

# ITD - MEGA GURU PROGRAM

LEARN FROM THE BEST TO BE THE BEST

## The Heart of Coaching

Creating a Coaching Culture for Outstanding Results



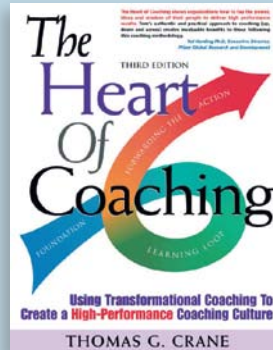
**Serely Geraldine Alcaraz**

Top International Master Trainer for Heart of Coaching & Country Head of ITD Consulting Group



**Khoo Cheek Kau**

Certified Top Trainer for The Heart of Coaching



**Thomas G. Crane**

World-renowned consultant, facilitator and author of best selling book 'The Heart of Coaching.'



- Learn how coaching can be a most powerful improvement solution
- Discover the 7 core competencies of Transformational Coaching
- Create your personal Coaching Action Plan
- Enable a coaching culture for sustainable high performance

### A 2-day RESULTS-DRIVEN Workshop

**Bangkok**  
21 & 22 May 2009  
The Landmark Bangkok

**Kuala Lumpur**  
25 & 26 May 2009  
Crowne Plaza Hotel

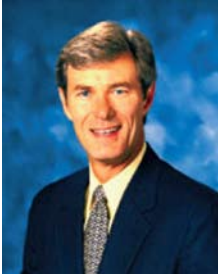
**Penang**  
27 & 28 May 2009  
Bayview Hotel, George Town

'The Heart of Coaching shows organizations how to tap the power, ideas and wisdom of their people to deliver high performance results. This authentic and practical approach to coaching (up, down and across) creates invaluable benefits to those following this coaching methodology.'

**Val Harding Ph.D**  
Executive Director  
Pfizer Global Research and Development

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### A Personal Message from Thomas G. Crane

I am delighted to partner with ITD Group to be able to share with you the indispensable and powerful principles of coaching in the workplace.

Together, we are committed to making a very positive difference in the way people think about and practice coaching within their organizations. This partnership will serve you well as we bring the very latest and best thinking in the world of coaching.

Crane Consulting has long been developing and delivering state-of-the-art strategies and practices for leaders, managers, supervisors and their teams to learn and use powerful ways of interacting with one another in the service of the organization.

Our best selling book, 'The Heart of Coaching' describes how to create a sustainable culture where coaching is practiced by all members of the organization, thus transforming how people work together and propelling the organization to greater levels of success.

We offer a significant range of assessment instruments and methods, experiential workshops, and organizational leadership consulting to assist our clients who are committed to creating their own 'high performance coaching culture.'

Don't miss this golden opportunity to learn from Ms Serely G Alcaraz and Mr Khoo Cheok Kau. They are outstanding trainers that I have worked with very closely. We look forward to welcoming you to the ITD-Mega Guru Program and to working with you and members of your organization.

**Thomas G. Crane**

### Message from Khoo Cheok Kau & Serely Geraldine Alcaraz

Here at ITD Group, we constantly seek out the best partnership to meet the growing need for highly effective world class coaching and leadership solutions.

We are glad to share with you that we have formed a strategic regional partnership with Thomas G. Crane, author of the best selling book 'The Heart of Coaching,' to bring to you the very best coaching solutions.

**Here are 5 main important points you need to know:**

1. Thomas G. Crane is the author of the best-selling book 'The Heart of Coaching,' consultant, facilitator and the developer of the Coaching Program for Leaders.
2. Our Coaching programs have been widely delivered for over 10 years to many Fortune 1000 companies and have made a strong impact in creating high performance coaching cultures.
3. Organizations around the world have come to recognize the power of coaching. Findings derived from research and practice found that training improved performance by an average of 22% whereas training applied with follow-on coaching produces 88% improvement in performance.
4. Go to Amazon.com, the world's largest book seller, search with the keyword coaching and you will find 'The Heart of Coaching' among the top ranked coaching books with a 5-star rating.
5. For those who would like to take your development further, the Train the Trainer Certification, in-house workshops, personal coaching and consulting services are offered in collaboration with Thomas G. Crane.

Don't miss this very rare opportunity to learn from the best to be the best! See you all at the upcoming event.

