

# COACHING for SUCCESS & LEADERSHIP EFFECTIVENESS

Public and In-house Programs that are Results Driven with:

- \* Certificate of Achievement in Coaching (2 days Learning & Assessment)
- \* Certificate in Coaching Practice (+ 4 months Action Coaching Project & Assessment)

**Dr. Peter Chee** P.K.T  
**LIVE in Phnom Penh!**

- Author of Coaching for Breakthrough Success together with Jack Canfield, Inventor of the Situational Coaching Model (SCM) and the Coaching Principles (TCP)
- Trained and developed leaders from over 80 countries with over 23 years of international experience
- President and CEO of ITD Group - The Leading Multinational HRD Provider

**23-24 Sept 2011**

**Cambodiana Hotel (Riverside, beach & ballroom)**



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

**PETER CHEE & JACK CANFIELD**



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**ITD-MEGA GURU PROGRAM • LEARN FROM THE BEST TO BE THE BEST**

## A PERSONAL MESSAGE AND INTRODUCTION FROM DR. PETER CHEE

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Leaders are effective when they are able to coach and develop followers to produce sustainable results. When we develop others we develop ourselves even more and as a result we are able to multiply the value we add to our organization, our loved ones and the world. Coaching is certainly a highly fulfilling and rewarding work that can last a lifetime.

This program brings together the best in the world learning solutions from ITD Group in collaboration with three of ITD's Top Mega Gurus; namely Thomas G. Crane, Dr. William J. Rothwell and Jack Canfield.

A Coach draws out the best solution from within the coachee rather than providing the solution. Coaching creates a great sense of ownership, accountability and commitment from the coachee that enables greater empowerment and accomplishments in work and life.

In this 2 days plus 4 months life-shaping program, you will learn to gain mastery of coaching competencies to ensure sustainable growth and success for you and your organization.

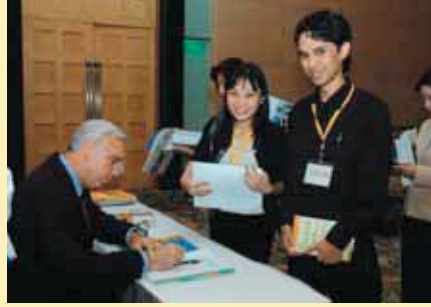
Come into the exciting and highly rewarding world of professional coaching and experience a life with far greater rewards and fulfillment. I look forward to working with you and to add great value to you with love and joy.



Dr. Peter Chee



“Wisdom begins from knowing and conquering thyself and a coach makes this possible for people they coach”  
-PETER CHEE & JACK CANFIELD



## WHAT MAKES THE PROGRAM OUTSTANDING

- Brings together program intellect and design from the world's top authorities in coaching and peak performance.
- Uses training, coaching, mentoring, action and experiential learning all in one comprehensive results-based learning solution.
- Includes cutting-edge tools, learning materials and contemporary books to support effective learning, application and for ongoing research.
- A continuous learning intervention over 4 months that leads to mastery of coaching competencies.
- Delivered by the most experienced and competent facilitator, trainer and coaching guru.
- Learning support provided by a mentor coach throughout the action learning project phase.
- Comprehensive and effective assessment of each participant to demonstrate attainment of bottom-line results from coaching.
- The 2 awards obtained throughout the program offers great reward for achievement and motivation to learn, apply and succeed.

## SOME OF THE BENEFITS OF COACHING TO THE ORGANISATION AND THE INDIVIDUAL

- Achieve KPI's and stretched goals
- Implement solutions to overcome problems
- Inculcate new and empowering habits and beliefs
- Improve decision making skills
- Develop a flexible and adaptable leadership style
- Execute winning business strategies
- Develop their leadership abilities
- Improve interpersonal skills
- Move beyond self-imposed limitations
- Manage staff through increased personal effectiveness
- Embrace feedback as an improvement tool
- Establish priorities and receive exceptional performance reviews
- Motivate and empower team members
- Balance work and life priorities and experience greater fulfillment
- Grow and developed into a much better person overall

## WHO SHOULD JOIN

This program is suitable for individuals who need to lead and develop others in both private and public sectors including CEOs, Directors, Senior Executives, Managers and executives plus those seeking to develop the competencies to be a true professional in coaching.

