

CERTIFIED COACHING & MENTORING PROFESSIONAL (CCMP) PROGRAM

Public and In-House Programs that are Results Driven

with:
Certificate in Performance Coaching



Certificate in Advanced Coaching and Mentoring

“The Certificate in Performance Coaching is one of the only truly international courses in Asia that is recognized and approved by ICF (International Coaching Federation) the worlds leading professional non-profit body for coaching. Mentoring, coaching and growing people is one of the most fulfilling and rewarding work of a lifetime”

- William J Rothwell Ph.D

In collaboration with:



Thomas G. Crane

- World Renowned Coaching Guru
- International Best Selling Author and Consultant



William J. Rothwell

- World Renowned HR, OD and Talent Management Guru
- Best Selling and Award Winning Author of over 60 Books



Jack Canfield

- World's Top Guru on Peak Performance & America's Leading Success Coach
- Guinness Book of World Records for Most Books on NY Times Best Seller List



ITD

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INSTITUTE OF TRAINING AND DEVELOPMENT

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ITD-MEGA GURU SIGNATURE PROGRAM
LEARN FROM THE BEST TO BE THE BEST

CERTIFIED COACHING & MENTORING PROFESSIONAL (CCMP) PROGRAM

INTRODUCTION

Leaders are effective when they are able to coach, mentor 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 and mentoring is certainly a highly fulfilling and rewarding work that can last a lifetime.

The CCMP 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. The Certificate in Performance Coaching is one of the only truly international programs in Asia that is recognized and approved by ICF (International Coaching Federation) the worlds leading professional non-profit professional body for coaching.

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 accomplishments in work and life.

A mentor is able to act as a role model and share a great wealth of experience, connections and expertise to teach, advise, guide and support the mentee to achieve accelerated results and growth.

Certified Professional Coaches and Mentors gain mastery of advanced coaching and mentoring techniques that can be used in synergy to coach and mentor followers, clients and loved ones through their lifetime to achieve breakthrough results.

Come into the exciting and highly rewarding world of professional coaching and mentoring and experience a life of great rewards and fulfilment.



WHAT MAKES THE CCMP PROGRAM OUTSTANDING?

- ✓ Brings together program intellect and design from the world's top authorities in coaching, mentoring and peak performance.
- ✓ Recognized and approved by ICF (International Coaching Federation) the worlds leading professional non-profit professional body for coaching.
- ✓ Uses training, coaching, mentoring, action and experiential learning all in one comprehensive results-based learning solution
- ✓ Includes cutting-edge tools, learning materials and best-selling books to support effective learning, application and for ongoing research.
- ✓ A continuous learning intervention over 5 months that leads to professional mastery of coaching and mentoring. Delivered by the most experienced and competent facilitators and trainers.
- ✓ 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 and mentoring.
- ✓ The 3 awards obtained throughout the program offers great reward for achievement and motivation to learn, apply and succeed.

CERTIFIED COACHING & MENTORING PROFESSIONAL (CCMP) PROGRAM MAP

THE 3 PHASES

Phase 1
Course 1 & 2:
4 days + Assignments



Phase 2
Course 3 & 4:
5 days + Assignments



Phase 3
Coaching & Mentoring Action
Project: 120 days +
Conformance to Professional Ethics and
Continuous Professional Development
(CPD)

THE 3 AWARDS

**CERTIFICATE IN PERFORMANCE
COACHING**

**CERTIFICATE IN ADVANCED COACHING
AND MENTORING**

**CERTIFIED COACHING &
MENTORING PROFESSIONAL (CCMP)**



CERTIFIED COACHING & MENTORING PROFESSIONAL (CCMP) PROGRAM



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 and Managers plus those seeking to develop the competencies to be a coaching and mentoring professional.

METHODOLOGY

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

COURSE 1 (2 Days):

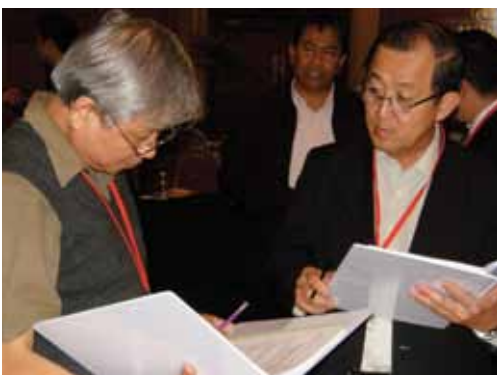
ESSENTIAL COACHING SKILLS: *The 7 Keys for Coaching Success*

Key Objective:

At the end of the course, you will be able to apply the 7 Key Coaching Skills for Success in preparation for its effective use in Transformational Coaching.

Outline-Competency Focus:

- Give appreciative and constructive feedback and receive feedback effectively to create awareness which leads to action by the coachee.
- Ask great questions to engage in a coaching dialogue with the coachee in all coaching conversations.
- Use Reflective and Empathic Listening in a Coaching Session.
- Prepare to coach with the awareness of one's own coaching style and the behavioral style of the coachee in a coaching session.
- Confront what needs to be confronted in a coaching session by making it safe for the coachee in a performance improvement dialogue.
- Set clear expectations and help coaches to set clear goals and objectives.
- Plan and organize a coaching session as a preparatory step to a productive coaching dialogue.
- Use role plays and extensive practice of the essential coaching skills for success.



