

# MINI MBA

~ FACILITATING TEAM ~

OFFERED by



## - FACILITATING TEAM -



**Dr. Tan Cheng Ling**

### **BIOGRAPHY**

Dr. Cheng Ling Tan obtained her Bachelor's degree in Life Sciences (Hons.), and later her Master's degree in Environmental Management in from Universiti Kebangsaan Malaysia (UKM). She completed her Doctor of Business Administration at Universiti Sains Malaysia (USM). She is currently a senior lecturer at the Graduate School of Business, USM, where she lectures course on Operations Strategy and Service Science, Management Engineering Management Project at postgraduate level. Her research interests are in the areas of knowledge management, innovation and behavior in operations management. Her research papers appear in various international reputable refereed journals.

Further, she supervises and examines a number of MBA, DBA, and PhD students in her field of interest. In addition, she has been invited as the reviewer for high impact and reputable international journals namely International Journal of Economics and Management, International Journal of Contemporary Hospitality Management, Asian Academy of Management Journal, International Journal of Quality and Reliability Management, Advance in Mechanical Engineering and Sage Open.

She is also a committee member of the International Conference of Intellectual Capital, Knowledge Management, and Organizational Learning, a member of Production and Operations Management Society, and the Malaysian Institute of Management. Prior to joining USM, she was a global supply chain quality consultant and quality department manager for more than ten years in two multinational companies in Malaysia.



**Assoc. Prof. Dr. Nabsiah Abdul Wahid**

## **BIOGRAPHY**

Dr. Nabsiah Abdul Wahid is an Assoc. Professor at Graduate School of Business, USM. She obtained her PhD from the University of New South Wales, Sydney, Australia. Her area of expertise is in Marketing particularly Consumer Behaviour, Services Marketing, Services Quality, Environmental and Green Marketing.

Her portfolio includes the teaching of marketing related subjects at the school for MBA and DBA students, conducting various research works topics and trainings for students, staff and the public alike.



**Ir. Dr. Rajendran Muthuveloo,**  
*PhD, Peng, MIEM, CIT, MMIM*

## **BIOGRAPHY**

Ir. Dr. Rajendran Muthuveloo is a Senior Lecturer at the Graduate School of Business, Universiti Sains Malaysia. He holds the qualifications of PhD (Management) from University Putra Malaysia, Postgraduate Certificate in Psychosynthesis Counseling from University of East London (UK), Certificate of Completion in Post Graduate Diploma in Psychosynthesis Counseling-The Psychosynthesis and Education Trust (UK), MBA from University of Strathclyde (UK), and Bachelor of Chemical Engineering (Hons.) from University of Malaya. Ir. Dr. Rajendran has been awarded as a Professional Engineer (Chemical) registered with Board of Engineers Malaysia, and a corporate member with the Institution of Engineers Malaysia.

Ir. Dr. Rajendran has authored three books in Corporate Strategy and Human Capital Management. He continuously involves in conducting research, publishing articles in international journals and presenting in seminars/conferences. He is an experienced supervisor for postgraduate students in MBA, DBA and PhD research work. In terms of academic recognition and achievements, Ir. Dr. Rajendran has won Best Paper Award and being Visiting Lecturer, Invited Speaker, Member of Editorial Board, Review Panel of journals, and External Assessor/Moderator to other Higher Education Institutions. He has also conducted contract research, consultancy and training for several national and international business organizations.

Prior to joining USM, Ir. Dr. Rajendran had 18 years of industrial experience at senior managerial positions with four multinational companies specializing in the field of air pollution control for general industries and oil and gas. Other than his contributions to the corporate and education industries, Ir. Dr. Rajendran plays an energetic role in serving the community and society. He is the President of Premaseva Charitable Organization, Honorary Treasurer of Academic and Administrative Staff Association USM and an active member of Persatuan Kaunseling Malaysia and Malaysian Institute of Management. Ir. Dr. Rajendran's areas of specialization include Corporate Strategy, Strategic Agility, Futuristic Business, Global Scenario Planning, and Human Capital Management. He provides consultancy towards optimizing the

Return on Investment (ROI) for corporate organizations via his self-developed and tested Strategic Model (I-TOP), Strategic Management Process (SWIM) and Strategic Agility (ADI). Dr. Rajendran conducts research in the areas related to Business Sustainability and Human Capital Development which cover Organizational Commitment, Organizational Performance, Employees Performance, Talent Management, and Risk Agility. Ir. Dr. Rajendran is Certified in Training (HRDF Malaysia) and conducts training as follow:

