



EXECUTIVE COACH
INTERNATIONAL
LIVE YOUR MARK.

LEADERSHIP DEVELOPMENT THROUGH COACHING



Overview of the Leadership Coach Training Program

Spot the best talent in your industry.

Creating leaders and transforming your organization's leadership is necessary.

Make a difference in your team - groom the best talent as a professional leadership coach. Hone that ability to develop potential leaders. Build the team of the future that creates outstanding performance in an uncertain market. Make this possible. Take the **Leadership Coach Training Program (LCTP)**.

The LCTP program is designed to enable you to coach with clarity and develop people effectively within their different roles. LCTP also improves the ability for an organization's top performing leaders to cope with the leadership challenges they face in their work. This program imparts the core principles of being a leader and gives you tools to facilitate the development of new leaders. LCTP marks the beginning of a powerful development for you as a leader and leading talent developer.

LCTP enhances your leadership capabilities and competencies in critical leadership disciplines. Improve your ability to lead and command consciously, facilitate and communicate mindfully while dealing with a changing organization, virtual communities and performance pressure against a global market. LCTP redefines your leadership and capacity to develop others by anchoring your professional growth and aligning your personal development.

Add value in your leading capabilities.

The value of leadership lies in the dynamics that form partnerships, teams and organizations. You will learn to grasp and influence the leadership dynamics through understanding the motivations and values of others. Here, you will learn to create a compelling vision, persuade and inspire others. Plus smoothen the dynamics between people and their opposing interests to find a common ground for forging forward towards the organisation's main goals.

LCTP is designed to be an experiential learning process. Spearhead your own leadership development through applying the tools as a leadership coach. Start to inspire others into the journey with the right means. Inquire into your own capabilities as a leader and a coach, and examine your own experiences, skills and ambitions. A small group setting enables you to learn through the experiences of other leaders while practicing the techniques in a hands on manner. You can experiment and learn from classmates facing similar challenges in different situations.

Core Benefits

- **Upgrade your skill sets and knowledge** to transform into a talent developer in the organization.
- Grasp the critical issues in leadership to be able to **create leadercentric value** and stay grounded in long-term development.
- **Enhance** the effectiveness of your leadership in dynamic situations.
- **Plan clear career and life goals** for yourself and your team.

Our Four Tenets of Learning



The Leadership Coach Training Program is built on these four tenets:

Principles of Leadership Performance

Coaching leaders requires an understanding of the key areas of performance of leadership. It includes sharpening your skills by utilizing your personal qualities and honing it during the program. The program trains you on specific leadership factors and includes experiential learning opportunities to practice and apply your skills.

Dynamics and Roles

Learning to lead and coach leaders requires both your skills and knowing how to motivate and inspire others. LCTP engages you in deep inquiry to hone your understanding of the dynamics between your holistic being and your functional roles, as well as how you can use this newfound awareness to lead in all settings.

Inspire Leadership

Leadership coaching is about a coach inspiring a person to be a better leader. It is both a function of developing specific leadership skills within the leadership discipline, as well as the ability to call forth insights and realizations from the development of different key areas of leadership. You will learn how to bring forth these moments of deep reflections and realizations in the talent you are grooming.

Developing Your Unique Leadership Style

Leadership is a complex discipline that requires an aligned attitude and the exercise of these disciplines on a consistent basis at all levels of an organization, in and across different teams. Through LCTP, gain awareness over how you lead and why. Learn how to use your unique attributes to catalyze and build up different teams within an organization.

Our Learning Methodologies

- **Interactive training** to help you grasp key concepts and the latest thinking.
- **Group coaching** to facilitate learning with other leadership coaches.
- **Real-life** live demonstration of coaching and discussions.
- **Activities** to sharpen your leadership coaching in a safe and ontologically-challenging environment.

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 or maintaining your coaching abilities and care for being part of a well-respected, self-regulating international organisation, you will be interested in gaining an ICF Credential.

The ICF offers 3 levels of credentialing:

Associate Certified Coach (ACC)
Professional Certified Coach (PCC)
Master Certified Coach (MCC)



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	# 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 4 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 <http://www.coachfederation.org/credential/?navitemNumber=502> for ICF credentialing criteria.

