

8 May 2010

To: Managing Directors, HR Directors, Managers, Leaders & Coaches

Re: ICF Malaysia Chapter Presents – **Leader As Coach** workshop

The International Coach Federation Malaysia Chapter (a non-profit organization) is delighted to present to you our inaugural workshop to help leaders and managers embrace coaching as a tool to develop individuals, teams and organizations; thereby creating a more empowered and responsible society.

This half-day workshop is intended to expose leaders on the power of coaching and to understand why organizations worldwide are now embarking on this journey to equip their managers with this capability. Participants will also walk away with some coaching tools to help them experience this at their workplace.

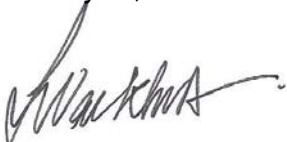
We would like you to know too, that 100% of the proceeds from this event will all be channeled directly to finance our Chapter's activities to promote coaching to our business and social communities.

We would like to invite you to be our partner, sponsor or participant in this event and help us champion this cause by promoting the coaching and making a difference to the lives of others.

We have attached the program outline and the objective of the workshop. Please fill up the registration form if you are keen to participate and fax it back to us at 03-61418100.

For some of you who want to learn more about International Coach Federation and our initiatives, please visit: <http://www.coachfederation.org/>

Thank you,



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Wai K Leong, PCC  
President, ICFMy

## REGISTRATION FORM

**WORKSHOP:  
FEES:**

**LEADER AS COACH**

**RM 200** (15% discount for early registration before 1 June 2010)  
Group registration discount– Register for 5 pax and pay for 4

NAME: 1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_  
4. \_\_\_\_\_  
5. \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

EMAIL: \_\_\_\_\_

TEL: \_\_\_\_\_ H/P: \_\_\_\_\_

FAX: \_\_\_\_\_

**Mode of payment:**

( ) Cheque/Bank Draft No: \_\_\_\_\_ for the amount of \_\_\_\_\_

( ) Made payable and Bank-in directly to:

- **JMC Coach Mastery Sdn. Bhd. - Standard Chartered Bank 6201-0000-3603**

Please fax bank-in slip to:

- **JMC Coach Mastery Sdn. Bhd. – 03-61418100**

\_\_\_\_\_

Signature

Date:

## **LEADER AS COACH**

### **An ICF Malaysia Chapter Workshop**

#### **INTRODUCTION**



What would it be like if your team members were able to perform in their job with little supervision? What would that do for you and for your company? The secret lies in using the coaching approach. The coaching that you know might be a little different from the coaching that we mean here. Many managers understand coaching as mentoring, teaching, advising, directing or instructing. This may create more dependency on you. The coaching skills that you are going to learn in this workshop will give you insights in creating team-oriented performers that are empowered and resourceful. Your work climate becomes more positive, delegation is easier and your team members become more motivated. Join us to learn how to make this happen in your team.

#### **OBJECTIVES**

This workshop is an introduction to the use of coaching tools and techniques by leaders in organizations. The participants will be exposed to coaching competencies, using the International Coaching Federation model. Through interactive discussions, case studies and exercises, they will experience how three of these coaching competencies can successfully support their efforts to address their day to day challenges as leaders in their organizations.

#### **CONTENT**

- Introduction: The differences between coaching, mentoring, teaching and consulting and the core ICF competencies
- Part one: Creating a safe environment for coaching
- Part two: Active listening to insure empowerment of your coachee
- Part three: Creating accountability to get things done, and done well
- Conclusion: How coaching techniques help address our concerns as leaders in organizations

#### **RESULTS**

- An increased awareness about coaching techniques
- A tool kit to apply coaching in your workplace
- Talking points to introduce coaching in your organization

#### **WORKSHOP DETAILS**

Date: July 31, 2010 (Saturday)

Time: 8:15 – 9:00 AM: Registration / meet the ICF Malaysia coaches

9:00 – 1 PM: workshop Starts promptly at 9:00AM. Please arrive early for breakfast.

