



Worldwide Association  
of Business Coaches

PROGRESS  
Caring Passionately About Your Progress



## PROFESSIONAL CORPORATE COACH CERTIFICATION PROGRAM (PCCCP) - ADVANCED LEVEL

A high-end program  
for professional coaches

### WHY ATTEND THIS PROGRAM?

- You have **high standards for yourself**, and you want to make sure that you get a **very solid professional coach training**.

This is **one of the most comprehensive and demanding coach training programs in Asia**. It was carefully developed to meet the standards of the World Association of Business Coaches (WABC) and the International Coaching Federation (ICF). With 600 hours logged in for over one year (Professional Level + Advanced Level), access to very experienced facilitators and a limited number of participants, you will really go in-depth!

- You want a program that is really suitable to practice **coaching in Asia**.

This program was developed by experienced coaches who have a combined coaching experience of 20 years with over 6,000 hours of coaching practice in Asia. They are currently co-authoring their 3rd book, which focuses on the specifics of executive coaching in Asia.

- You want a program that deals with specific issues related to **corporate coaching (in-house or external)**.

Although the foundations of coaching covered in this program are common with life coaching, this program has a **clear focus on corporate coaching**. It uses many real cases drawn from the vast executive coaching experience of the facilitators.

- You prefer a training program with a **solid track record**.

Progress-U has been training professional coaches in Shanghai, Hong Kong and Singapore since 2007. Graduates include HR and senior executives from a **large number of prestigious clients** such as Agfa, Alcatel-Lucent, Alstom, Bayer, Johnson & Johnson, Lloyds TSB, New York Life, Nike, Pepsi-Co., Pfizer, Porsche, St Gobain, Tesco, UBS etc.

### WHO SHOULD ATTEND?

- You are an executive working in HR or any other department with first coaching experience and want to coach on an advanced level as a part-time or full-time internal corporate coach.
- You are a consultant who wants to advance your coaching practice to a truly professional level.
- You are coaching already (as an internal or external coach or mentor) and you want to achieve international certification to prove your professional status.

**Important note:** In order to achieve a very high quality of learning, the group will be strictly limited to **12 participants**.  
A good command of English language is a must.

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## Program Overview

### ADVANCED PROFESSIONAL CORPORATE COACH CERTIFICATE

Step I	Module 3: First Three-Day Workshop	
Step II	First Follow-Up Tele-class	2-3 weeks after Module 3
	Second Follow-Up Tele-class	2-3 weeks thereafter
Step III	First Supervised Practice Session (Groups of Three)	2-3 weeks thereafter
Step IV	First Individual Mentoring Session	
Step V	Assignments (Book Reviews)	
Step VI	Module 4: Second Three-Day Workshop	
Step VII	Third Follow-Up Tele-class	2-3 weeks after Module 4
	Fourth Follow-Up Tele-class	2-3 weeks thereafter
Step VIII	Second Supervised Practice Session (Groups of Three)	2-3 weeks thereafter
Step IX	Second Individual Mentoring Session	
Step X	Assignments (Book Reviews)	
Step XI	Module 5: Third Three-Day Workshop & Coaching Exam	
Step XII	Fifth Follow-Up Tele-class	2-3 weeks after Module 5
	Sixth Follow-up Tele-class	2-3 weeks thereafter
Step XIII	Third Supervised Practice Session (Groups of Three)	2-3 weeks thereafter
Step XIV	Assignments (Book Reviews)	
Step XV	Coaching Research Project	

Total number of hours for the Advanced Level is 430 hours, for both Professional & Advanced Level, it is 600 hours (includes coaching practice and assignments). The number of hours is to conform with the standards set by the World Association of Business Coaches (WABC) for the Certified Business Coach (CBC) credential. Subsequently, this makes it possible to apply for the Master Certified Coach Certification of ICF (further conditions apply).

#### Important notes:

You can choose to attend one or both levels. If you would like to proceed to the second level after completing the first one and you realize that the schedule for the Advanced Level does not suit your own schedule, you may attend the Advanced Level during the next intake.

You can attend the Advanced Level only if you can justify that you have accumulated 150 hours of coach training and coaching practice (coach training should account for at least 80 hours). Applications will be reviewed on a case by case basis.

# WHAT YOU WILL LEARN

## Advanced Professional Corporate Coach Certificate

### Coaching senior executives

- How coaching senior executives is different from coaching junior and middle managers
- Advanced coaching skills needed when coaching senior executives
- Specific case studies on senior executive coaching

### Coaching in Asia: Making the most out of cultural differences

- Main Asian cultural tendencies: China / Japan / India / S.E.A.
- Asian cultural treasures useful for coaching are taken from
  - Mind-Body Connection
  - Art of Paradoxes
  - Ancient Asian Philosophies
- Coaching in Asia – similarities and differences to coaching in the West
  - Coaching Asians in Asia
  - Coaching Westerners in Asia
- Coaching case studies from Asia

### Team coaching competencies

- Specific challenges in team coaching
- Additional skills and techniques required when coaching teams
- Coaching with team assessments
  - TCI Team Assessment
  - Harrison Assessments Team Paradox
  - Other team assessments

### Innovative Coaching Formats

This module will expand your range of coaching formats that will lead to higher coaching effectiveness

