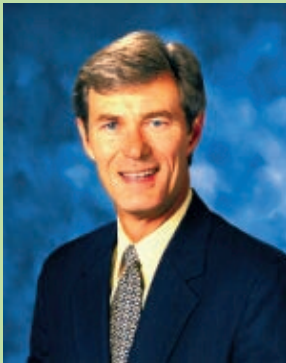


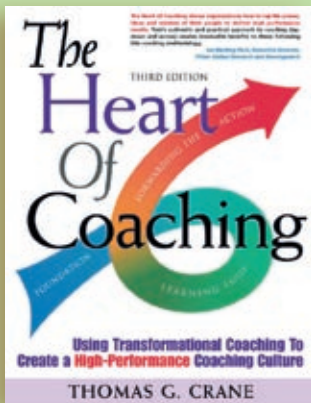
# ITD - MEGA GURU EVENT

## LEARN FROM THE BEST TO BE THE BEST



## Thomas G. Crane Live!

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



'The Heart of Coaching shows organizations how to tap the power, ideas and wisdom of their people to deliver high performance results. Tom's 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

## The Heart of Coaching

### Creating a Coaching Culture for Outstanding Results

- 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

Join international participants at the following partner hotels:



**Bangkok**  
25 & 26 February 2008  
Windsor Hotel

**Kuala Lumpur**  
28 & 29 February 2008  
Hilton Hotel Petaling Jaya

**Manila**  
3 & 4 March 2008  
The Peninsula Manila

**Ho Chi Minh City**  
16 & 17 April 2008  
Equatorial Hotel

# The Heart of Coaching

## Creating a Coaching Culture for Outstanding Results



### 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.'

We look forward to meeting you at the ITD-Mega Guru Event and to working with you and members of your organization.

**Thomas G. Crane**  
President and CEO  
Crane Business Group, Inc.



### Message from Dr. Peter Chee President and CEO of ITD Group

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.

I am 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. His 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.

## 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



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**“ 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

### Program

Day One and Day Two:

- 8.30 a.m. : Registration
- 9.00 a.m. : Official Launching & Commencement
- 10.30-10.45 a.m.: Morning Tea Break
- 12.30-1.30 p.m. : Networking Lunch
- 3.30-3.45 p.m. : Afternoon Tea Break
- 5.00 p.m. : 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 I
- 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’

### 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

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# The Heart of Coaching

## Creating a Coaching Culture for Outstanding Results

“**Today’s marketplace demands that leaders place a renewed focus on coaching** – the same attention as on strategy. Tom gives us valuable insight on precisely how to best coach others as we continue to strive for excellence throughout the workplace.”

**Ronald J. Burns,**  
President & Chief Operating  
Officer, Entergy Corporation

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“**Managers and organizations know that coaching is critical.** The Heart of Coaching outlines a process that allows bringing ‘insight to action.’ We have introduced Tom’s coaching process in our culturally diverse organization to 900 employees in 9 countries. We have seen improvement in our employee engagement survey, voluntary employee turnover, and are well on our way to being a high performance coaching culture.”

**Richard Metheny,**  
Chief Talent Officer,  
The Marketing Store

### More About Thomas G. Crane

Tom is a leadership consultant, facilitator, author and speaker who specializes in working with leaders in creating high-performance through the development of coaching cultures. He works with all levels of leaders and their teams to embrace coaching as a primary method of communication designed to enhance both individual and team effectiveness in achieving performance objectives.

His passion (and best selling book, ‘The Heart of Coaching’) is focused on changing a leader’s mindset from ‘the BOSS OF people’ to the mindset of ‘the COACH FOR people.’ The premise of the book is that a performance-based, ‘feedback-rich’ coaching culture will more effectively support an organization’s business strategy, and lead to higher and more sustainable levels of performance.

Tom has worked as a consultant and engagement leader for the last 20 years in small and large organizations going through strategic change and culture alignment. Some of his clients include:

Agilent Technologies, AES Corporation, AEP Corporation, Anadarko Petroleum, BP, Bell Atlantic, Boise State University, Cable & Wireless Jamaica, CBS, City of Sacramento, California State University, Continental Airlines, Colorado Department of Education, Crowne Plaza, Duty Free International, Florida Power and Light, Future Shop Canada, GPU Nuclear, Homecomings Financial, Johnson & Johnson, KFC, KPMG, Leadership Long Beach, Marriott, Michelin, National Forest Service, New York Life, Pfizer, Shell Oil Company, San Diego State University, SEI Financial, Southern California Gas, Teledyne Ryan Aeronautical, Times Mirror, United Airlines, US department of Agriculture, VISA USA, Wildlife Conservation Society.