Venue: UEM Leadership Center, Laman Ilmu UEM, No 5 Jln 51/217 off Jln Templer, Petaling Jaya  
*Breakfast and tea will be served*

Fee: a) RM200

b) Special of RM50 for ICF Malaysia Chapter members

c) Early bird discount 15% : register before June 1, 2010 (applicable to full fee RM200 only)

Payment: - Checks payable to JMC Coach Mastery Sdn. Bhd., 3A22 Block A3 Leisure Commerce Square –  
9 Jalan PJS 8/9 46150 Petaling Jaya

- Bank payment to JMC Coach Mastery Sdn. Bhd. Standard Chartered Bank,  
Account #6201 0000 3603 and fax banking slip to 03-6141-8100

- Payments will be confirmed by email

Contact: email: [leaderascoach@jmconsult.com](mailto:leaderascoach@jmconsult.com) - Phone: JMC Coach Mastery: +60378771800



**WORKSHOP SPEAKERS**



Fauziah Kamaruddin is a Certified Performance Coach based in Kuala Lumpur. She graduated with a Bachelor's Degree in Linguistics and a Master's Degree in TEFL from the University of Southern Illinois, US. Fauziah has over 20 years experience in teaching Linguistics and Communication Skills as a Lecturer with the University of Malaya. She has conducted trainings and coaching sessions in powerful communication skills and career development for Government Staff, Corporate Executives, Diplomatic Officials and Postgraduate Candidates. Currently, Fauziah is an Associate Coach with JMC Coach Mastery Sdn. Bhd. She is also working on a research project in Discourse studies on Executive coaching and leadership development.



Hélène Seiler, MCC, has been an active member of the International Coach Federation since 2003. She is a leadership talent development consultant and coach. She has 22 years of experience in organization development and strategic human resources. She has been coaching executives in North America, Western Europe and South East Asia for almost 10 years. Since 1997 she has led Helsei Consulting, a boutique HR consulting firm. From 1989 to 1997 she was an organization development and strategy consultant, most notably with A.T. Kearney. Hélène co-authored a book on job search techniques, For Executives Only published in 2007.



Thomas Chen, an executive coach base in Kuala Lumpur and Singapore brings a global perspective and over twenty five years of multi-national experience. Tom focuses on helping Senior Executives and key talents with sustainable change and personal integration to promote optimized performance. Professionally, Tom worked in top executive roles with multi-national corporations, such as:- Head, Consumer Banking for Citibank in US and Riyad Bank in Saudi Arabia; Chief General Manager of Gulf Bank in the Middle East; and Chief Operating Officer for a 200+ branch regional operation in Asia.

In the coaching arenas, Tom served as a senior consultant for Lee Hecht Harrison, specializing in coaching of senior executives and middle managers in career transition for multinational companies, as well as a successful trainer/facilitator for Forum Corporation US. Educationally, Tom is a Certified MBTI (Myers-Briggs Type Indicator) Trainer and Practitioner; Graduate of Newfield Network in Ontological Coaching and represents them as an Ambassador in Malaysia and Singapore; Certified Practitioner, and Master Practitioner in Neuro-Linguistic Programming, NLP University in US.

**ABOUT INTERNATIONAL COACH FEDERATION (ICF)**

Founded in 1995, the International Coach Federation (ICF) is the leading global organization dedicated to advancing the coaching profession by setting high standards, providing independent certification, and building a worldwide network of credentialed coaches. With more than 16,000 professional personal and business coaches representing over 90 countries, the ICF is the voice of the global coaching profession.

ICF Malaysia Chapter is the official Chapter of International Coach Federation in Malaysia.

**REGISTRATION – Please cut and enclose with payment or fax with banking slip**

NAME: \_\_\_\_\_ Email: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_ Mobile Phone # \_\_\_\_\_

# Tickets: \_\_ (TO BE PICKED UP AT THE REGISTRATION COUNTER)

Total Amount: RM \_\_\_\_\_