



SOFT SKILLS DEVELOPMENT THROUGH COACHING



About Executive Coach International Pte Ltd

Origins

Executive Coach International Pte Ltd (ECI) was founded by Kelvin Lim in 2004. Four years after its founding, ECI became one of the leading coaching organizations in the region with the largest number of coaches certified by the International Coach Federation (ICF), headquartered in the US.

Range

We are consistently refining our training, coaching and development technologies. As a result, we have built up a strong word-of-mouth reputation that spans several countries across Asia and beyond. Our coaches have worked successfully with clients from all over the world, including professionals from China, India, Vietnam, Indonesia, Japan, Brunei, Germany, France, Slovakia, Seychelles, the US and UK.

International Recognition

In 2010, our coach training program received accreditation from the ICF. This international accreditation recognizes our organization's adherence to the highest professional standards in coach training. We are one of the few coaching training centers in the region offering the ICF Accredited Coach Training Program (ACTP) while being the only one in Singapore offering full face-to-face and personalized interaction between trainers and participants.

Board of Lead Trainers



JULIA NG Professional Certified Coach, ICF

Coaching since 2003, Julia has worked with over 600 people directly, and more than 1,500 indirectly. Julia is a Life and Executive Coach who works with entrepreneurs and corporate executives to create businesses that are a source of growth, profitability, and fulfillment.

Julia's vast coaching experience makes her a versatile coach, employing approaches and styles that are best suited for her clients' development. She is described by her clients as a steady and calm pillar of strength, with deep wisdom that brings clarity to complex situations.

As a trainer, Julia is known to be patient, meticulous, and her outstanding accurate technical knowledge stands out.

KELVIN LIM Master Certified Coach, ICF

Kelvin has been coaching since 1997 and was the first in Southeast Asia to receive the Master Certified Coach (ICF) credential in 2005. Kelvin worked with the late Thomas Leonard, known as the 'father' of coaching who initiated the founding of the ICF.

Kelvin has worked with major corporate clients and organizations from both the private and public sectors. His individual clients include C-suites, business owners and influential public figures.

Kelvin became a pioneer in the coaching field and has played a significant role in contributing to the growth of the coaching platform in Asia. Recently, he was invited to be the exclusive Asia representative in 'LEAP', the first-ever Coaching Movie (www.coachingmovie.com).

MEI YEE LOO Professional Certified Coach, ICF

Before coming across coaching, Mei Yee's rapid ascent up the corporate ladder in the healthcare and pharmaceuticals industry saw her earning accolades such as Top Sales, rising to Regional Sales Supervisor at an MNC in Vancouver by 2007.

Despite her career successes, she found herself searching for "What's next?" in her life. Having found the answers she sought through coaching, she became a coach in 2008 to make a difference to others.

Her ability to connect with her clients emotionally, together with her firm and unwavering determination, allow her to empower her clients to achieve their dreams and goals.

Mei Yee's liveliness, firm grasp of coaching techniques and strong ability to engage her class have resulted in her becoming one of ECI's most sought-after trainers.

Introduction to Coaching



Coaching is a distinct service which focuses on an individual's life - be it professional or personal - as it relates to goal setting, outcome creation and personal change management.

Coaching is:

- a conversation that allows the client to forward the functionality, capabilities, circumstances and understanding of who they are;
- derived from a set of technologies that have been developed to maximize a person's effectiveness and fulfill her/his full potential;
- a forwarding partnership between a coach and client in a thought provoking and creative process that inspires them to triumph over their challenges, resulting in the client's evolution.

Trained coaches seek to elicit solutions and strategies from their clients themselves; they believe the client is naturally creative and resourceful.

According to a Manchester Consulting Group study of Fortune 100 Executives, coaching resulted in:

- a return on investment (ROI) of almost **6 times** the program cost;
- **77%** improvement in relationships;
- **67%** improvement in teamwork;
- **61%** improvement in job satisfaction;
- **48%** improvement in work quality.

11 CORE BENEFITS OF COACHING

SELF KNOWLEDGE - it allows a deeper understanding of oneself.