Prior to founding Crane Consulting in 1995, Tom was vice-president of Senn-Delaney Leadership for 9 years and consulted with clients engaged in strategic culture change. Additionally, he worked in financial planning and project management roles with Solar Turbines, a division of Caterpillar. He has a Bachelor of Science from Purdue University and an MBA from Drake University.

Tom consults and speaks in the following areas: building Coaching Cultures to support High Performance, Leadership Development, Coaching Skills Workshops, High-Performance Team building and Group Facilitation, and has authored several 360°, team, and culture assessment instruments.

He resides in San Diego, California, and is a member of the San Diego chapter of OD Network, The Society for Human Resource Management, the American Society for Training and Development, and the National Speakers Association.

### General Information

- Closing date for registration is 15 February 2008
- The fees cover participation at the event, lunch, tea-breaks, 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 email ITD centers.
2. For optional tours you may contact our partner hotels directly for prior arrangement or upon arrival.

**ITD- MEGA GURU EVENT**

**The Heart of Coaching**

Creating a Coaching Culture for Outstanding Results

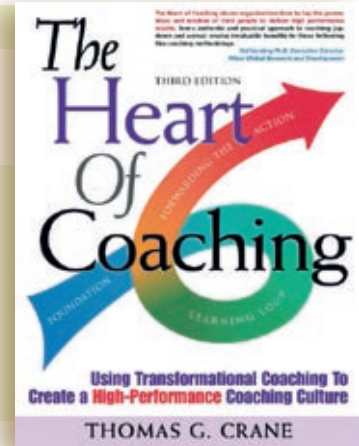
**Event Fees and General Information**

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

Venues and Dates - Please select your option

28 & 29 February 2008, Hilton Hotel Petaling Jaya

Event Fees	Malaysia	International
Super Early Bird Fee - Registrations with Payment before 18th January '08	<b>RM 1,950.00</b>	<b>USD 650.00</b>
Early Bird Fee - Registrations with Payment before 31st January '08	<b>RM 2,150.00</b>	<b>USD 720.00</b>
Normal Fee - After 1st February '08	<b>RM 2,350.00</b>	<b>USD 790.00</b>



**Participation & Sponsorship Options:**

<b>Gold Package</b>	<b>RM 5,700.00</b>	<b>USD 1,900.00</b>
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**Gold Benefits:**

3 complimentary registrations for the event, name and logo of sponsor will be promoted on program materials (black and white)

<b>Platinum Package</b>	<b>RM 11,100.00</b>	<b>USD 3,700.00</b>
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**Platinum Benefits:**

6 complimentary registrations for the event, name and logo of sponsor promoted on program website, back drop (color) and program materials (black and white). One exhibition table for promotion during the event.

<b>Scholarship Package (50% of normal fee)</b>	<b>RM 1,175.00</b>
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A 50% Scholarship is available to the first 10 deserving applicants. This applies only to full-time staff of non-profit or education institutions. Awarded on a first-come-first-served basis. Documentary evidence required.

**Special discount of RM150 for MPH card members, ACCA, MICCI, MAICSA and IBBM members.**

**Payment details** Payments may be made by telegraphic transfer, bank deposit, local cheque

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

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

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

Phone no. \_\_\_\_\_ Fax no. \_\_\_\_\_ Email \_\_\_\_\_

Mobile no. \_\_\_\_\_ Position \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

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

Mode of registration: Email: itdpg@itd.com.my Fax: +604-263 2905 Tel: +604-262 6720  
Email: itdki@itd.com.my Fax: +603-6203 3830 Tel: +603-6203 3880  
Email: itdjb@itd.com.my Fax: +607-222 5911 Tel: +607-222 5811

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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Email: itdmanila@itd.com.my

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 and Philippines.

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. It offers programs ranging from short training to Certificate, Diploma, Bachelor, Masters and Doctoral courses.

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.

The Group's outstanding track record includes establishing itself as the most successful provider of Masters and Doctoral business education programs in the region.

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.

ITD Group is a multinational corporation with a societal oriented philosophy. It is actively involved in social and charitable work. The institute's Love Thy Nation Campaign has allocated sizeable funds to support the needy sections of respective national societies.

ITD's leaders have served as leaders of ARTDO International and have been actively involved in social HRD work. Established in 1974, ARTDO International is a non-profit professional umbrella body that brings together leading national HRD bodies, companies and individuals active in HRD work from over 30 countries around the world.

Ultimately, the ITD vision is all about people. The truly shared meaning behind ITD's torch goes beyond leadership and excellence, it 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.itd.com.my](http://www.itd.com.my)