engagement, high performance, and more.

Human Leadership in a Digital World

These insights help decision makers to pinpoint strengths and areas for improvement, facilitating targeted interventions and strategic resource allocation.

3. Encouraging Collaboration and Inclusivity

Digital tools and platforms facilitate collaboration across geographical and physical boundaries. Leaders must harness these tools to build inclusive and collaborative teams. This includes leveraging diverse perspectives and ensuring that all voices are heard.

An effective approach to foster collaboration and inclusivity is to stay curious. Leaders who cultivate an approach of **curiosity that ignites the spirit** can better tap into the strengths of inclusivity. People who remain

curious tend to seek out information from various sources and viewpoints. In a leadership role, driving exploration to discover new methods, processes, and approaches encourages people to speak up and be heard. Genuine curiosity allows for ideas to thrive, making people feel included and contributing to team success.

“Anyone should be able to tell me anything, that’s the culture we strive for.”

**Satya Nadella,
Microsoft CEO**

The Human Element in Digital Leadership

Although conversations surrounding digital leadership usually tend to be dominated by technology, the human element remains at the core of

Human Leadership in a Digital World

successful transformation. Leaders should balance the efficiencies and capabilities of tools with people's inherent need for connection, purpose, and well-being.

1. Maintaining Human Connection

Communication tools can bridge physical distances but paradoxically can sometimes create a sense of isolation too. Leaders should prioritize maintaining human connections and fostering a sense of community within their teams. This can be achieved through regular check-ins, virtual team-building activities, and creating opportunities for informal interactions.

A good approach during meetings, regardless if face-to-face or online, is to **be present and turn off your inner dialogue**. Being present means being focused on the

other person's agenda, making the mental space available for interaction, and demonstrating an understanding of the situation. Leaders who practice being present and turn off their inner dialogue during conversations and meetings make their presence felt and enhance the human connection.

2. Promoting Wellbeing in Digital Leadership

Burnout may be the result of the always-on nature of the digital world. To mitigate this, leaders who practice good digital leadership can promote wellness and well-being practices.

A quick primer on wellness is the **six-step BEDSMS** formula. These are:

Human Leadership in a Digital World

- Proper Breathing;
- Regular Exercises;
- A nutritious Diet;
- Sufficient Sleep;
- Natural Medicinal supplements; and
- Spiritual Fulfilment.

These six steps encapsulated into the BEDSMS formula let people start on the road towards good well-being.

3. Drive Leadership with Purpose

The pace of change can be overwhelming in a digital world. Leaders who provide a sense of purpose and direction equip their teams to better navigate the rapid shifts in the environment. Team members can stay anchored on the purpose and orient their way toward the right direction for business outcomes.

An example is the outdoor apparel company Patagonia. Their purpose is centered

on environmental sustainability. This attracts customers and potential team members who share similar values. The result is a loyal customer base and a committed work team.

“Instead of assuming only one group has all the solutions, scout around for those who have already fixed the challenges or have created something promising ... It’s really about using collective genius. We can get ourselves cross-organized and solve a lot more of these problems faster.”

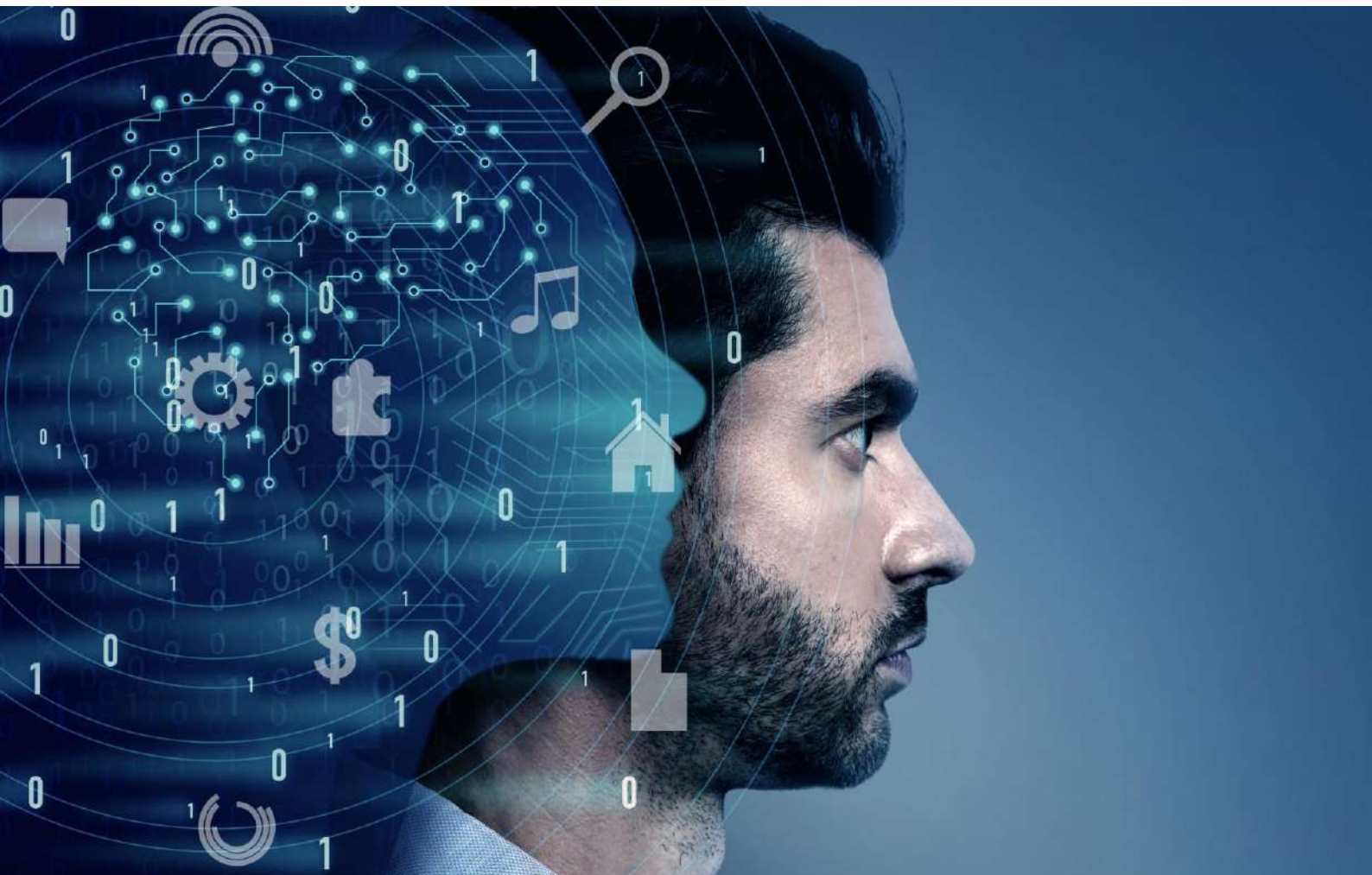
Megan Smith, served as US Chief Technology Officer under the Obama administration