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

ACTP Package	Training Hours	Fees	One-time payment*
Module 1 - Fundamentals of Leadership Coaching	35 hrs (3 hrs Mentor Coaching included)	SGD 3,000	
Module 2 - Principles of Team and Systems Building	36 hrs (3 hrs Mentor Coaching included)	SGD 3,000	
Module 3 - Coaching on Charismatic Influence and Motivations	34 hrs (2 hrs Mentor Coaching included)	SGD 3,000	
Module 4 - Holistic Coaching on Leadership, Ecosystems and Environments	34 hrs (2 hrs Mentor Coaching included)	SGD 3,000	
TOTAL		SGD 12,000	SGD 10,800*

Note: ACTP Package entitles participants to 2 attempts on passing the coaching evaluation as required for the PCC credential by the ICF. These 2 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 Leadership Coaching	35 hrs (3 hrs Mentor Coaching included)	SGD 3,000	
Module 2 - Principles of Team and Systems Building	36 hrs (3 hrs Mentor Coaching included)	SGD 3,000	
Sub-Total		SGD 6,000	SGD 5,700
<i>Additional option</i> - 4 hours of one-on-one Mentor Coaching by an ACC or PCC (\$350/hr)		SGD 1,400	
Total		SGD 7,400	SGD 7,100

Note: The 4 extra hours of Mentor Coaching are required to fulfill the ICF criteria for an ACC application. The last session of the 4 hours of Mentor Coaching is to be completed within 3 months from the 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 the start of Module 1.

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

Module 1: Fundamentals of Leadership Coaching

This first module is a pre-requisite for this program. You will acquire the skills and knowledge required for you to be an effective coach.

Begin by learning tools and models as pertaining to the core of an individual who seeks to be a leader. This also includes the conversation that educates you as to how to cause individual and aspiring leaders to build a viable future for themselves and their teams.

In this module, you will also be able to conduct the fundamental coaching sequence necessary to lead people into the clarity of their purpose and future as leaders. These coaching stages are proprietary training methods used by Executive Coach International Pte Ltd (ECI).

ICF Core Competency Focus:

- CC01 Meeting Ethical Guidelines and Professional Standards
- CC02 Establishing the Coaching Agreement
- CC03 Establishing the Trust and Intimacy with the Client
- CC04 Coaching Presence
- CC05 Active Listening
- CC06 Powerful Questioning
- CC07 Direct Communication
- CC08 Creating Awareness

Module 2: Principles of Team and Systems Building

Module 2 focuses on managing a team of people from diverse backgrounds with conflicting opinions to a goal they can work towards to. You will study the basis of how teams work as well as how systems are created so that you are able to analyze, critic, build and rebuild teams to higher performance and systems from all robust corporations.

This requires the leader to understand the basis on which the team can successfully come together. Identify the factors that contribute to the longevity of the teams' existence.

When systems are put in place, they are often designed to resolve a problem but not necessarily with the foresight of how the system will evolve. By addressing the way the system is designed, the coach will be able to work with leaders on the strengths and weaknesses of their leaders, address their capability of resolving issues before they even appear.

This module will allow a coach to work with leaders to build teams of effective people working with and on systems that would run smoothly and effectively into promising futures.

ICF Core Competency Focus:

- CC08 Creating Awareness
- CC09 Designing Actions
- CC10 Planning and Goal Setting
- CC11 Managing Progress and Accountability

Module 3: Coaching on Charismatic Influence and Motivations

During this module the focus is on values, thinking models, communication, and para-communication models. Distinguish what it takes to create a combination of these factors to influence and motivate others via charisma.

This module includes the study of fundamental human motivations. We will analyze the reasons for a person to be motivated by themselves, regardless of what is being offered from the external environment. This is to distinguish how people may have very different concepts of what they really want versus what leaders think would motivate them.

We will study core values and needs that will allow us to identify precisely what individuals want. In application for leadership, it is about being able to speak to these motivations within the person in such a way that they can find a relationship to that person in various contexts. This includes our proprietary training model on how to develop effective charismatic communication for leaders.