PERFORMANCE - it increases one's ability to excel in the desired areas of life.

CLARITY - one can see previously missing angles and to free oneself from paradigms.

EXCELLENCE - it develops and sustains high standards and quality of life.

SUPPORT - one is backed up to reach for higher and more desirable goals.

SOUNDING BOARD - one can bounce off ideas waiting to be created.

DISCOVERING PERSONAL SUCCESS FORMULAS - it provides insights on how one works best and how to apply that to any situation.

DEVELOPING STRENGTHS, SKILLS AND TALENTS - it increases one's capacity and ability in areas which can give an advantage.

DIRECTION - it allows one to know the best path and the most appropriate moves towards it.

RESULTS - it allows one to transform a vision into reality.

BALANCE - have it all and enjoy the journey.



EXECUTIVE COACH
INTERNATIONAL
LIVE YOUR MARK.



professional coach training program

Are you ready to transform lives?

A Coach Training Program that revolutionizes the way you interact with people.

Originating from Southeast Asia's first Master Certified Coach, experience the training that propelled many of our coaches to obtaining international certification of professional recognition in half the industry time. Join our alumni of internationally certified coaches.

Be the catalyst for people's dreams.

Approach us now or register your interest through www.ecicoaching.com

Professional Coach Training Program™ (PCTP)



Here at Executive Coach International Pte Ltd (ECI), we groom you to become not only a certified coach, **but one who is effective and delivers results.**

Our coaches have **helped clients quadruple their income in a matter of weeks; receive double promotion in 7 weeks; improve their relationships and lead a more meaningful life.** At ECI, you will be exposed to a unique pedagogy of coaching, focusing on experiential learning.

ECI's coach training program is accredited by the International Coach Federation (ICF), headquartered in the US, allowing you to become an internationally certified coach.

Unlike many coach training programs on the market where lessons are delivered through distance learning, our program is **taught face-to-face in small to medium-sized groups.** From the start to the end, each participant will be groomed personally by our experienced and practicing trainer(s). Witness the application of our coaching models through real life demonstrations. You will apply them during your training on real cases, instead of role-playing or case studies. You will learn on the spot on what coaching means, how it works and what it takes. At the end of your training, you get access to our PCTP Alumni community of coaches with international backgrounds.

We have trained people from diverse fields to become coaches since our inception. We have been refining our methodology to keep ourselves relevant to the ever-changing world, such that you can be assured that we offer the best formula for you to succeed as a coach.

Program Overview



Modules	Training Hours
Module 1 - Fundamentals of Coaching	32 hrs (3 hrs Mentor Coaching included)
Module 2 - Performance / Project Coaching	35 hrs (4 hrs Mentor Coaching included)
Module 3 - Relational Coaching	34 hrs (1 hr Mentor Coaching included)
Module 4 - Advanced Coaching Techniques	34 hrs (2 hrs Mentor Coaching included)

Classes will be conducted with engaging theory downloads, step-by-step drill practices as well as supervised demonstrations.

The intention is clearly not to sit and just listen to a lecture. Participants will find themselves in action with direct feedback from our trainer(s), such that they can experience and integrate their learnings faster.

Our PCTP Trainers

ECI's Professional Coach Training Program™ (PCTP) is led by a **team of selected certified coaches who have consistently produced amazing breakthroughs with their clients and have had at least 3 years of coaching experience.**

Your class will be led by 1 or 2 of our PCTP trainers who walk the talk and have a strong grasp on coaching technical knowledge. You will be well supported in your development as a coach with our team of highly qualified trainers.

Our team of dedicated trainers:

1. Julia Ng, Professional Certified Coach, ICF
2. Loo Mei Yee, Professional Certified Coach, ICF
3. Sim Wei Ping, Professional Certified Coach, ICF
4. Lee Cheon Loon, Professional Certified Coach, ICF

What Our Graduates Say



"It was a wonderful program where you learn in-depth understanding of non-verbal expressions and emotions. Excellent experiential learning."