## METHODOLOGY

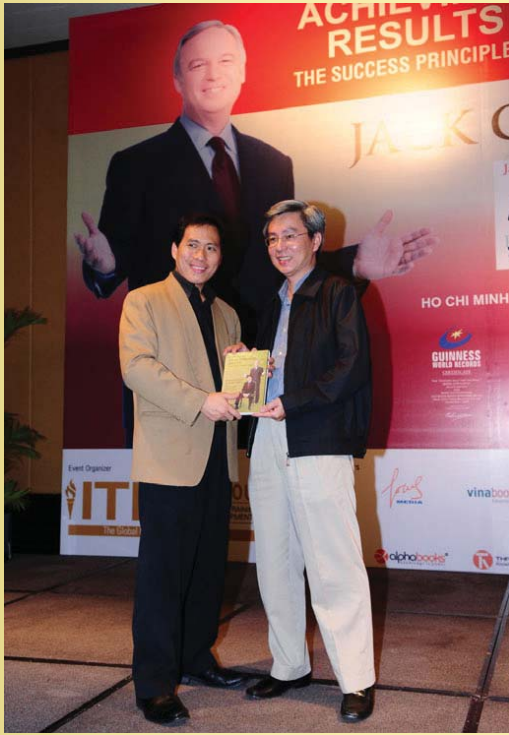
Practice sessions, role-plays, videos, case studies, facilitated group discussions, coaching activities and games, demonstrations, powerful presentations by facilitator and participants, assignments, real live coaching in action, observation, feedback giving, live coaching action projects (4 months), telephone and electronic learning support.



## The Schedule

7:30 am	Registration Open
8:30 am	Introduction and Official Launching
8:35 am	Morning Session (Tea-break from 10:15 am – 10:45 am)
12:30pm	Networking Lunch and Book Signing Ceremony
1:30 pm	Afternoon Session (Tea-break from 3:30 pm – 4:00 pm)
6:30 pm	End of Session followed by Book Signing Ceremony

"Transformational coaching enables people to become aware of what stops them from getting going and what gets them going."  
-PETER CHEE & JACK CANFIELD



## Key Objective:

Successful completion of the course equips you with the use of coaching techniques, principles and paradigms that would help selected coachees achieve their breakthrough goals in work and life.

(A breakthrough goal is a highly challenging stretched goal that would result in a quantum leap related to a person's career and life achievements. The process of realizing a breakthrough goal ensures significant growth and development of a person.)

## Outline-Competency Focus:

- Appreciate the value of a mentor coach that has the ability to mentor, coach and mentor other coaches.
- Know when and how to synergize appropriate coaching techniques under different circumstances for optimum results.
- Assimilate and internalize The Coaching Principles (TCP) that is critical for professional mastery in coaching and how they are also useful in a mentoring relationship.
- Use the Situational Coaching Model (SCM) and the six paradigms of situational coaching to tap into the genius of a great coach.
- Understand when and how to use Achievers Coaching Techniques (ACT) in the following areas and apply them in a coaching relationship:
  1. Taking full responsibility for the results you produce
  2. Building self esteem, removing roadblocks and managing emotions
  3. Clarifying your life purpose and vision
  4. Setting effective goals and breakthrough 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 success

- As a coach, engage in real live coaching action to demonstrate mastery and receive feedback on value delivered, strengths and areas for improvement from a coachee, and observer.
- As a coachee, provide valuable feedback to your coach and gain valuable experience of being coached to fully appreciate what it is like.
- As an observer of live coaching and mentoring in action, accurately distinguish areas for improvement from best practices of a true professional.

## LEARNING RESOURCES

### Materials

Each participant is provided with the ITD Resource Guide which includes a contemporary coaching book entitled "Coaching for Breakthrough Success" by Jack Canfield and Peter Chee, copyrighted materials, participant's guide, tools and templates for application exercises and assignments.

### Learning Support

Upon completion of the 2 day learning and assessment, Participants should continue to communicate with each other and also with the Course Leader. A designated Mentor-Coach will be made available to support them electronically as needed for completion their post-program assignments.

## AWARDS

Participants will receive the following awards only upon meeting the required standards set after successful program completion:

1. The Certificate of Achievement in Coaching- Completion of 2 days learning and assessment
2. The Certificate in Coaching Practice – Completion of 4 months action Coaching project and assessment.

## COMPREHENSIVE ASSESSMENT

- a. Attendance and Participation – complete 2 days of intensive instruction, practice and feedback. (Level 1 & 2 evaluation).
- b. Course Assignments – complete role plays, presentations, life coaching and home assignments given (Level 2 & 3 evaluation).
- c. Action Coaching Project: successful execution and submission of evidence of results produced and comprehensive report on life coaching project over 120 days duration. (Level 2, 3 & 4 evaluation)  
Legend to the levels of Evaluation:

Level 1: Reaction to Learning Program

Level 2: Learning Assessment

Level 3: Application of Learning and Behavior Change

Level 4: Business Impact

"Coaching breeds accountability and accountability breeds accomplishments."