03

Developing a Digital Mindset

Tsedal Neeley & Paul Leonardi

Source: <https://hbr.org/2022/05/developing-a-digital-mindset>



Developing a Digital Mindset

When Thierry Breton took over as CEO of the French IT services company Atos, in 2008, he knew that a massive and immediate digital transformation was necessary. Annual revenue had increased nearly 6% during the Great Recession, to \$6.2 billion, but Atos wasn't growing as fast as its competitors were. The company suffered from siloed business and functional groups, had limited pooling of global resources, and needed more innovation throughout the company. Digital transformation was the only way forward.

But what would that look like for an IT giant? Breton began by scaling and globalizing the company, which provides online transactional services, systems integration, cybersecurity, and more. He doubled the size of the workforce to 100,000 people, hoping to fend off the

competitors all around him, including digital-born start-ups from Silicon Valley, India, and China. Breton also laid out a plan to integrate AI and other data-driven technology into company processes and upskill the expanding workforce.

The three-year digital-transformation plan depended on creating a culture of continuous learning and required that employees develop what we call a digital mindset. Breton and his team debated options for how to approach those goals. Some believed a robust training program was the only way forward; others were convinced that people learn best on the job. They eventually created the Digital Transformation Factory upskilling certification program. The initial goal was to train 35,000 technical and nontechnical employees in digital technologies and artificial intelligence.

Developing a Digital Mindset

Notably, the upskilling program was voluntary. Breton's team launched an internal marketing campaign to encourage people to learn and get certified. It also instituted a peer and management nomination system to entice employees to join the program and offered rewards for achieving benchmarks in certification. The reasoning was that if employees got certified voluntarily, they would be more likely to internalize the new digital skills and modify their work behaviors accordingly. The learning programs accommodated everyone from data scientists and highly skilled engineers to people in traditionally non-technical functions, such as sales and marketing.

The results exceeded expectations. Within three years, more than 70,000 people completed their digital certification, in large part because employees understood that growth at the

company required digital fluency. Atos was clearly on the right track. Its revenue had reached close to \$13 billion by the time Breton left the company, in 2019, to become France's European Commissioner.

What Is a Digital Mindset?

Learning new technological skills is essential for digital transformation. But it is not enough. Employees must be motivated to use their skills to create new opportunities. They need a digital mindset. Psychologists describe mindset as a way of thinking and orienting to the world that shapes how we perceive, feel, and act. A digital mindset is a set of attitudes and behaviors that enable people and organizations to see how data, algorithms, and AI open up new possibilities and to chart a path for success

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in a business landscape increasingly dominated by data-intensive and intelligent technologies.

Developing a digital mindset takes work, but it's worth the effort. Our experience shows that employees who do so are more successful in their jobs and have higher satisfaction at work, they are more likely to get promoted, and they develop useful skills that are portable should they decide to change jobs. Leaders who have a digital mindset are better able to set their organizations up for success and to build a resilient workforce. And companies that have one react faster to shifts in the market and are well-positioned to take advantage of new business opportunities.

Like any other change initiative, digital transformation often encounters resistance, and early missteps are inevitable.

In our experience, companies do best when they focus on two critical areas:

(1) preparing people for a new digital organizational culture and

(2) designing and aligning systems and processes. In this article, we lay out the basic principles of this enormous undertaking, drawing lessons from Philips, Moderna, and Unilever. These companies offer a road map for developing digital mindsets in existing talent pools and aligning systems and processes to capitalize on digital proficiency.

Building a Continuous-Learning Culture

The health services company Philips recently transitioned its core competency from supplying health products to providing digital solutions. To bring employees along,

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it needed to create a continuous-learning environment. Philips partnered with Cornerstone OnDemand, a cloud-based learning and HR software provider, to build an AI-powered infrastructure that adapts to learners' specific needs and pace. Employees can share "playlists" of tailored lessons with colleagues, just as they share playlists on music-streaming services. The platform's social media function facilitates connection between new employees and more-experienced members who can serve as mentors, fostering more organic peer-mentor relationships than formal matching programs do.

Philips's leaders, who serve as the continuous-learning program's teachers, have emphasized the need for not only new knowledge but a cultural shift. They assume responsibility for their team members' futures, not just for managing work tasks, and they

share their expertise, knowledge, and passion during training sessions. The company collects data on how employees are using the platform, measures the correlation between continuous learning and performance, and examines how various tools help employees learn, in expected or unexpected ways.

The ability to develop a digital mindset depends on the extent to which employees internalize the undertaking. Thinking about how they will interact with and use new tools and how those tools will help them attain superior performance is essential to a successful digital transformation.