1. Crafting Winning Corporate Strategy for Business Sustainability
2. Strategic Agility for Business Competitiveness
3. Global Scenario Planning for Competitive Advantage
4. Aligning Employees' Personal Strategy with Corporate Strategy to Optimize the ROI
5. Realizing Full Potential of Employees
6. Ethics for Business Success



**Dr. Teoh Ai Ping**

## **BIOGRAPHY**

Dr. Teoh Ai Ping is a Senior Lecturer at Graduate School of Business, Universiti Sains Malaysia. She holds the qualifications of Doctor of Business Administration, Master of Science (Information Technology), and Bachelor of Accountancy (Hons.). Prior to joining USM, Dr. Teoh was one of the pioneer academics of Wawasan Open University for 5 years and has also contributed as the Deputy Dean for School of Business and Administration. Before embarking a career in education, she has 6 years of experience in the industry, working in multinational corporations and consulting firms dealing with implementation and support of SAP R/3 Enterprise Resource Planning (ERP) system.

Dr. Teoh has published research articles, book chapters, authored open distance learning course materials and presented papers in conferences. She is a consultant with Commonwealth of Learning, member of advisory panel to a consulting firm and serves as reviewer/editorial board member for international journals. Dr. Teoh has won several international awards of Best Papers, Young Innovator, and Best Presenter. She was invited as visiting lecturer to universities in China, South Korea and Indonesia. She is also member with Malaysian Institute of Accountants, Malaysian Institute of Management, Institute of Internal Auditors Malaysia, and Risk and Insurance Management Society Inc.

Dr Teoh conducts consultancy in Enterprise Risk Management (ERM), Enterprise Resource Planning (ERP) System Implementation, Business Intelligence (BI) Utilization for Organization Competitiveness, Website Optimization Strategies and Execution, and Design, Delivery and Quality Assurance of Online and Mobile Education/Training. Dr. Teoh specializes in research areas related to Enterprise Risk Management, Business Intelligence, Enterprise Resource Planning, Website Optimization, and Web-based and mobile learning.

Dr Teoh has a Certification in Training (CIT) by Human Resource Development Fund (HRDF) Malaysia and delivers training/workshops such as:

1. Managing Enterprise Risk Management (ERM) for Organizational Excellence
2. Utilizing Business Intelligence for Effective and Efficient Decision Making
3. Website Optimization Strategies Towards Business Excellence
4. Training Needs Analysis and Effective Training For Organizational Performance
5. Successful Online Teaching-Learning and Training Strategies



## **Assoc. Prof. Dr. Sofri Yahya**

*Former Dean and Associate Professor of Accounting and Strategic Leadership*

Vice President, Asian Academy of Management (AAM)  
Fellow, Centre for Global Sustainability Studies (CGSS)  
Senior Assessor, Malaysian Qualification Agency, (MQA)  
Certified Coach, Malaysian Association of Certified Coaches (MACC)

### **BIOGRAPHY**

Sofri is the former Dean of Graduate School of business. Upon graduation in 1988, Sofri started his career in a company for two years where he was assigned to head the accounts section and was responsible for managing the accounts, budgeting and financial control. From 1990, he worked as a tax accountant in an accounting firm before leaving for United Kingdom to continue his study under fellowship scheme in 1992. Sofri joined USM in 1998, where he was initially attached with the School of Management before moving on to Graduate School of Business in 2008. Aside from his teaching commitments, Sofri has been actively involved in consultancy and contract research. One of his major appointments was as Consultant to a project for Pharmaniaga Berhad, worth more than RM750,000. Furthermore, he is actively involved in various social and environmental activities organised by the Graduate School of Business, professional bodies, NGOs, and corporations. Sofri is a life member of Malaysian Association of Certified Coaches (MACC)

### **RESEARCH STATEMENT**

Sofri research focuses on accounting information and its relationship with strategy and leadership. In particular, he is interested in solutions that can enhance the productivity and performance of enterprises. The research topics that he has been working on are corporate governance, financial information for decisions making and how they are related to strategy and leadership styles. Sofri also interested in innovation and its impacts on financial performance. Other areas of research and consulting are sustainable strategy, business models, leadership models and Islamic based financing.