Khoo Cheok Kau  
Certified Top Trainer for The Heart of Coaching

Serely Geraldine Alcaraz  
Country Head, ITD Consulting Group



## Who Should Attend the Program?

Anyone who would like to learn how to coach up, down and across to raise their level of leadership effectiveness and are involved in leading other leaders will find this workshop practical, relevant and high-impact.

## Introduction

The world is changing. We have 4 generations working alongside one another in workplaces around the globe. We need communication and coaching skills that support our deep need to be part of the organization to which we give our life energies.

The Heart of Coaching has been created for people who want to enhance their leadership effectiveness by becoming a coach for the people whom they have the privilege of leading. Change the traditional way of thinking of oneself as a BOSS OF people to being a COACH FOR people. In this program, we describe a proven, comprehensive, and systematic roadmap for holding emotionally-intelligent coaching conversations. When leaders and their teams use this comprehensive toolkit, they establish egalitarian, mutually supportive, coaching partnerships that transcend the 'boss-subordinate' relationship into a 'mutual coaches-partner' relationship. Coaching can be learned and, to the degree it is supported by top management, it will become a way of life – part of the culture.

This is what is possible:

In a COACHING CULTURE, all members of the culture courageously engage in candid, respectful coaching conversations, unrestricted by reporting relationships, about how they can improve their working relationships and individual and collective work performance. All will learn to value and effectively use feedback as a powerful learning tool to produce higher levels of personal accountability, professional development, high-trust working relationships, continually-improving job performance, and ever-increasing customer satisfaction.

This 2-day workshop provides the toolkit needed to take this journey into high performance.

## Distinctive Features

1. The Transformational Coaching methodology is a powerful process guide for the coach to organize the coaching conversation. The coach and the coachee add all content to the conversation. It is best understood as a template, a conversation guide, a protocol – NOT a checklist. Its power is derived because this process is easily adapted to ALL coaching situations between co-workers – coaching UP, DOWN, and LATERALLY – and covers performance and development.
2. The Heart of Coaching workshop fully equips people with the dialogue-based approach (Transformational Coaching), plus 6 other variations on coaching interactions. This creates a powerful and versatile 'tool kit' of 7 coaching and/or feedback delivery methodologies that fit ANY scenario – from coaching one's Boss or one's Peer, to efficient Coaching Shorthand, to Team Coaching, to Problem-Solving Coaching, to only delivering Feedback without coaching.
3. The workshops always explore the Best Practices of coaching as we address the biggest coaching challenges faced by the group in the workshop. This assures that the learning experience is 'coachee centered' – which is consistent with one of the primary ways we encourage coaches to approach the individuals or teams they coach.
4. We work with our own powerful coaching competencies instrument – The 7 C's of Transformational Coaching – and offer it either as a self-assessment or a full 360° feedback report. We work with participants to shape this information into a developmental plan that is ultimately articulated as a Coaching Contract. This includes one's unique vision for themselves as a coach/leader and up to three specific coaching behaviors that will most powerfully enhance their coaching effectiveness.

**The key learning objectives for this 2-day workshop are to:**

- See how coaching fits into the contemporary leadership models
- Understand what it means to 'become' an effective coach
- Make the critical distinctions between criticism, feedback and coaching
- Learn 5 specific ways one can coach others – based on common situations
- Assess one's personal coaching competency and create an action plan to improve
- Create an implementation plan for immediate action and impact with your team

# The Heart of Coaching

## Creating a Coaching Culture for Outstanding Results



### Program

#### Day One and Day Two:

- 8.30 am : Registration
- 9.00 am : Official Launching & Commencement
- 10.30 am - 10.45 am : Morning Tea Break
- 12.30 am - 1.30 pm : Networking Lunch
- 3.30 pm - 3.45 pm : Afternoon Tea Break
- 5.00 pm : Closing

### Day One Outline

#### Morning

- Welcome and Purpose – opening remarks to set the tone
- Current business strategic challenges we face – how coaching will help
- Identification of the coaching challenges and how we want to improve our skills
- Connection to popular leadership models & relationship to coaching
- The vision of a high performance culture
- Business case and human case for coaching – frames the ‘context setting’
- The ‘coaching game’ active demonstration and debrief
- Key distinctions between Criticism, Feedback and Coaching
- The Transformational Coaching model – explanation and illustration
- Preparation for real simulations using real scenarios from participants