-PETER CHEE & JACK CANFIELD

## Fast Facts about Dr. Peter Chee

- President and CEO of ITD Group, a global learning solutions expert
- Author of Coaching for Breakthrough Success together with Jack Canfield
- First Asian in the world to author a book together with Jack Canfield who hold the Guinness Book of Records for the most books on New York Times Best Seller List
- Inventor of the Situational Coaching Model (SCM), the Coaching Principles (TCP) and Achievers Coaching Techniques (ACT)
- Trained and developed leaders from over 80 countries with over 23 years of international experiences
- Doctor of Business Administration Degree from the University of South Australia, an MSc. In training and HRM from the University of Leicester, UK
- Chief Coach and developer of the Certified Coaching and Mentoring Professional (CCMP) program, Advance Certificate in Coaching and Certificate in Performance Coaching which is accredited and recognized by ICF (international Coaching Federation)
- Baden Powell Fellow of the World Scout Foundation, bestowed by the King of Sweden, and President of ARTDO International in 2004 and 2010

"Continuous support, encouragement and accountability is so valuable in coaching that it has the power to change lives."

-PETER CHEE & JACK CANFIELD



"To maintain old habits require little effort but to inculcate new habits require coaching, support structures and persistency."

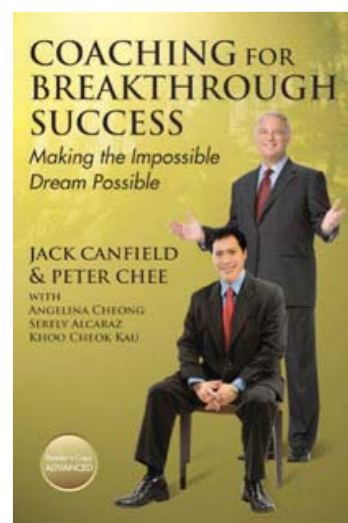
-PETER CHEE & JACK CANFIELD

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(Please make copies of this page for registration as required)

Phnom Penh 23-24 September 2011 • Cambodiana Hotel

<b>Event Fees</b>		<b>International</b>
Super Early Bird Fee		
Registrations with Payment before 20 Aug 2011		USD 399
Normal Fee		
After 20 Aug 2011		USD 449
<b>Group Registration:</b>		
Number of Pax		
5 or more	Gold Package	USD 350
10 or more	Platinum Package	USD 300



For 30 or more participants, please contact LDC

**Payment Details**

Payments may be made by telegraphic transfer, bank deposit or local check.

Account name (Pay to) : PISEY SIM  
 Account Number : 301734  
 Name of Bank : ANZ ROYAL BANK  
 Bank's address : PHNOM PENH, CAMBODIA

Please tick:  Super Early Bird Fee  Normal Fee  Gold Package  Platinum Package

Please specify if you are:  Vegetarian  Non-vegetarian

\* For Group Registration, kindly indicate the number of participants who are Vegetarians & Non-vegetarians

Title and name: Prof/Dr/Mr/Mrs/Ms

Tel \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Mobile \_\_\_\_\_ Position \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

Date \_\_\_\_\_ Signature \_\_\_\_\_

**Mode of Registration:**

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# ITD-MEGA GURU PROGRAM

## LEARN FROM THE BEST TO BE THE BEST

### Examples of ITD Group's Corporate Clients



- AMERICAN EMBASSY
- ABBOTT LABORATORIES
- ACCENTURE
- AGILENT TECHNOLOGIES
- AJINOMOTO
- AL RAHJHI BANK
- B. BRAUN
- BAO VIET
- BAYER
- BERLI JUCKER
- BOONRAWD BREWERY
- BRITISH PETROLEUM (BP)
- BUMIARMADA
- CANON ELECTRONICS
- CENTRAL BANK OF MALAYSIA
- CENTRAL BANK OF THE PHILIPPINES
- CHIYODA PHILIPPINES
- CHULALONGKORN UNIVERSITY
- CIMB
- CITIBANK
- CPF
- CP ALL
- DAI ICHI
- DAIMLER CHRYSLER
- DKSH
- DELL COMPUTERS
- DHL
- ERICSSON
- FIRST SOLAR
- FUJITSU
- GENERAL ELECTRIC
- GENERAL MOTORS
- GENTING
- GLAXOSMITHKLINE
- GRAND DORSETT HOTEL AND RESORTS
- GREAT EASTERN
- HEWLETT PACKARD
- IBM BUSINESS SERVICES
- INFINEON TECHNOLOGIES
- INTEL
- JABIL CIRCUIT
- JOHNSON AND JOHNSON
- KASIKORN BANK
- LIKOM
- LIPPO KARAWACHI GROUP
- MALAYSIA AIRPORTS BERHAD
- MATTEL
- MAYBANK
- MEAD JOHNSON
- MICROSOFT
- MISTER DONUT
- MOTOROLA SOLUTIONS
- NESTLE
- NIKE
- ORIENTAL HOTELS
- OSRAM OPTO SEMICONDUCTORS
- PETRON
- PETRO VIETNAM
- PHILIPPINE AIRLINES
- PRUDENTIAL
- PT TELKOM
- PTT GROUP
- READER'S DIGEST
- RENESAS
- REUTERS
- ROCHE
- SACOMBANK
- SANOFI AVENTIS
- SCG: THE SIAM CEMENT
- SCHNEIDER ELECTRIC
- SECURITIES INDUSTRY  
DEVELOPMENT CORPORATION
- SHANGRI-LA HOTELS
- SHELL
- SHERATON HOTELS
- SIEMENS
- SILOAM HOSPITALS
- SIME DARBY
- SM SUPERMALLS
- SPH: SINGAPORE PRESS HOLDINGS
- STANDARD CHARTERED BANK
- STEC TECHNOLOGY
- SUN POWER
- THAI AIRWAYS INTERNATIONAL
- THAI BEVERAGE
- THOMSON REUTERS
- TOYOTA MOTOR
- TRUE CORPORATION
- UNILEVER
- UNITED NATIONS MISSIONS
- WESTERN DIGITAL
- ZHULIAN