**Professor Dr. Azlan Amran**

## **BIOGRAPHY**

Dr Azlan Amran is Professor in Corporate Sustainability at the Graduate School of Business, Universiti Sains Malaysia. He is also an associate member of Centre of Global Sustainability Studies. He obtained his MBA and Ph.D degree from University Malaya. He is an expert in Strategic Corporate Social Responsibility and also a registered Sustainability Reporting Specialist with the Global Reporting Initiatives (GRI). Prior joining Universiti Sains Malaysia, he was an Accountant for a number of Construction firms.

Currently, he is teaching Accounting for Managers and Corporate Social Responsibility (CSR) with an emphasis on the strategic integration. He has published more than 100 publications in the scientific journal including high impact journal and conference proceeding. He is Editor for a number of local and international journal. He has won several award locally and internationally for his research achievement (Emerald Literacy Award and Sanggar Sanjung, USM). He is also Technical Committee member for ISO 26000 (ISO for Social Responsibility) for Malaysia.



**Dr. Chu Ei Yet**

## **BIOGRAPHY**

Dr Chu Ei Yet is a Senior Lecturer at the Graduate School of Business, Universiti Sains Malaysia. He holds the qualifications of PhD (USM), MBA (Birmingham, UK), BBA. (Hons)(UUM).

Before moving into academia, Dr. Chu served as a bank officer for about six years. From 1996 to 2012, he was attached to Faculty of Economics and Business, Universiti Malaysia Sarawak. In July 2012, Dr. Chu joined USM. His research interests encompass issues related to corporate ownership and control.



**KC Yan**

### **HIGHLIGHTS**

- Senior Consultant at ITD World
- Sr Human Resources Director, Asia-Pacific & Japan of Freescale Semiconductor
- Responsible for in business HR in 9 countries (Japan, Korea, China, Taiwan, Hong Kong, Malaysia, Singapore, India, Australia)
- Major milestones – spin off from Motorola SPS, set up new performance culture, win in business, strategic talent life cycle development, from public to private LBO, build best in class regional HR leadership team
- Human Resources Director, Asia-Pacific & Japan of Motorola Semiconductor Product Sector
- Major milestones – major cost driven restructuring; RIFs; Talent acquisition
- Sr Human Resource Business Partner Reinsurance Asia of Swiss Reinsurance Co.
- Head of Human Resources, Asia-Pacific
- Dual reporting to Group Executive Council Member & CEO of Asia Division in Hong Kong and Group Management Board Member & Group Head of Human Resources in Zurich (for Head Asia HR role) and MD Head of HR for Reinsurance
- Responsible for in business HR in 8 countries (Japan, Korea, China, Hong Kong, Singapore, Australia, Malaysia, India)
- Certified Coaching & Mentoring Professional (CCMP)
- Master in Industrial Management from University of East Asia, Macau

### **AREAS OF EXPERTISE**

Talent Management  
Succession Planning  
Performance Management  
Operations & Project Management  
Change Management & Strategies for Change  
Organisation Behaviour & Design  
Leadership Excellence  
Coaching & Mentoring  
Employee Engagement  
Strategic Human Resource Management  
Organizational Development  
Mergers & Acquisition  
Cross Cultural Skills  
Influencing Skills

## BIOGRAPHY

KC Yan is a Human Resource Practitioner with extensive experience in manufacturing and service industry, with a number of leading global MNCs. From a humble beginning, he has reached the top of the career ladder; having achieved significant milestones in different arenas and different roles with different MNCS across the region.

With total 37 years of working experience –during his 19 years of manufacturing experience at Motorola as Production Supervisor; he rose through management hierarchy thru execution excellence and project leadership; cross rotated thru different business units and functional departments: production, supply chain, customer support, materials planning, project & operations management, TQM, 6 Sigma and Kaizen. In his final year as Manufacturing Operations Manager in manufacturing, he was managing approx 600 employees for supporting global customers in Europe, Asia and North America.

KC has managed transcultural business teams including people from Japan, South Korea, People's Republic of China, Hong Kong SAR, Taiwan, Malaysia, Singapore, India, Australia, Thailand, Vietnam, Switzerland, Holland, Germany, France, United Kingdom & USA.

After that KC developed a deep interest to switch to OD/OE consultancy from manufacturing, during his 18 years of Human Resource or OD experience, he has achieved many major milestones such as cost driven restructuring, talent acquisition, succession planning, policy rationalization, change management, country management for policy regulations, merger & acquisition, set up new performance culture, strategic life cycle talent development and many other strategic projects.