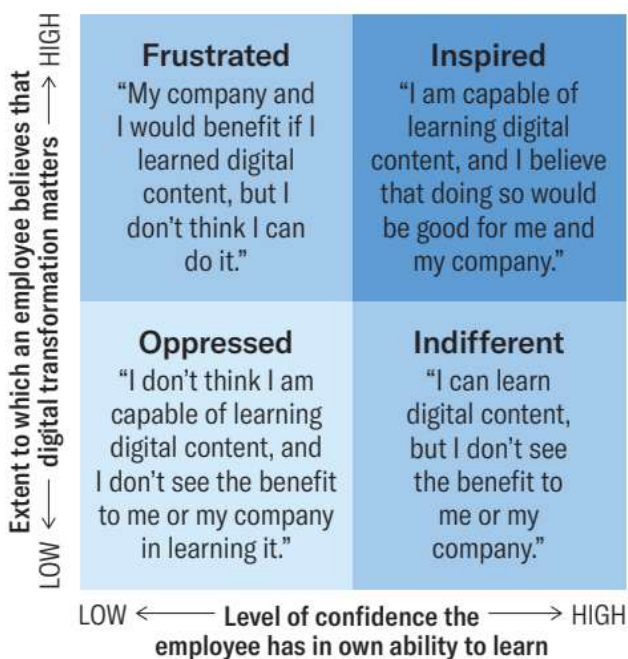
Accelerating Adoption

Digital change is often radical, and it involves shifting shared values,

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The Adoption Matrix

Digital transformation sparks a range of responses in employees.



norms, attitudes, and behaviors. That's a tall order, so it is helpful to kick things off with a bold stroke: an act that commands attention and prompts everyone in the company to understand that a new direction is required. (See "What Inexperienced Leaders Get Wrong [Hint: Management]" on HBR.org.) Examples include doing a major reorg, making an acquisition,

reallocating resources, hiring a digital transformation czar who reports to the CEO, and announcing that a legacy system is being phased out.

While signaling the new order creates momentum, it isn't enough. A bold stroke must be followed by a long march, one that begins with assessing how employees feel about the plans for digital transformation. Some may be apprehensive about the unknown; others may worry about their own capacity to learn and apply the new technology and skills to their jobs. These anxieties will affect technical and nontechnical roles. Employees may also be dubious about whether the digital transformation matters – to the company and to their jobs.

When implementing radical change, managers must carefully weigh these two key dimensions: buy-in

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(the degree to which people believe that the change will produce benefits for them and the organization) and capacity to learn (the extent to which people are confident that they can gain sufficient literacy to pass muster). The highest levels of adoption occur when employees are motivated to develop competence because they fully buy into the transformation strategy and feel capable of helping make it a reality.

In a digital transformation, the two dimensions combine to produce the four quadrants of a matrix of responses: oppressed, frustrated, indifferent, and inspired. (See “The Adoption Matrix.”) In the best-case scenario, people will be in the top right quadrant, inspired by the change and believing that they have the capacity to learn digital content. Managers should assess which quadrant each of

their team members falls into and then work to move individuals from one to another as needed.

Promoting buy-in. To help engage people who don't see the value in gaining digital competencies (those in the bottom quadrants), leaders must increase messaging that stresses digital transformation as a critical frontier for the company. They should launch an internal marketing campaign to help employees imagine the potential of a company powered by digital technology. Managers should encourage their team members to view themselves as important contributors to the digital organization.

Promoting confidence. After establishing buy-in, managers should focus on boosting the confidence of team members in the two left quadrants.

Developing a Digital Mindset

We have found that the more experience people have with digital technologies— whether through education or employment — the more confidence they gain. Sharing stories also helps: People can build confidence vicariously by learning about the experiences of peers, managers, and others. With encouragement and reinforcement from company leaders and direct managers, employees can begin to believe in their own capabilities. (See the sidebar “The Elements of a Successful Employee-Training Program.”)

It may seem that it would be more efficient to simply hire people who already have the technical skills needed to bring a workforce into the digital age. But as most companies know, the war for talent is fierce: Hiring enough digital talent to meet demand is nearly impossible in the current market. As a result, recruitment must be supplemented

with an expansive effort to upskill existing talent.

Leaders should identify influencers in their ranks who have a digital mindset and recruit them to champion the transformation and become role models for those who are reluctant. Influencers can also be very helpful in identifying areas of concern among employees and ideas for improvements. They are likely to understand what kind of messaging will resonate with employees. Holding training sessions about the digital transformation and communicating new targets is also important.

Aligning Digital Systems

It is critical that organizational leaders understand how employees will deploy digital tools so that they can build technology ecosystems and processes that

Developing a Digital Mindset

foster a digital mindset and accelerate digital transformation.

Research by Harvard Business School professors Marco Iansiti and Karim Lakhani and colleagues identifies three of the main components of Moderna, the digital-born biotech and pharmaceutical company. The first, foundational layer is enormous access to data, which is the source of the company's value in developing vaccines and other therapeutics. The second is its reliance on cloud computing—a not only cheaper but faster and more agile solution than in-house servers. The third is its capacity for building AI algorithms to perform R&D processes with an accuracy and speed that is impossible to achieve manually. As Moderna's cofounder and CEO, Stéphane Bancel told the scholars, Moderna is a "tech company that happens to do biology."

Historically, large pharmaceutical companies have operated in globally distributed, siloed units, but Moderna has a fully integrated structure in which data flows freely so that different teams can work together in real time. As Juan Andres, the company's chief technical operations and quality officer, has pointed out, "What's more important than having sophisticated digital tools or algorithms is integration at all levels. The way things come together is what matters about technology, not the technology itself."

In January 2020, when Moderna faced the urgent task of developing a vaccine for Covid-19, it was able to accelerate the process because integration at all levels was already in place. Bancel had hired Marcello Damiani five years earlier to oversee digital and operational excellence, and Bancel was careful not to separate the two roles.

Developing a Digital Mindset

“Enabling Marcello to design the processes was key,” he explains. “Digitization only makes sense once the processes are done. If you have crappy analog processes, you’ll get crappy digital processes.” Fully integrated systems and processes allowed Moderna employees to deploy existing digital solutions for the vaccine and build many others in-house, either designing algorithms from scratch or tweaking existing ones to perform deeper and more specialized analyses. Only a few months after the COVID-19 outbreak, Moderna had developed some 20 algorithms for vaccine and therapeutic development and was working on many others.