#### Afternoon

- Mutual selection of personal coach as learning partner – commitments to support learning and ongoing development – also becomes their practice partner for Simulation
- Simulation I with real situation – practice, feedback
- Group debrief and lessons learned – what made a difference
- The 7 Keys to Understanding Feedback and the 7 Qualities of Effective Feedback
- Problem-Solving Coaching – using questions to tap the ideas of the coachee
- Preparation for Day Two – complete a self-assessment on ‘The 7 C’s of Transformational Coaching’

4 “ This work is right on point! Performance management is the business issue of our times and coaching is THE requisite skill for all leaders who need to get the best from their teams. Every practitioner will benefit from Tom’s contagiously passionate approach, guaranteed to help you and your team. ”

C.O. Woody  
Senior Vice President  
Florida Power & Light

“ This process works! It gets the truth... it does it with heart... and it unlocks the future! The Heart of Coaching is one of those rare books full of common sense and applicability. I want to be surrounded by people who communicate this way! ”

James E. Newton  
CEO  
Newton Learning Corporation

## Coaching Culture Assessment Framework







“ The concept of Boss as Coach is a compelling one, and Transformational Coaching will define leadership in the 21st Century. Tom Crane provides a mechanism for individual and organizational change that will add enormous value to people and their organizations. ”

**Eric Mokover**  
Asst. Dean and Director, MBA Program,  
The Anderson School of Management,  
UCLA

“ The Heart of Coaching provides a powerful communication system that insures ‘connection and comprehension’ occur between the coach and the coachee, leading to powerful results with people. ”

**Craig Nielsen**  
Ph.D. Director  
Organizational Effectiveness and  
Learning [micronpc.com](http://micronpc.com)

## Day Two Outline

### Morning

- Debrief insights from Day One – Personal Coach and Group
- The 7 C's of Transformational Coaching – group grounding exercise
- Soliciting Suggestions to become more Coachable
- Creation of personal Transformational Coaching Contract
- Simulation II with real situation – practice, feedback
- Coaching Shorthand – delivering appreciative and constructive feedback

### Afternoon

- Group dialogue and Action Planning on Coaching Best Practice topics identified in opening introductions – this list came from self-introductions on Day One (i.e. Empowerment of others to act, coaching for accountability, lateral and upward coaching, telephone coaching, team coaching, dealing with defensive routines, coaching the ‘un-coachable,’ taking care of the coach, tracking and measuring the results of coaching)
- Reflective/Empathetic listening exercise – debrief
- Planning for implementation back on the job
- Interactive feedback and suggestions for application enhancement
- After-Action-Review – interactively using a new tool to learn how to better use feedback to enhance group/team performance
- Closing Process – envisioning the impact on oneself and the organization and sharing of individual commitments to the group to become a coach



# The Heart of Coaching

## Creating a Coaching Culture for Outstanding Results

### More about Serey Geraldine Alcaraz

Serey is a top international master trainer & Country Head of ITD Consulting Group, a leading multinational provider of corporate training, professional competency certification, business education, coaching and consulting services, as well as mega events and conferences in Asia Pacific. She has been in the human resource and organization development profession for more than 16 years.

She began her career as an Organization Development Specialist at A. Soriano Corporation, a leading conglomerate consisting of subsidiary companies from various industries. She then moved on as an Associate Consultant at SGV-Development Dimensions International, a joint venture between SGV (an auditing and consulting firm formerly affiliated with Arthur Andersen) and DDI (a human resource consulting firm based in Pennsylvania, U.S.A.). She was also the Manager for Marketing and Instruction of Executive Training Institute, the sponsor of Dale Carnegie Training, a global training and consulting company, based in New York, U.S.A.

Serey is a world-class certified instructor of Thomas Crane's The Heart of Coaching, Jack Canfield's The Success Principles, John Maxwell's Developing the Leader Within You, Dr. Leonard Yong's Emotional Excellence, the Dale Carnegie Course: Effective Communication and Human Relations, Sales Advantage and Dale Carnegie Seminars as well as DDI's Interaction Management, Techniques for an Empowered Workforce, Targeted Management, Targeted Selection and Service Plus programs. She practices the motto 'learn from the best to be the best' and has had the great opportunity to learn personally from many of the world's greatest gurus including Dr. William Rothwell, Tony Buzan, Dr. John Maxwell, Tom Crane, Jay Conrad Levinson, Al Ries and Jack Canfield.