KC holds a Master in Industrial Management degree from University of East Asia, Macau and was also a graduate of Advanced Diploma in Management from Malaysia Institute of Management (MIM). Speaker at a variety of International and Regional Conferences including ARTDO, Center for Creative Leadership, Corporate Executive Board, Conference Board. Part of his passion also is to share of his knowledge, he has delivered programs at diploma level, graduate level and masters level programs for Malaysian Institute of Management (MIM), Institute of Training & Development – now known as ITD World, and also Malaysian Institute of Purchasing & Materials Management (MIPMM). Subjects covered include Human Resource Management, Industrial & Operations Management, Organization Behavior, Management in Action and Strategies for Change. KC has also delivered a wide range consulting projects and in-house training programs.

He has trained in Multi-National Corporations mainly in the manufacturing industry & services industry covering names like:

Indonesia: Citibank Jakarta

Vietnam: Vietinbank, Vietnam Works, Petro Vietnam Drilling, Vin Group

Malaysia: Intel, Osram, B Braun Asia-Pacific, Motorola, First Solar, Guinness Anchor, Robert Bosch, LotteChen Titan, UniversitiSains Malaysia GBS, Shangrila Hotels

Thailand: InterThai Pharmaceuticals  
Singapore: Schneider Electric Asia Pacific

KC is an action oriented, practical, performance driven HR expert who is both strong in conceptual frameworks and can convert business strategies into executable human capital change initiatives that shows in strategic results. Highly energized, has intellectual bandwidth to deal with new and complex changing business issues and translate into HR solution requirements. Able to zoom in (be data driven and process oriented) and zoom out (engages in strategic insights). Have strong influence skills and able to broker win-win deals in the executive suite.

His ability to facilitate interactive learning sessions and his stories that he shares with his participants has always been memorable. With his extensive experiences, he will be able to share best practices derived from his years of working with different types of industries and organizations.

Some Endorsements include:

*"I was privileged to work with KC Yan. KC's strength lies in his keen ability to translate business strategies into granular bites for practical execution on the ground. With his sharp analytical mind, he can "connect the dots" in the business with ease. His strategic HR work around talent management and engagement has great impact on workforce retention. Certainly an excellent HR strategist with a well-balanced view of what makes business sense!"*

**Dato' MohdKhalis Abdul Rahim ,Chief Human Capital Officer- Telekom Malaysia Bhd**

*"We had worked closely in many areas, including compensation plan, performance evaluation, talent retention, competitive benchmarking, leadership training, talent pipeline and much more. In addition, K.C. was also a key staff on my Asia Country Management Council , covering China, Hong Kong SAR, Japan, Korea, Malaysia, India, Singapore and Australia on strategic issues. His deep insights in organization development had contributed to the fast business expansion at the time. I believe his knowledge and skill set should benefit many of the companies seeking for performance excellence."*

**Joe Yiu, Chairman Emeritus-Asia Region-Freescale Semiconductor**

*"I have had the privilege of getting to see KC's work from two distinct view points and both proved to be remarkable. In the first instance, I replaced KC as the VP of HR for Asia Pacific at Freescale. What I found upon my first day at work was an impeccably well run HR department, with a fantastic team and great influence and credibility with the business. It made my job very easy! Later on, I had the fortune of meeting up with KC again, this time as a client. What he had done at Freescale he had exceeded at his new employer: HR had a deep strategic influence on the business. KC is truly a business man in HR clothing!"*

**FerminDiez-Senior Partner  
Talent Business Leader**

**Asia/Middle East/Africa  
Mercer (Singapore) Pte Ltd**



**Dr. Peter Chee, P.K.T, D.J.N**

### **HIGHLIGHTS**

- President and CEO of ITD World: The Global Learning Solutions Expert.
- Author of: Coaching for Breakthrough Success with Jack Canfield.
- Inventor of the Situational Coaching Model (SCM) The Coaching Principles (TCP) and Achievers Coaching Techniques. (ACT)
- First Asian in the world to author books with Brian Tracy, William Rothwell and Jack Canfield who holds the Guinness Book of Records for the most books on New York Times Best Seller List with 210 books and 125 million copies in print.
- Author of: Becoming an Effective Mentoring Leader with William J. Rothwell who is an award winning author of over 80 books and Professor at Pennsylvania State University.
- Author of: The 12 Disciplines of Leadership Excellence with Brian Tracy who has written 53 books in 38 languages,
- Trained and developed leaders from over 80 countries with over 26 years international experience.
- Doctor of Business Administration Degree from the University of South Australia, 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)
- Asia's Mega Guru and Leading Success Coach
- Baden Powell fellow of the World Scout Foundation, bestowed by the King of Sweden, and President of ARTDO International in 2004 and 2010.