- Alexis Lim
Senior Manager
Business Consultancy

"I enjoyed the intense, engaging, inspiring and entertaining program where I learnt fundamental coaching skills and experienced the challenges of coaching clients through numerous coaching drills. The coaches and trainers are professional, friendly, passionate and fun! The knowledge and skills we learnt from our trainers can never be obtained from reading books."



- Richard Hong
Chief Executive Officer (ASEAN)
International Safety Company

Modules 1 to 4 Syllabus Outline

For details on ICF Core Competencies, please refer to www.coachfederation.org/icfcredentials/core-competencies.

Module 1		Module 2	
Fundamentals of Coaching		Performance / Project Coaching	
<ul style="list-style-type: none"> • ICF Core Competencies • ICF Code of Ethics • Trust & Intimacy • Coaching Presence, Confidence, Certainty • Listening & Questioning • Universal Coaching Model • 10-Step Coaching Cycle • Casing & Framing the client's issue • Basic Client Profiling • Managing Coach-Client Relationship • Coach Credibility & Attraction 		<ul style="list-style-type: none"> • Understanding the Project Cycle • Project Creation • Project Analysis & Design • Client Profiling using the 9 Core Conversations™ • Gain hands-on Project Coaching Experience with Peer Project Coaching • Understanding Client Types • Client Management • Coaching for Performance & Effectiveness • Overcoming Barriers • Acknowledgement & Appreciation • Celebration & Completion of End Goal 	
Core Competency Focus		Core Competency Focus	
CC1	Meeting Ethical Guidelines and Professional Standards	CC8	Creating Awareness
CC2	Establishing the Coaching Agreement	CC9	Designing Actions
CC3	Establishing Trust and Intimacy with the Client	CC10	Planning and Goal Setting
CC4	Coaching Presence	CC11	Managing Progress and Accountability
CC5	Active Listening		
CC6	Powerful Questioning		
CC7	Direct Communication		
CC8	Creating Awareness		

Module 3		Module 4	
Relational Coaching		Advanced Coaching Techniques	
<ul style="list-style-type: none"> • Coaching Relational Issues in different domains of life such as working relationships, career, fulfillment, freedom and finance • Understanding Relational Coaching • Understanding Relationship Patterns • Relationship Transactional Model • Further Client Profiling using different frameworks • Case studies on Social Relationships & Friendships • Case studies on Family Relationships • Develop Space Proficiency and Coaching Presence • Learn to coach different Emotions and States 		<ul style="list-style-type: none"> • Build Proficiency in Logical Thinking, Logic Sequences and Deduction • Increase Speed, Clarity and Precision in identifying a client's case • Increase Questioning Efficiency • Intensive Practicum • Application of the Core Competencies required at the Professional Certified Coach level • Tap into a coach's intuitive abilities • Broadening the coach's frameworks and viewpoints • Strengthening and leveraging of all the methodologies learnt in Modules 1 to 3 	
Core Competency Focus		Core Competency Focus	
CC1	Meeting Ethical Guidelines and Professional Standards	CC4	Coaching Presence
CC2	Establishing the Coaching Agreement	CC5	Active Listening
CC3	Establishing Trust and Intimacy with the Client	CC6	Powerful Questioning
CC4	Coaching Presence	CC7	Direct Communication
CC5	Active Listening	CC8	Creating Awareness
CC6	Powerful Questioning	CC9	Designing Actions
CC7	Direct Communication	CC10	Planning and Goal Setting
CC8	Creating Awareness	CC11	Managing Progress and Accountability

Rates (All our fees below are inclusive of 7% GST)

ACTP Package	Training Hours	Fees	One-time payment*
Module 1 - Fundamentals of Coaching	32 hrs (3 hrs Mentor Coaching included)	SGD 2,400	
Module 2 - Performance / Project Coaching	35 hrs (4 hrs Mentor Coaching included)	SGD 2,600	
Module 3 - Relational Coaching	34 hrs (1 hr Mentor Coaching included)	SGD 2,600	
Module 4 - Advanced Coaching Techniques	34 hrs (2 hrs Mentor Coaching included)	SGD 2,400	
TOTAL		SGD 10,000	SGD 9,000*

Note: ACTP Package entitles participants to 2 attempts on passing the coaching evaluation as required for the PCC credential by the ICF. These two attempts are to be undertaken within 6 months of completion of all 4 modules. ACTP Package needs to be completed within 24 months following the start of Module 1.