Unilever, the consumer goods giant, has also adapted its sprawling global business for the digital age. For this manufacturer and retailer of household staples—more than 400 brands sold in 190 countries—

success is a delicate balancing act between the specificities of local markets and the broad scale of global operations. The solution was agile teams, which could focus on customizing products to the “last mile” while simultaneously aligning their work across multiple countries using the company’s digital capacities. Rahul Welde, Unilever’s executive vice president for digital transformation and a 30-year veteran of the company, designed an agile-team structure that allowed members to remain globally distributed while making strategic use of data for tailored initiatives within rapidly changing local markets.

Under Welde’s leadership, Unilever formed 300 10-person agile teams that were remote and global and could operate at scale. According to Welde, the strategy had three parts.

Developing a Digital Mindset

The first was using enabling technology and tools, which could reduce global-local divides. With digital platforms, brands could engage directly with customers in local markets on a vastly larger scale. The second was re-designing existing processes to adapt to new technology and tools. The third was about making sure that people had access to the technology and both the skills and the motivation to use it.

Who Selects Digital Tools?

Managers and business leaders must be heavily involved in selecting and implementing digital tools. To do that, they must understand what IT departments today can and cannot do. Historically, technology groups have been well equipped to handle large, enterprise-wide implementations of software and to make sure that the

software undergirding a company's operations is maintained and works the way it should. That remains a key function of IT for implementations of bespoke tools or ERP systems. However, most of the technologies that companies adopt to enable digital transformation are cloud-based (SaaS). Teams can simply buy licenses, download the software, and get started without ever looping in IT.

Whereas IT is accustomed to managing support applications, business leaders are best suited to the task of defining new roles and routines, and effectively reshaping organizational culture and goals. They should begin by identifying which local activities will most effectively drive larger organizational goals, as this will inform the choice of digital tools and the direction of the transformation.

Developing a Digital Mindset

The Elements of a Successful Employee-Training Program

Continuous learning marks a new paradigm for education and career growth: The days when employees had one job and a fixed skill set for a whole career are gone. Companies that successfully upskill their work force follow six practices.

- 1. Set a companywide goal for training.*
- 2. Design learning opportunities that include all functional roles.*
- 3. Prioritize virtual delivery, making learning scalable and accessible to everyone.*
- 4. Motivate people to learn through campaigns, awards, and incentives.*
- 5. Make sure managers understand the offerings so that they can effectively guide and inspire employees.*
- 6. Encourage employees to participate in projects with digital components and hands-on learning opportunities.*

As technology-driven process changes lead to new roles and responsibilities, new collaborative networks will open within the organization. These networks are the real positive drivers for the organization.

The company must continually gather data to monitor the transformation effort and assess whether employee behaviors are helping or hindering what we call the work digitization process. Leaders should study how information flows within the organization and remove institutional obstacles that might prevent employees from adopting the new process.

Change as a Constant

According to change management theory, organizations move from a current state to a transitional

Developing a Digital Mindset

state and then on to a future state. The transitional state is typically considered to be a fixed period of time in which an organization shifts from familiar structures, processes, and cultural norms to new ones. People understandably experience strong emotions during the transition, because it requires them to make sense of new perspectives and ways of behaving. During this temporary state of ambiguity, everyone's task is to negotiate between the organization's past and its future.

In a digitally driven world, however, there is no endpoint to the transitional phase: Digital tools change constantly and rapidly, as do the knowledge and skills necessary to use them. Organizational structures must be continually tuned to make use of new data insights, and leaders must keep working to bring employees along as the organization

evolves.

Reconceiving of change as a constant process of transitioning rather than an activity that occurs between states helped Thierry Breton lead a successful digital transformation at Atos. It may be surprising that an IT company needed help with its own digital transformation, but that just underscores our point about how essential it is to cultivate a digital mindset. Just because employees have mastered one technology doesn't mean they are ready to adapt to the next one. Leaders need to view digital change as a state of constant transition that requires everyone to embrace the dynamism and uncertainty of permanent instability.

DIGITAL TECHNOLOGY AND its impact on organizational structures, job roles, people's competencies, and customer needs is ever changing.

Developing a Digital Mindset

A leader's task is not simply to adapt; it is to be adaptive. Digital transformation is not a goal that one achieves; it is the means to achieve one's unique goals. With a digital mindset, employees across the organization are equipped to seize the opportunities our dynamic world presents.

GLOBAL ELITE

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FROM
THE
BEST

TO
BE
THE
BEST

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SENIOR LEADERSHIP DEVELOPMENT PROGRAM

**World #1 Executive Coach
& Leadership Thinker**

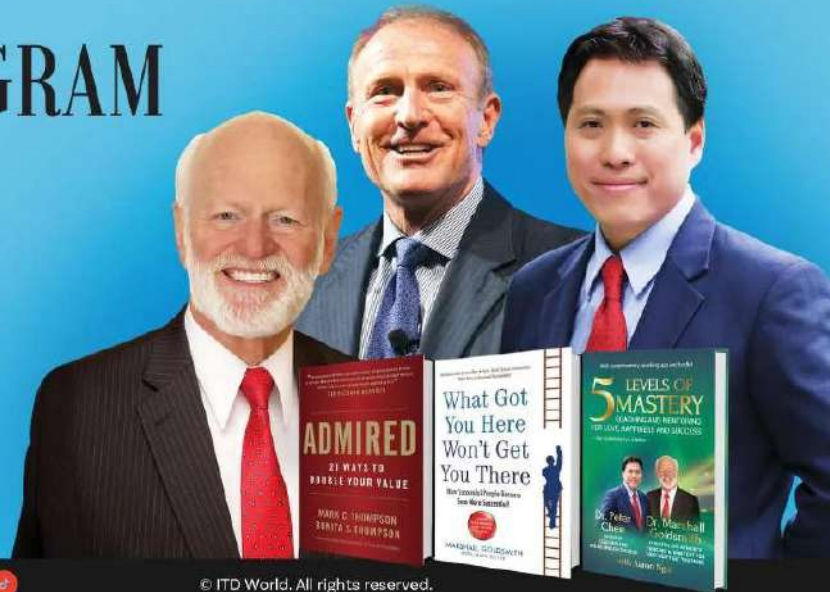
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World #1 Strategic Innovation Coach

DR PETER CHEE



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The Global Elite Senior Leadership Development Program (SLDP) is a customized mega-guru signature solution designed for senior top level executives who are committed to differentiate their leadership impact to enable sustainable growth in their organizations and community.