#### CORPORATE CLIENTS IN CAMBODIA

- ANZ ROYAL BANK
- SCA - CAMBODIA AIRPORTS
- POST MEDIA CO., LTD
- AZ COMMUNICATIONS CO., LTD
- HECNY TRANSPORTATION CO., LTD
- PACHEM DENTAL CLINIC
- INTERFLEX CO., LTD
- CANADIA BANK PLC
- TOMATO SPECIALIZED BANK
- VISION FUND CAMBODIA
- BRITISH AMERICAN TOBACCO
- AEA INTERNATIONAL SOS (Cambodia)
- DIGITAL DIVIDE DATA
- KHEMSEREI SK PHARMA
- LMCP Ltd.
- SRG Ltd.
- Rep. Office of Sime Darby Healthcare  
(Cambodia)

# INSTITUTE OF TRAINING AND DEVELOPMENT

The Global Learning Solution Expert



ITD was founded on a simple yet powerful vision of **enabling organizational & HR development goals that enrich lives & create a better society**. ITD's roots can be traced back to 1984 when a group of visionary HRD experts established an institution, which quickly emerged as a leader in its field. ITD's mission then and now remains clear – **To continuously excel as the leading multinational provider of superior quality organizational & HR development solutions in the Asia Pacific for national and regional building**.

ITD Group's headquarters for global research and development is based in Singapore and its administrative head office is established in Penang and Kuala Lumpur, Malaysia. ITD has centers spanning **Malaysia, Thailand, Vietnam, Philippines and Singapore**.

ITD Group's six core areas of expertise include **Corporate Training; Professional Competency Certification; Business Coaching and Consulting; Mega Events and Conferences; Business Education and Research and Community Service and Networks**.

In an increasingly globalized economy driven by knowledge, competency and innovation, ITD can be the people's crucial source of competitive advantage due to its ability to combine expertise and experience from its core areas of expertise. This portfolio synergy allows ITD to better meet the unique development needs of individuals, corporations and the community.

Over the years ITD has earned a sound reputation as a leading training, HRD and education provider having successfully produced thousands of graduates and provided organizational and HR development solutions to a large number of clients throughout the Asian region. ITD's clients include many leading multinational and local corporations.

**As an international HRD award winning organisation**, ITD has made its mark of excellence in the international HRD arena. It was the winner of the **2006-2007 ARTDO International (formerly known as Asian Regional Training and Development Organisation) International HRD award**. This highly prestigious international award is presented to the most qualified organization in recognition for outstanding contribution to international HRD. ITD was also bestowed the **Brand Laureate International Award for the Best Brand in Training, by H.E. Tun Dr. Mahathir Mohamad, Prime Minister of Malaysia for 22 years**.

As a clear distinction of ITD's commitment to quality and continuous improvement, the Group has attained the **ISO 9001:2008 Certification for Global Provision of Training and Development**. This simply means that ITD's quality management system is globally applicable and meets stringent international standards.

Ultimately, the ITD vision is all about people. The truly shared meaning behind ITD's torch goes beyond leadership and excellence, it's about uplifting and bringing 'light' to people's lives and helping both individuals and organizations attain their aspirations. It is about fulfilling dreams of building a better and more peaceful tomorrow. This is the ITD passion and commitment – a pledge that people can count on.

For more information please go to [www.itdworld.com](http://www.itdworld.com)

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