COURSE 2 (2 Days):

THE HEART OF COACHING: *With Transformational Coaching (TC)*

Key Objective:

At the end of the course, you will be able to engage in powerful coaching conversations in the workplace, using the Transformational Coaching Model.

Outline-Competency Focus:

- Relate how coaching fits into contemporary leadership models and why it is an important skill for leaders.
- Define what it means to become an effective coach and the workplace application of coaching.
- Understand the coaching culture paradigm and coaching for high performance in the workplace.
- Interpret and describe the critical distinctions between criticism, feedback and coaching.
- Understand and apply the Transformational Coaching Model.
- Elaborate the 7 types of coaching conversations that can be adopted in practice.
- Demonstrate and practice at least 5 Coaching Conversations based on important situations.
- Assess own personal coaching competency and create a personal coaching contract.
- Create an implementation plan for immediate action and impact on one's team.



COURSE 3 (2 Days):

ESSENTIAL MENTORING SKILLS: *With Power Mentoring Techniques*

Key Objective:

At the end of the course, you will be able to apply the six essential mentoring techniques in any mentoring opportunity or situation.

Outline-Competency Focus:

- State the objectives and benefits of mentoring.
- Describe mentoring and differentiate it from coaching.
- Provide examples of mentoring categories and formats and identify their advantages and drawbacks.
- Explain the concepts of mentor and mentee readiness and how they can impact a mentoring relationship.
- Describe the 3-phase mentoring relationship framework and apply key Power Relationship skills.
- Craft Power Goals in collaboration with mentee, and generate customized, fact-based advice to help mentee achieve them.
- Describe the 4-stage modeling framework and apply Power Modeling techniques to facilitate mentee's learning.
- Practice Power Reflection and draw key learning points from the mentor's experiences or education.
- Apply Power Stories in mentoring situations that lead to insight or inspiration.
- Use Power Frames to enhance or realign the mindset of mentees for greater accomplishments.

CERTIFIED COACHING & MENTORING PROFESSIONAL (CCMP) PROGRAM

COURSE 4 (3 Days):

COACHING & MENTORING FOR BREAKTHROUGH SUCCESS

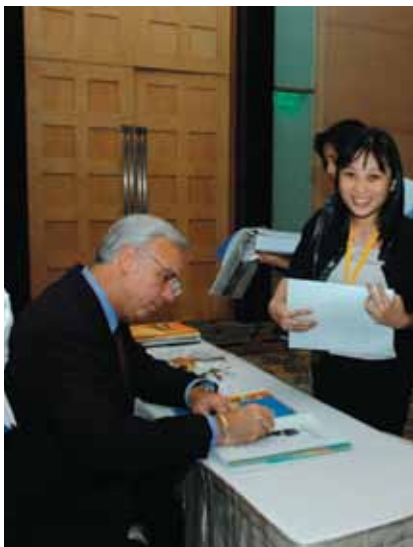
Key Objective:

Successful completion of the course equips you with the use of advanced coaching and mentoring techniques that would help selected mentees and 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 and mentoring 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) to tap into the genius of a great coach.
- Understand when and how to use Advanced Coaching Techniques (ACT) in the following areas and apply them in a coaching or mentoring 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 and mentor, engage in real live mentoring and coaching action to demonstrate mastery and receive feedback on value delivered, strengths and areas for improvement from a coachee, mentee and observer.
- As a coachee and mentee, provide valuable feedback to your coach and mentor and gain valuable experience of being coached and mentored 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 the best-selling coaching book entitled “Heart of Coaching” by Thomas G. Crane, copyrighted materials, participant’s guide, tools and templates for application exercises and assignments.

Learning Support

Upon completion of Phase 1 and 2 of the program (9-day Intensive workshop), participants should continue to communicate with each other and also with the Course Leaders. A designated Mentor-Coach will be made available to support them electronically as needed for completion their post-program assignments.

Continuous Learning Community

The Participants and Certified Professionals, Resource Persons and Mentor-Coaches will form a community together with ITD to facilitate sharing, networking and on-going learning to continuously upgrade professional competencies.

AWARDS

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

1. **The Certificate of Performance Coaching** – Phase I
2. **The Certificate in Advanced Coaching and Mentoring** – Phase 2
3. **The Certified Coaching and Mentoring Professional (CCMP)** – Phase 3

COMPREHENSIVE ASSESSMENT

- a. **Attendance and Participation** – complete 9 days of intensive instruction, practice and feedback (Level 1 & 2 evaluation).
- b. **Course Assignments** – complete role-plays, presentations, life coaching and mentoring sessions and home assignments given (Level 2 & 3 evaluation).
- c. **Coaching and Mentoring Projects** – successful execution and submission of evidence of results produced and comprehensive report on life coaching and mentoring action project over a duration of 120 days (Level 2, 3 & 4 evaluation).
- d. **Continuous Learning and Professional Ethics** – provide evidence of Continuous Professional Development (CPD) and continuous conformance to professional ethics to qualify for renewal of certification every 2 years.

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

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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.



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