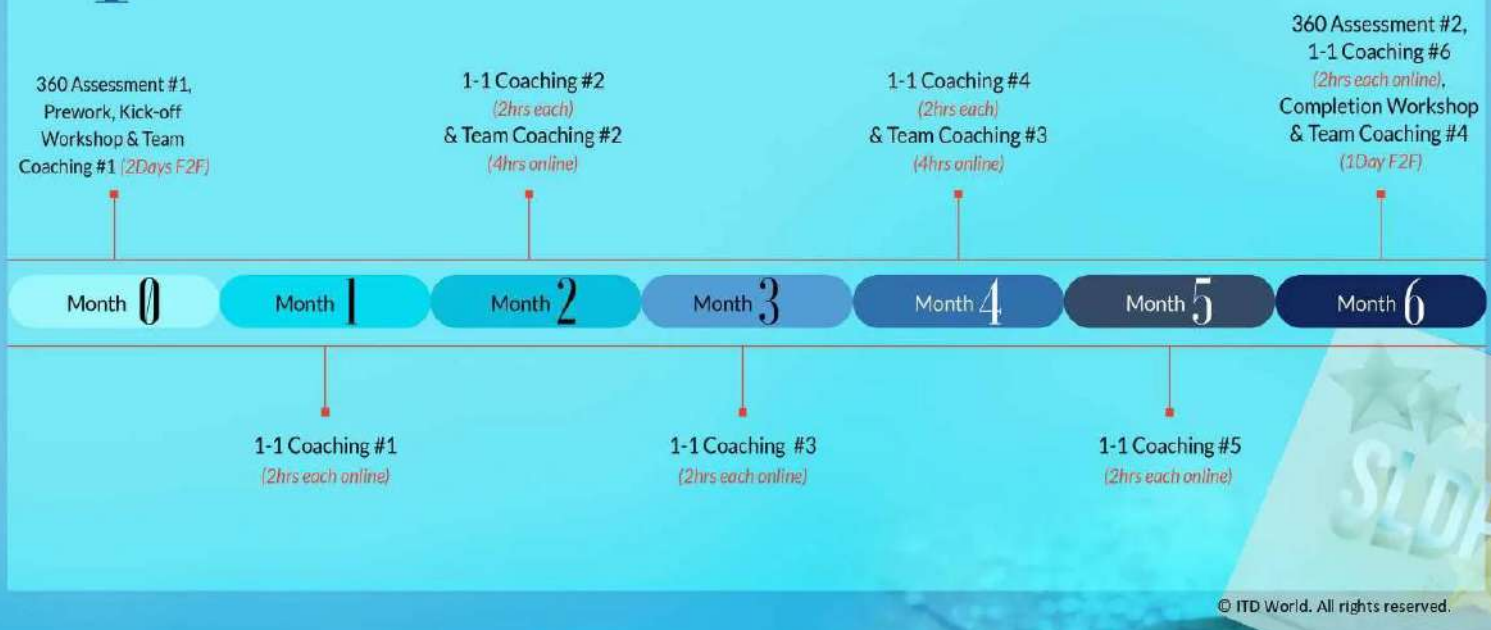
The SLDP is masterfully created to vitalize CEOs, C-Suite Executives, Business & Department Heads for exponentially multiplying their contributions, influence, and profound impact in work and life for a better world.

What Makes Global Elite SLDP Outstanding?

- 360 feedback diagnosis & discovery
- Transformative 1-1 executive coaching
- Elite team coaching with top gurus
- Cutting-edge learning, app, & senior leaders alliance
- Multiply growth by becoming a master coach
- All of these are delivered within 2 separate phases as outlined below.