She has been an international course leader for leading companies such as AOL, Araneta Group, Asian Terminals, Ayala Group, BayanTrade, Bayer, Boehringer-Ingelheim, Bristol Myers Squibb-Mead Johnson, Bureau Veritas-BVQI, Cabanatuan Electric, Canon Marketing, Caterpillar, Chevron, Chowking Foods, CP Foods, DHL Express, Davies Paints, De La Salle University, Dell, Diethelm-DKSH, El Nido Resorts, Emerson Technologies, PLDT, Federal Express, First Oceanic Property Management, Ford Motors, Globe Telecom, IBM, Intel, Jollibee, Magsaysay Group, Nestle, Nokia, Oracle, Petron, Philippine National Oil Company, Philips, Siemens, Tarlac Electric, Tollways Management Corporation, University of the Philippines and US Commercial Service,

Serey graduated with double degrees – BS in Psychology and BS in Commerce majoring in Human Resources Development, Magna cum Laude-Valedictorian, under the 3-year Honors Program of St. Scholastica's College, Manila. She pursued her MBA degree, Master in Management program, at the Asian Institute of Management (AIM). She is the 2006 National President of the Philippine Society for Training and Development (PSTD) and 2007-2008 National Director of the People Management Association of the Philippines (PMAP).

### More about Khoo Cheok Kau

Khoo Cheok Kau has a passion to help people succeed at personal and interpersonal levels. He regularly conducts training in Emotional Intelligence (EQ), Time Management, Business Ethics, Analytical Thinking, Ownership and Accountability, Executive Supervisory Development Programs, Goal Setting and Priorities and Leadership Skills.

He had been conducting and managing training and development functions for several multinational companies based in Malaysia and Singapore as well as other training organizations like the Malaysian Institute of Management and Federation of Malaysian Manufacturers for the past 17 years with very positive feedback from the participants. His last position held was as a General Manager for Human Resources in a multinational company where he had regional and local responsibilities encompassing Human Resource Development, General HR Administration and Environment, Health and Safety in Asia-Pacific for 10 subsidiaries. With his 11 years in the field of Education prior to his shift to the private sector where he worked for another 17 years in Learning and Development,

he is very passionate about helping people to learn and perform in their respective jobs. He was responsible for the implementation of MBO or Management By Objectives in his former company where he trained the employees in the Asia Pacific subsidiaries to set goals in the shift towards a performance culture throughout the organization. He was also personally involved in the assessment of competencies of managers, sales and marketing staff in his previous company at Asia-Pacific level.

With wide experience in training in the Asia-Pacific region covering Malaysia, Singapore, Philippines, Indonesia, Vietnam, China, Thailand, Korea, India and Taiwan, he was invited to conduct workshops and to present papers at international and local conferences and even conduct training to specialist doctors, ophthalmologists and pharmacists from hospitals (Ministry of Health) at state and national levels in Malaysia.

He has also conducted training for Maybank, Sony, Exel Logistics, FMM, MIM, Sanyo Automeida, B. Braun, Southern Steel, Seagate Technology, PenApparel, EPA (subsidiary of Kulim Sdn Bhd), Altera, ENC and well-known oil and gas companies like Petronas, Shell and Transportasi Gas Indonesia, and given presentations on managerial competency assessment to the Professionals Centre, Singapore, MEF Northern Branch and the Penang German Group of Companies.

Khoo obtained numerous certifications from established training organizations in his vast years of experience in learning and development in numerous multinational companies. In addition to being a Singapore-trained certified instructor for Kepner-Tregoe Problem Solving and Decision Making, he has been certified for the Managerial Assessment of Proficiency (MAP) by Training House, USA, Leonard Personality Inventory, The Heart of Coaching (Tom Crane), Franklin Covey's 7 Habits of Highly Effective People, What Matters Most, Focus – Achieving Your Highest Priorities, the 4 Roles of Leadership and the Zenger-Miller Frontline Leadership. He has also been certified in disk substrate manufacturing in San Jose, U.S.A.

Khoo holds an MBA (U.S.A), BSc (Malaya), Diploma in Education (Malaya), Post Graduate Diploma in Business (UK) and Diploma in Administrative Management (UK). He also taught human resource management at MBA, BBA, Certified HR Program and Diploma Course levels for several education institutions in Penang. Currently, he is a PhD candidate for Human Resource Management.