### **AREAS OF EXPERTISE**

Personal Excellence & The Success Principles-Techniques for Breakthrough Results  
Coaching & Mentoring Excellence  
Leadership & Team Excellence  
Work, Life and Time Management  
Motivation & Performance Management  
Sales & Marketing Excellence  
Human Resource Development  
Strategic Management  
Creativity & Innovation

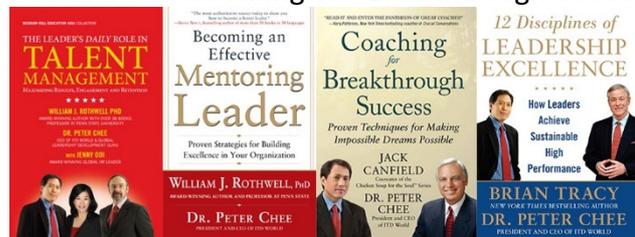
## BIOGRAPHY

Dr Peter Chee is the President and CEO of ITD World, a leading multinational corporation for Human Resource Development. With Dr.Chee's leadership contribution for over 26 years, ITD World has established itself as a global learning solutions expert.

Dr. Chee holds a Doctor of Business Administration degree from the University of South Australia (UniSA), and an MSc. in Training and HRM from the University of Leicester, UK, and was also a Graduate of the Chartered Institute of Marketing, UK. He holds a Certificate in Change Management and Performance Consulting from Pennsylvania State University- that was ranked the #1 university in the USA for postgraduate programs in HRD and the Certificate in Human Performance Improvement (HPI) from The American Society of Training and Development (ASTD).

At the peak of his educational pursuit at the doctoral level, Dr. Chee shared the most challenging learning platform with Presidents and top level researchers from leading international organizations. In this endeavour he achieved exemplary results as the most outstanding scholar with top results. He obtained distinctions for all doctoral assignments with the exception of the most important one for which he achieved a high distinction.

Dr. Chee has developed close partnership with best-selling and award winning author William J. Rothwell, who has written of over 80 books and Jack Canfield, the world's leading success coach and authority on peak performance who holds the Guinness Book of World Records for the most books on New York Times best seller list with 210 books and 125 million copies in print. Dr. Chee and Dr. Jack Canfield are co-authors of *Coaching for Breakthrough Success* whereas Dr. Chee and Dr. William Rothwell are co- authors of the book entitled *Becoming an Effective Mentoring Leader*. He is also the author of *The 12 Disciplines of Leadership Excellence* together with Brian Tracy. Dr. Chee also worked in partnership with world renowned innovation guru, Robert B. Tucker to develop the Tucker Innovation Model.



In his pursuit of excellence, Dr. Chee believes in learning from the best to be the best. He is fortunate to have been coached and mentored and being given the opportunity to personally learn from many of the world's leading gurus and best- selling authors such as John C. Maxwell, Kenneth Blanchard, Thomas G. Crane, Tom Peters, Tony Buzan, Robert Tucker, Anthony Robbins, William J. Rothwell, Jack Canfield and Brian Tracy.

Dr. Chee has trained and developed leaders and senior executives from over 80 countries in the world and presented many papers at national and international HR, Leadership and Management conferences. Dr.Chee's training, coaching, consulting and research experience resonate in the areas of Personal Excellence, The Success Principles-Techniques for Breakthrough Results, Leadership and Team Excellence, Coaching & Mentoring Excellence,

Work, Life & Time Management, Motivation & Performance Management, Strategic Management, Sales and Marketing, Human Resource Development, Creativity and Innovation.

Dr. Chee was the Inventor of The Coaching Principles (TCP) the Situational Coaching Model (SCM) and Achievers Coaching Techniques. (ACT) He is a leading certified trainer for Dr. John C. Maxwell programs (the world's #1 Leadership guru) and Zig Ziglar programs (the world's #1 Motivation guru) and a certified master trainer for Jack Canfield programs. Dr. Chee is the 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).