Roadmap

PHASE SLDP



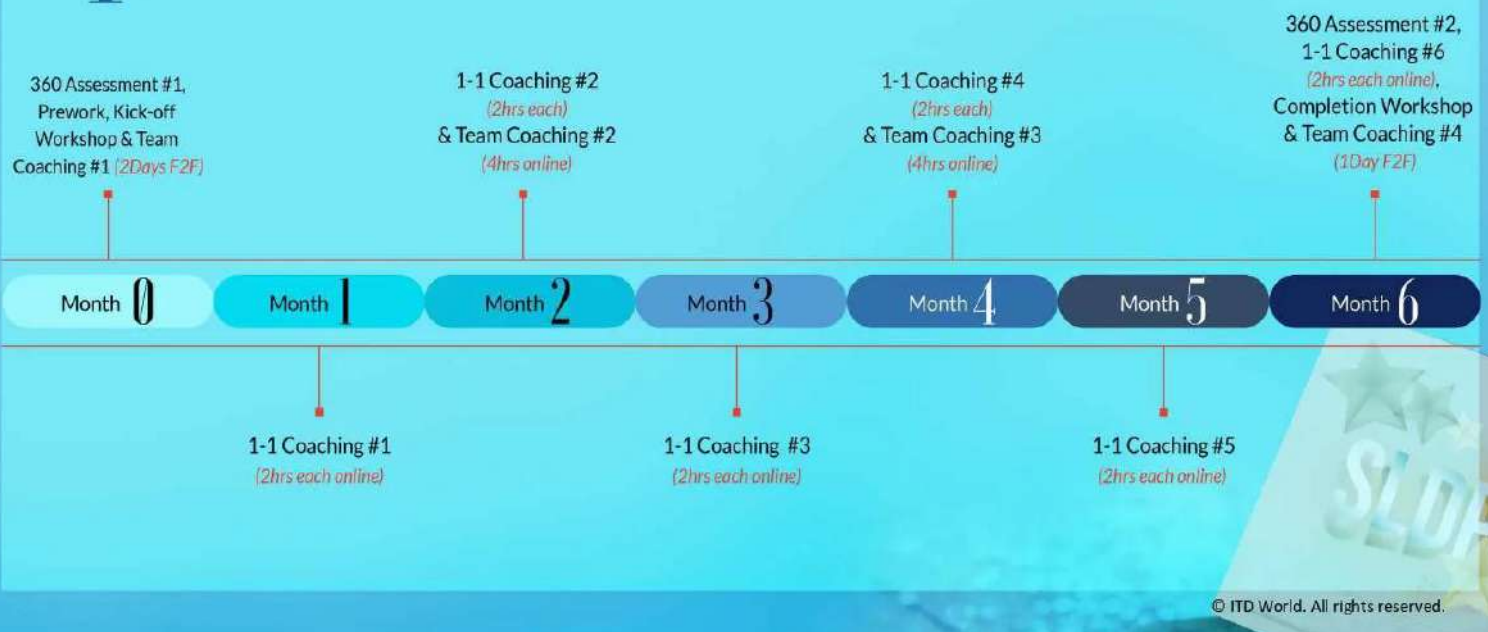
360 Feedback Diagnosis & Discovery

- Tested and proven diagnostic tool to evaluate global leadership excellence capabilities
- Gain insights on strengths to multiply and crucial areas for development
- Discover solutions for effective collaboration and influence with key stakeholders
- Identify areas to focus on during 1-1 and team coaching
- Demonstrate leadership growth, and transformation through the pre-and-post assessment.

Transformative 1-1 Executive Coaching

- Unlock Leadership Excellence ~ Transform leaders through personalized coaching with the world's top coaching gurus.
- Achieve Breakthrough Results ~ Drive positive transformation by instilling behaviors and habits that benefit both leaders and their organizations.
- Amplify Organizational Impact ~ Equip leaders to inspire and empower their teams, achieving ambitious goals and remarkable outcomes.
- Lead by Example ~ Transformed leaders become role models, inspiring others to pursue growth and excellence.
- Sustain a Legacy of Success ~ Foster sustainable leadership excellence that drives organizational transformation and long-term sustainable growth.

PHASE 1 SLDP



Elite Team Coaching with Top Gurus

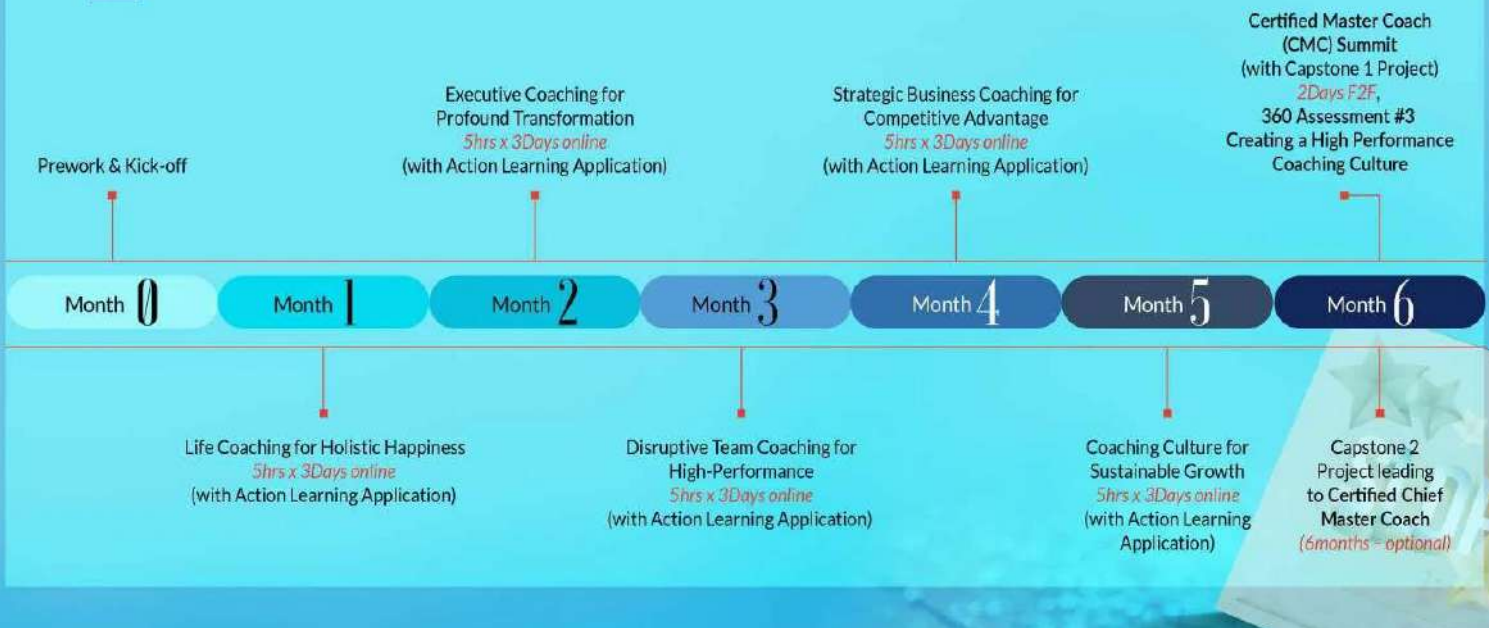
- Build High-Performing Teams ~ Foster trust and collaboration to create cohesive, results-driven teams.
- Align and Execute with Excellence ~ Integrate team goals with organizational priorities to achieve maximum impact and execution.
- Navigate Team Dynamics ~ Overcome challenges effectively with strategies to maximize unity and productivity.
- Inspire Peak Performance ~ Equip leaders with actionable tools to drive accountability, innovation, and exceptional team results.
- Learn from Thought Leaders ~ Gain exclusive insights and strategies from global experts to empower team transformation.