ICF Core Competency Focus:

CC01 Meeting Ethical Guidelines and Professional Standards
 CC02 Establishing the Coaching Agreement
 CC03 Establishing the Trust and Intimacy with the Client
 CC04 Coaching Presence
 CC05 Active Listening
 CC06 Powerful Questioning
 CC07 Direct Communication
 CC08 Creating Awareness
 CC10 Planning and Goal Setting
 CC11 Managing Progress and Accountability

Module 4: Holistic Coaching on Leadership, Ecosystems and Environments

In the final module of the program, which is an advanced module, we begin to develop the coach on the ability to cause a leader to have a big picture or to sophisticate their understanding of the big picture by:

- addressing the impact of their leadership
- how it affects the entire ecosystem
- where their leadership resides in
- the external, global (and often competitive) environment that these leaders operate in.

There will be an emphasis on the gamification of leadership as an application within an ecosystem as well as the gamification of how coaches develop leaders. With the big picture, the leader will be able to:

- identify how and where a system is ineffective
- pinpoint whether there is:
 - a personal leadership flaw
 - a wrong positioning of an individual
 - flawed team dynamics
 - flawed team composition or ineffective systems
 - non-working systemic thinking
 - note the inability to manage challenging human emotions within a complex structure.

These will enable a leader to troubleshoot their own system and identify where they can strengthen their entire system. In this module, all the fundamentals, models and tools learned throughout modules 1 to 3 are put into application at the Professional Certified Coach Credential level.

ICF Core Competency Focus:

CC04 Coaching Presence
 CC05 Active Listening
 CC06 Powerful Questioning
 CC07 Direct Communication
 CC08 Creating Awareness
 CC09 Designing Actions
 CC10 Planning and Goal Setting
 CC11 Managing Progress and Accountability

About Us



About Executive Coach Pte Ltd

Executive Coach International Pte Ltd (ECI) was founded by Kelvin Lim Kian Meng in 2004.

Four years after it was founded, ECI became one of the leading coaching organizations in the region, boasting the largest body of internationally qualified coaches to be certified by the International Coach Federation (ICF) headquartered in the US.

We have consistently been refining our training, coaching and development technology every year and have built a strong word of mouth reputation that spans several countries in Asia. Our coaches have worked successfully with clients from all over the world, including professionals from China, India, Vietnam, Japan, Malaysia, Brunei, Germany, France, Slovakia, and US.

Our one-of-a-kind Leadership Coach Training Program (LCTP) received the Accredited Coach Training Program (ACTP) accreditation from the ICF in 2016. Through this accreditation ICF recognized for the second time, after our Professional Certified Coach Training Program, that ECI adheres to the highest international standards in coach training.

Our Key Trainer

Kelvin Lim has been coaching since 1997 and was the first in Southeast Asia to receive the Master Certified Coach credential, awarded by ICF 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.

As a highly sought-after coaching specialist, Kelvin has worked with over 5,000 individuals directly and 15,000 people indirectly from Europe, China and many Southeast Asian countries. Through his developmental and transformational coaching, ECI has been able to showcase its professional and life coaching services to the Singapore public and the region.

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), alongside other internationally recognized coaches such as Cherie Carter-Scott and Marshall Goldsmith.

Your Questions Answered

Why should I choose Executive Coach International Pte Ltd?

Our unique and tested methodologies is a testament to our reputation. We constantly innovate and develop new coaching technologies from the successes we have obtain in the field with our satisfied clients.

ECI integrates the best of modern day coaching with revitalized traditional and revolutionizing philosophies into its programs. Having this synergy allows the creation of cutting-edge coaching techniques that produce results.

Why do I need a Leadership Coach Training Program?

ECI's leadership coach training program is created to challenge and accelerate your abilities in leading and coaching, giving you the confidence, knowledge and skills to achieve success in being a leader and a leadership coach. We aim to deliver a compelling and expansive vision to you and your organization with the skills and insights to match.

Contact Us

We invite you to share with us your company's needs, such that we can recommend customized coaching packages that will best suit your requirements.

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Visit us online

<http://www.ecicoaching.com>

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