He is a member of the American Society for Training and Development (ASTD), the American Management Association (AMA), the Society for Human Resources Management (SHRM) and Project Management Institute (PMI).

### General Information

- Closing date for registration is 30 April 2009
- The fees cover participation at the event, lunch, tea breaks, copyrighted materials and follow up learning tools
- Replacements and representatives are allowed, however the fees paid are not refundable
- In the event that any of the speaker/s have to cancel their attendance for reasons outside the control of the organizers, the organizers reserve the right to reschedule or make changes as they deem fit
- VAT, bank commission and other bank charges must be borne by participants

### Information for International Participants

1. Special hotel room rates have been arranged. For hotel booking forms and rates, please e-mail ITD centers.
2. For optional tours, you may contact our partner hotels directly for prior arrangement or upon arrival.

**ITD - MEGA GURU PROGRAM**

**The Heart of Coaching**

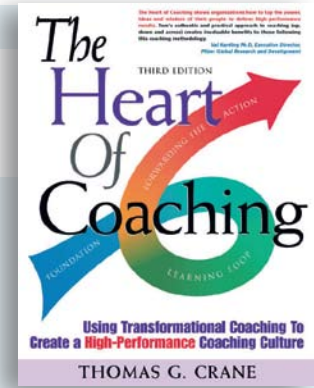
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**Event Fees and General Information**

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

- 25 & 26 May 2009, Crowne Plaza Hotel
- 27 & 28 May 2009, Bayview Hotel, George Town

Event Fees	Malaysia	International
Early Bird Fee - Registrations with Payment before 15 March 2009	RM 1,600.00	USD 545.00
Normal Fee - Registrations with Payment after 15 April 2009	RM 1,800.00	USD 615.00
Group Registrations with Payment (min 6 pax)	RM 1,500.00	USD 510.00



**Payment Details**      Payments may be made by telegraphic transfer, bank deposit or local check

**25 & 26 May 2009, ITD Kuala Lumpur**

Account Name (Pay to) : MITD Sdn. Bhd.  
 Account Number : 2-14062-0004550-2  
 SWIFT Code : RHBBMYKL  
 Name of Bank : RHB Bank Berhad  
 Bank's Address : Unit 1, Ground Floor, Bangunan Cheong Wing Chan  
 41-51 Jalan Maharajalela, 50150 Kuala Lumpur

**27 & 28 May 2009, Bayview Hotel, George Town**

Account Name (Pay to) : MITD Sdn. Bhd.  
 Account Number : 730-110861-4  
 SWIFT Code : OCBCMYKL  
 Name of Bank : OCBC Bank (M) Berhad  
 Bank's Address : 36, Lebuhr Pantai, 10300 Penang.

Please tick :  Early Bird Fee     Normal Fee     Group Registration

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

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

Organization \_\_\_\_\_

Address \_\_\_\_\_

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

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*Replacements and representatives are allowed, however the fees paid are not refundable.*



# INSTITUTE OF TRAINING AND DEVELOPMENT

Lighting the Way as the Leading Multinational HRD Corporation



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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 & comprehensive organizational & HR development solutions in the Asia Pacific for national and regional building.

The dawn of the new millennium heralded a new phase of international expansion as the organization expanded its services and programs throughout the Asia Pacific Region. ITD Group's headquarters is based in Penang, Malaysia and it has centers spanning Malaysia, Thailand, Vietnam, Philippines and Singapore.

ITD Group's six core activities include Business Education and Research; Corporate Training; Professional Competency Development; Business Coaching and Consulting; Mega Events and Conferences 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 expertise in various distinct areas. This portfolio synergy allows ITD to better meet the unique development needs of individuals and corporations and the community.

Over the years it has earned a sound reputation as a leading education, training HRD 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.

ITD is an International HRD Award Winning Organization and has made its mark of excellence in the international HRD arena. It is the winner of the 2006-2007 ARTDO (Asian Regional Training and Development Organization) International HRD award. This highly prestigious international award is presented to the most qualified organization each year in recognition for outstanding contribution to international HRD.

As a clear distinction of ITD's commitment to quality and continuous improvement, the Group has attained the ISO 9001:2000 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 is 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.



Global Provision of Corporate Training  
and Development  
Institute of Training and Development's HQ  
Penang, Malaysia

[www.itdworld.com](http://www.itdworld.com)