Cutting-edge Learning, App & Senior Leaders Alliance

- Innovative Learning Methods ~ Gain from a customized blend of in-person, team, and online methodologies.
- Access Valuable Resources ~ Utilize cutting-edge mobile app, toolkit and materials for outstanding results.
- Practical Application Focus ~ Engage in workshops, virtual sessions, and hands-on projects for real-world impact.
- Global Network Alliance ~ Collaborate with senior leaders from other leading organizations during Phase 2 of the SLDP journey.
- Leverage on Global Gurus ~ Tap the wisdom of mega-guru mentor-coaches throughout the SLDP journey.

PHASE 2

Multiplying Growth & Results as a Certified Master Coach (CMC)



1. Life Coaching

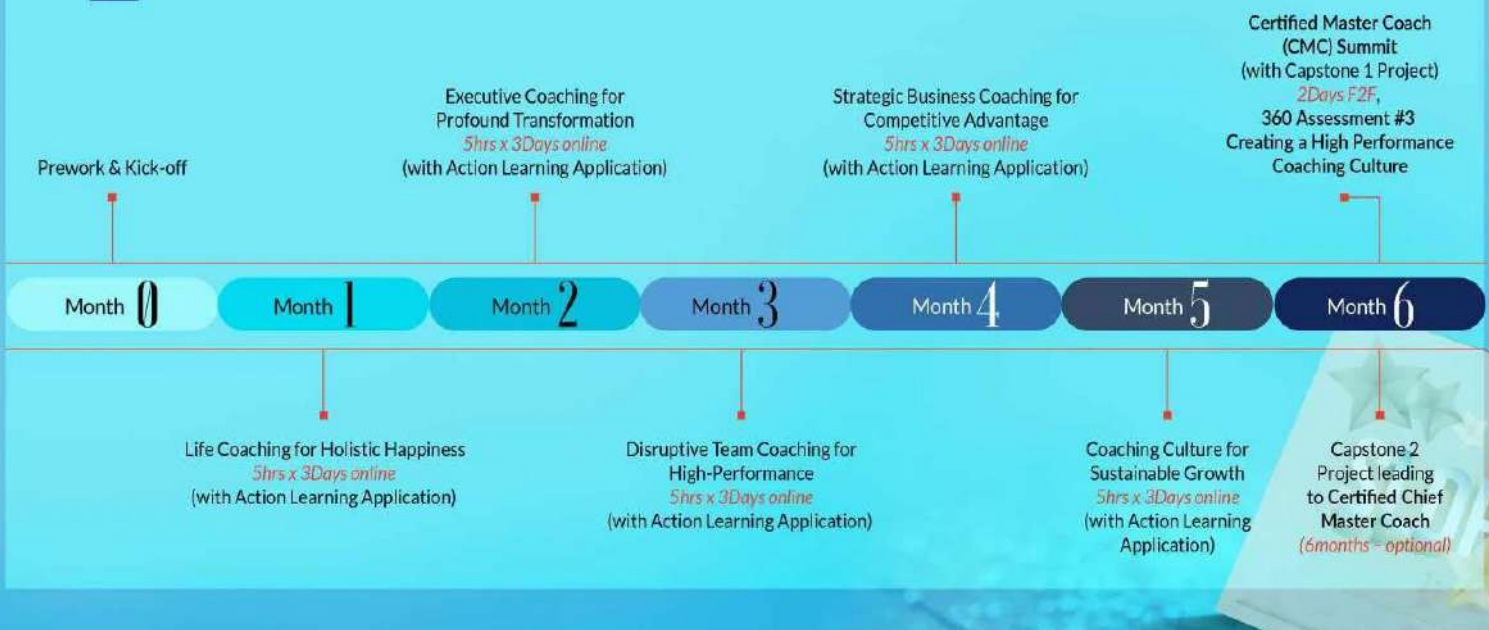
- Gain deep insight into the psychology of coaching and the different approaches to powerful coaching
- Understand the Coaching Mastery Model (CMM) and the Situational Coaching Model (SCM)
- Apply the 9 best practices of master coaches to deliver outstanding results
- Deploy 5 Levels of Mastery assessment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

2. Executive Coaching

- Understand the executive coaching process and the secrets of enabling lasting behavior and habit change
- Apply the 360 Feedback interview and surveys to enable awareness, acceptance and transformation
- Align executive coaching with life purpose, passion, values and vision for sustainable growth

PHASE 2

Multiplying Growth & Results as a Certified Master Coach (CMC)