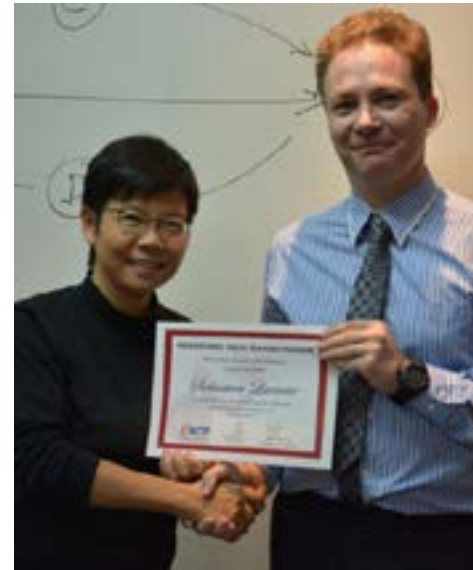
*There is a 10% bulk discount for a one-time payment for all 4 modules. For one-time payment of 2 or 3 modules, a 5% discount applies.

ACSTH Package	Training Hours	Fees	One-time payment†
Module 1 - Fundamentals of Coaching	32 hrs (3 hrs Mentor Coaching included)	SGD 2,400	
Module 2 - Performance / Project Coaching	35 hrs (4 hrs Mentor Coaching included)	SGD 2,600	
Sub-Total		SGD 5,000	SGD 4,750†
<i>Additional option</i> - 3 hours of one-on-one Mentor Coaching by an ACC or PCC (\$350/hr)		SGD 1,050	
TOTAL		SGD 6,050	SGD 5,800†

Note: The 3 hours of Mentor Coaching are required to fulfill the criteria for an ACC application (please refer to page 12). The last session of the 3 hours of Mentor Coaching is to be completed within 3 months from last day of Module 2. Please note that Mentor Coaching rates will be \$450/hr if purchased separately from the ACSTH Package. ACSTH Package needs to be completed within 12 months following start of Module 1.

† There is a 5% bulk discount for a one-time payment of both modules.

ICF Credentialing



WHAT IS THE ICF CREDENTIALING ABOUT?

The International Coach Federation (ICF) is the leading global organization for coaches, with over 28,000 members in more than 120 countries. ICF is dedicated to advancing the coaching profession by setting high ethical standards, providing independent certification, and building a worldwide network of certified coaches. The ICF is the only organization that awards a global credential which is currently held by more than 21,000 coaches worldwide.

If you are serious about building and maintaining your coaching business, consider being part of a well-respected, self-regulating profession by getting an ICF Credential.

The ICF offers 3 levels of credentialing:
Associate Certified Coach (ACC)
Professional Certified Coach (PCC)
Master Certified Coach (MCC)



Source: ICF Website (www.coachfederation.org)

Paths Towards ICF Credential	Training Criteria	Training Outcomes	ICF Credential(s)
Option 1: ACTP Path	<ul style="list-style-type: none"> Complete Modules 1 to 4 Pass the coaching evaluation session Pass the Coach Knowledge Assessment (CKA) online 	Certificate to ACTP Path	# Valid for both ACC and PCC credential applications
Option 2: ACSTH Path	<ul style="list-style-type: none"> Complete Modules 1 & 2 Receive an additional 3 hours of one-on-one Mentor Coaching 	Certificate for 60 hours of training and 10 hours of Mentor Coaching, eligible for the ACSTH Path	# Valid for ACC credential application

Upon completion of required coaching experience: 100 hours for ACC and 500 hours for PCC. Please refer to www.coachfederation.org/credential/?navItemNumber=502 for ICF credentialing criteria.

Contact Information

Feel free to talk to us. For corporate enquiries, we will recommend and customize coaching packages that best suit the company's needs.

Contact Details

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