In the international HRD arena, Dr. Chee was the President of ARTDO International (Asian Regional Training and Development Organization) in 2004 and once again in 2010. ARTDO International, established in 1974, is a non-profit professional umbrella body that brings together renowned national HRD bodies, local and multinational companies active in HRD work and HRD professionals from over 38 countries around the world particularly the Asian Region.

Dr. Chee is a Baden Powell Fellow of the World Scout Foundation bestowed by the King of Sweden. With his commitment to a societal oriented philosophy, ITD World has been actively involved in social and charitable work. ITD's Love thy Nation campaign has channelled large funds to support the needy sections of respective national societies.

Over the years the organisation led by Dr. Chee has earned a sound reputation as a leading multinational training and HRD provider that has successfully produced thousands of master's and doctoral degree graduates occupying top positions in organisations. In the conduct of his various activities, Dr. Chee led ITD World into strategic regional partnerships with leading world class universities, institutions, gurus and professional bodies in the USA, Europe, Australia, Singapore, Malaysia, Thailand, Vietnam, Philippines and many other countries.

Dr. Chee has fulfilled many of his dreams. His passionate purpose driven life is to transform leaders and change the world with love for God and people. He is a strong believer and practitioner of life coaching and mentoring that evokes excellence in others for greater success and happiness in life. He lives close to the sea and hills of the beautiful island of Penang with his wife Eunice and daughter Adelina.

#### **Some Comments from Clients**

"My overall score for Dr. Chee as our course leader is 100%. This is an excellent program that I would recommend Intel leaders to take." - **Lee Meng Yong, Manager, Intel**

"The feedback from all participants is so great that they told me this is the best training they ever attended." - **Stephanie Tran, HR Manager- MAST Global**

"100%- Excellent, Dr. Peter is the best coach and trainer I ever met." - **Ahmad Jais, Senior Management, TDM Bhd.**

“Awesome speaker, very sincere and professional, I would rate your program 99.9%.” -**Ahmad Sobri, Intel.**

“Peter is fantastically inspiring.” -**V. Vangamani, Senior Director Smart Modular Technologies**

“Your motivational training has brought out the best in me and as a result, I am so happy that I have been promoted!” - **Indriati Lukitasari, Senior Manager-Maybank**

“Dr Peter Chee trained many of our leaders at PMPC, Petronas Group and the results are most satisfying. Breakthrough goals are realized and the whole organization goes to a higher level.” -**Akhbar Md Thayoob, CEO Petlin- Petronas Group**

“Dr. Peter Chee developed many leaders from Citibank and the outcome has always exceeded my expectations. On a scale of 1-10, I would rate his performance as 10.5.”

-**Roger Collantes, Regional Director, Citibank**

“The effectiveness of Dr, Peter Chee is as a coach and speaker is just amazing. I am so glad we engaged him, great achievements are obtained and lives changed for the better.” -**Tran Hoang Heip, Sacombank, Vietnam**

### **Some Endorsements**

“Canfield and Chee have crafted the standard for anyone wanting to be an effective coach. Their actionable and timeless wisdom shows up through principles, questions, quotes, cases, and tools that will enable any aspiring coach to achieve their aspirations. Anyone being coached should make sure that their coach knows and follows these standards.”-**Dave Ulrich, Professor, Ross School of Management, University of Michigan, Author of “Leadership Sustainability”**

"After years of working as an executive coach, I slowly came to the realization that knowing *the answers* to the tough questions wasn't as important as knowing *the right questions to ask* in the first place. This book provides just such resources. Read it and enter the pantheon of great coaches!" - **Kerry Patterson, four-time New York Times bestselling author of *Crucial Conversations***

“*Coaching for Breakthrough Success* masterfully shares extremely powerful questions, the heart of professional coaching approaches. The Situational Coaching Model combined with the wonderfully long, and comprehensive list in many chapters will dramatically inform you're coaching and empower your clients. This is a 'must have' for any professional coach who wants to take their clients to new heights of understanding and transform their effectiveness. Extremely well done!” -**Thomas G. Crane, author of “The heart of Coaching-Using Transformational Coaching to Create a High Performance Coaching Culture”**

“*Coaching for Breakthrough Success* is the most exciting and innovative book on the art of coaching to come along in years. Using their Six Paradigms of Situational Coaching, Canfield and Chee show step by step how anyone, anywhere can assist others in improving performance, and achieving personal satisfaction in life.” -**Robert B. Tucker, innovation expert and author of “Innovation is Everybody's Business”**

“This powerful, practical book gives you the tools and strategies you need to be an excellent business and executive coach, to help your clients in every area, and to build your coaching business profitably.”