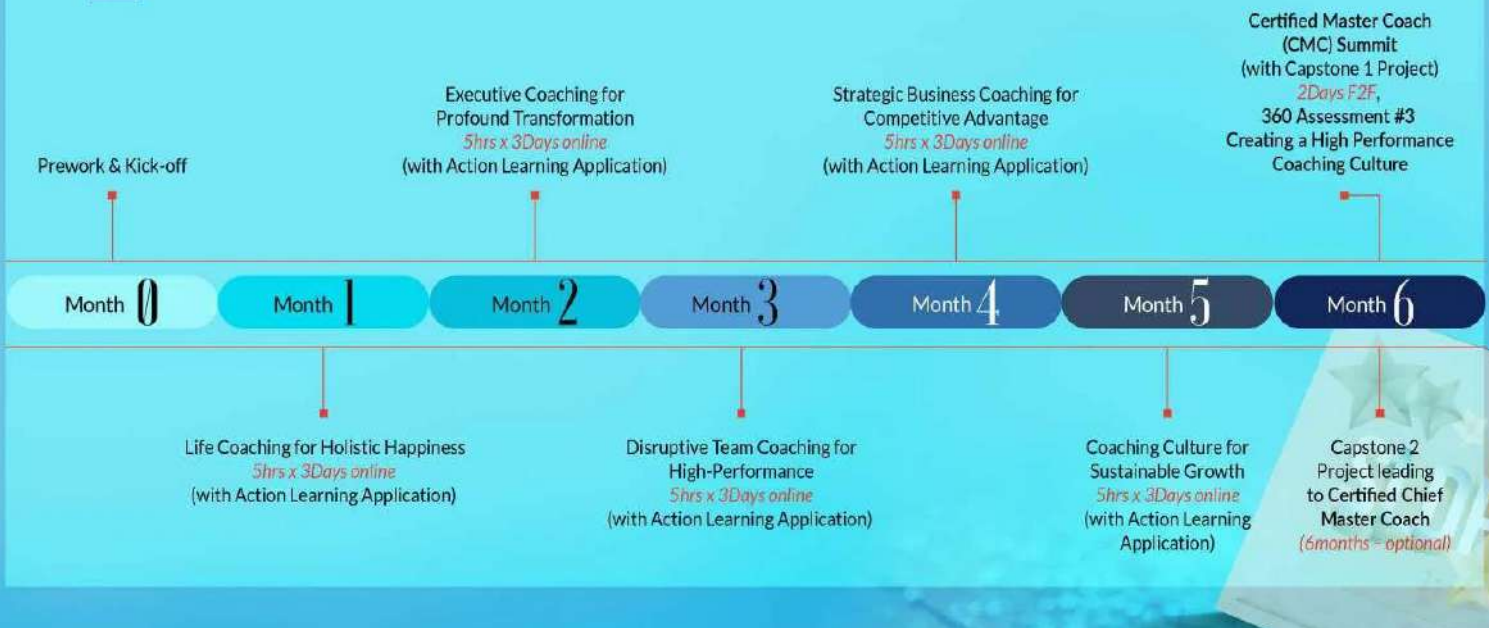
- Deploy tools and techniques for executive career coaching for high performance
- Enable coaching for different groups of top executives, key talents, successors, average-performers
- Gain insights into coaching executives in times of great need (e.g. radical changes, crisis, big vision)
- Learn how to overcome resistance to coaching and coach the uncoachable
- Create coaching tools for specialized areas (e.g. leadership authenticity, leadership presence, stakeholder influence)

3. Disruptive Team Coaching

- Understand the value of team coaching and the creation of high-performance teams
- Apply effective assessments and best practices of disruptive coaching and high-performance teams
- Know when and how to select the suitable team coaching solution and design options
- Gain insights on disruptive team coaching processes, methods, and tools
- Practice disruptive design thinking team coaching applications for game-changing results
- Equip individual team members to ensure habit change for high-performance

PHASE 2

Multiplying Growth & Results as a Certified Master Coach (CMC)



- Enable high-performance leadership team retreats for senior leaders and key talents
- Unleashing the full potential of diverse, virtual, cross-functional, projects and top teams

4. Strategic Business Coaching

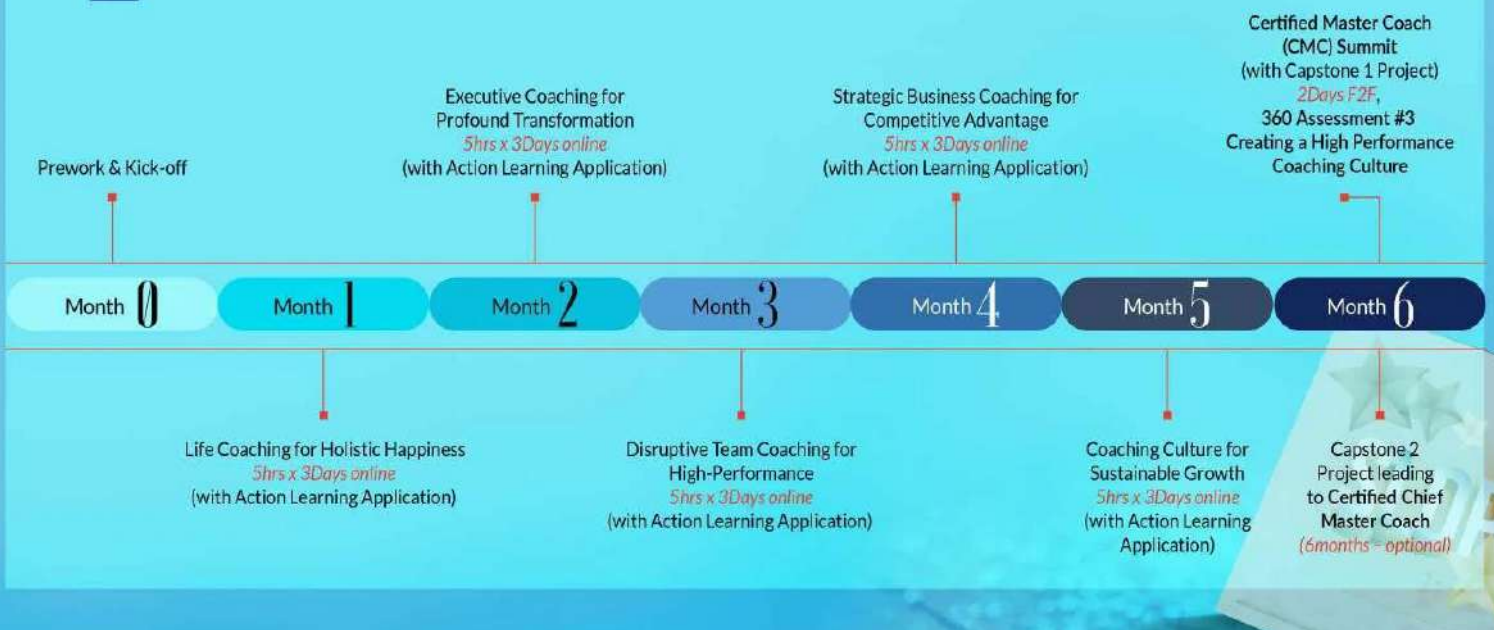
- Understand best practices of team coaching for strategic competitive advantage
- Apply team coaching using the strategy process to unleash the potential of strategic leaders
- Use team coaching authoritatively in the context of corporate and functional strategy
- Employ Scenario planning and Scenario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

5. Coaching Culture

- Gain insights on organizational change, and effective culture transformational methods and processes

PHASE 2

Multiplying Growth & Results as a Certified Master Coach (CMC)



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



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