**-Brian Tracy, author of over 58 books in 38 languages**

“The ability to coach is the very essence of effective leaders. Engaging the heart and inspiring the mind will unlock the utmost potential of people in any organisation. This book puts it all together and provides proven techniques to achieve breakthrough performance. I believe it will have a profound impact on you as it has done for me and my organisation.” **-Thomas Soo, General Manager, Intel Technology**

“Coaching is one of those terms that is thrown around on nearly a daily basis in modern management circles. But what does coaching mean? What should people do to make coaching effective? Why is coaching so valuable? These otherwise vague questions are insightfully answered in this outstanding book.”

**-William J. Rothwell, Ph.D., SPHR, Professor, The Pennsylvania State University and Author of over 80 books**

“Coaching for Breakthrough Success” contains practical techniques to help you engage the hearts and minds of your people and inspire them to realize their fullest potential.” **-Christopher Goh Soon Keat, Director, Global Learning and Leadership Development, Agilent Technologies Singapore (International) Pte Ltd**

“*Coaching for Breakthrough Success* has had a profound effect on me, as well as the people in my workplace. My team has told me that since studying Jack and Peter’s book I have become a better listener, communicator and leader. The decisions we now make are *our* decisions, and my staff are taking more ownership of the work they do. My career development has come on leaps and bounds after I applied what I learned from this book.” **-Nick Jonsson, General Director, Sophie Paris**

## - ITD PROFILE -

**Mission:**

Transforming leaders and changing the world for the better.

**Vision:**

The #1 global leadership development expert

**Core Values (LISTEN):**

Love, Innovation, Synergy, Trust, Excellence and Nurture

**Competitive Advantage Statement:**

ITD World is an ISO certified & award winning Multinational Corporation that provides the world's best leadership development solutions to leading global organizations. We offer comprehensive & innovative solutions that produce superior results.

**Core Activities & Resources:**

Talent and Leadership Development; Corporate Training and Consulting; Professional Competency Certification; Mega Events and Seminars; Coaches, Mentors and Speakers Bureau; Community Services and Campaigns. Over 238 world-class programs and more than 100 dedicated mega gurus, top international resource persons, trainers, speakers, coaches and consultants from around the world.

**Exclusive Mega Gurus:**

Dr. John C. Maxwell, Dr. William Rothwell, Dr. Jack Canfield, Dr. Peter Chee, Brian Tracy, Robert Tucker, Thomas G. Crane.

**Quality Certification, Awards & Publications:**

ISO 9001:2008 Certification for Global Provision of Training and Development. Winner of the ARTDO International HRD Excellence Award in recognition for outstanding contribution to international Human Resource Development and bestowed the Brand Laureate International Award for the Best Brand in Training. Cutting edge books co-authored with the world's Top Mega Gurus - "Coaching for Breakthrough Success," "12 Disciplines of Leadership Excellence" and "Becoming an Effective Mentoring Leader."

**Clients Include:**

Intel, IBM, United Nations Missions, American Embassy, Agilent, Dell, Motorola, Nike, First Solar, Accenture, Citibank, Central Bank of Malaysia & Philippines, DHL, Ericsson, OSRAM, Infineon, Siemens, B Braun, Bosch, Schneider, Saint Gobain, Toyota, Ajinomoto, Samsung Vina, Singapore Press Holdings, Capitaland, PT Telkom, Siam Cement Group, CP Group, BaoViet, Sacombank, PetroVietnam, Petron, SM Supermalls, Thai Airways, Philippine Airlines, Shangri-La Hotels, Six Senses Resort, Sheraton, Prudential, AIA, GSK, MSD, Bayer, Johnson & Johnson, Unilever, Nestle.

# ITD WORLD'S CENTRES OF EXCELLENCE

## **MALAYSIA - ITD PENANG - Head Office**

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## **THAILAND - INTERNATIONAL ITD LTD**

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## **PHILIPPINES - ITD CONSULTING GROUP INC**

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## **SINGAPORE - ITD INTERNATIONAL PTE LTD**

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## **CAMBODIA - ITD-LDC (LEADERSHIP DEVELOPMENT CENTRE)**

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