- The Top 10 most typical coaching cases
  1. Change of specific behaviors (typically 1 – 4 behaviors)
  2. Development from Manager to Leader
  3. Preparation for a new position
  4. Support during start-up phase in new position
  5. Developing emotional intelligence (including stress management)
  6. Work-Life-Balance issues
  7. Negotiations
  8. Assisting during change of corporate culture
  9. Support during Mergers & Acquisitions (M&A)
  10. Ongoing sparring for better decision making
- Innovative coaching formats for each coaching case
- Use of assessments (especially 360 degree assessments and personality assessments) in coaching
- Understanding when other methods (e.g. training, workshops, therapy, etc.) are more appropriate

### Knowing yourself: Self-insight and understanding

- Clarifying your niche as a coach: Pick clients with whom you can lead to excel while addressing your own growth and enjoyment at the same time
- Advanced work in managing your own emotions and energy in a session
- Making the most out of supervision or mentor coaching

## WHAT YOU WILL LEARN

## Advanced Professional Corporate Coach Certificate

### Advanced work on intuition

- Further practice with the tools learnt in Professional Level
- Advanced methods to leverage on your intuition as a coach

### Using assessments in coaching

- Selecting the right assessment tool
- Commonly used assessment tools
  - MBTI
  - DISC / Extended DISC
  - Harrison Assessments
  - Enneagram
  - PCSI
- Understanding the strengths and limitations of assessments in coaching
- Providing a safe and supportive environment to debrief the coachee
- Delivering feedback in ways that encourage the coachee to act

### The coaching styles

This module explores client types in order to better understand which coaching styles might be most effective during coaching

- CEO
- Line Manager
- Staff
- Entrepreneur
- Professional
- Creative Type
- Sales Executive

### Understanding projection

Becoming aware of our own projections and how to minimize impact on our effectiveness as a coach.

### Maximizing the results of the coaching process

- Aligning coaching initiatives with the business of your client
- Maintaining partnerships with all stakeholders in the coaching process
- Demonstrating proficiency in systems thinking
- Understanding organizational behavior and organizational development
- Assisting organizations in developing a coaching culture

### Developing successfully your own coaching practice

- Internal coaches: gaining full credibility within your organization
- External coaches:
  - carving out your niche
  - finding ideal clients
  - generating referrals
  - expanding your network
  - collaborating with other coaches
- For both: addressing your limiting beliefs about developing your practice
- The importance of resourcefulness and continuous development
- Possibilities for further developing excellence in coaching

### Coaching with Emotional Intelligence

- Reading and interpreting emotions during a session faster and at a deeper level
- Leveraging on the power of emotions to help your clients accelerate change
- Developing excellence in emotional self-management for higher coaching effectiveness

## PROFESSIONAL CORPORATE COACH CERTIFICATION PROGRAM (PCCCP) - ADVANCED LEVEL

## Your Coach Trainers

### YOUR FACILITATORS

All facilitators are very experienced **executive coaches**, working with senior executives such as CEOs, VPS, Managing Directors, Regional Managers, etc.

Clients served include Airbus, Alcatel-Lucent, Allianz, BASF, BAYER, BNP Paribas, Chanel, Hang Seng Bank, HP, Johnson & Johnson, L'Oreal, Lloyds TSB, Michelin, OTIS, TESCO, UBS, Veolia Water, Volkswagen and many more.



### CHARLIE LANG

**Executive Coach, Author and Managing Partner of Progress-U Group Asia**

Charlie Lang is known for his innovative approaches towards leadership and coaching. He combines the latest findings in research with his own international management and leadership experience. Charlie has been in the corporate field for 15 years, holding top positions such as Managing Director and VP Sales and Marketing.

Charlie is an expert in corporate culture development and executive coaching. He has about 3,000 hours of executive coaching experience and numerous coaching assignments with executives in senior management positions such as CEOs, Managing Directors, Board Members, etc. He works with senior executives who need assistance in developing a corporate coaching culture within their organization. He has been conducting trainings on "Coaching as a leadership style" to hundreds of executives who want to extend their leadership toolbox with the coaching approach for higher engagement. A highly experienced executive coach and facilitator, Charlie was the President of the Hong Kong International Coaching Community (2007 – 2009).

Charlie is an avid writer of articles related to leadership, coaching and change leadership. He has written over 150 articles since 2003, many of which had been published in various magazines and newspapers. He is also the author of "The Groupness Factor", a book on First-Class Leadership published in August 2005. Presently, he writes his second book on corporate coaching culture in Asia.



### SEBASTIEN HENRY

**Executive Coach, Author and Partner of Progress-U Group Asia**

Sebastien Henry works with senior leaders who constantly seek skills for their development and serve as an inspiration to their people and organizations.

He has more than 1,500 hours of coaching experience and has coached executives in top regional management positions in Asia/Pacific such as: general manager, vice president, country general manager, CFO, and department head. In South China, he has co-designed and co-delivered a leadership retreat for senior leaders called "INSPIRE! A Leadership Retreat for Senior Leaders".

Sebastien has published over 50 articles on Emotional Intelligence for Leaders. His first book "Emotional Intelligence for Leaders in Asia – Use emotions to lead and inspire your people" will be published in Spring 2011.

He holds a Masters Degree in Business Administration from ESSEC, a top French business school; a BA in Psychology and a BA in Philosophy from Paris Sorbonne University. He is Neuro Linguistic Programming (NLP) Practitioner, NLP Master Practitioner, and NLP Trainer (NLP University–USA). He has obtained two professional coaching certifications from ICC in the UK and Coach U in the USA, and is currently taking a third one in Japan (CTI).

He is also a certified facilitator for Team Coaching International (TCI - USA). In addition, for over 10 years, he has attended more than 1200 hours of personal development workshops in Asia, Europe, and USA many of which used the Gestalt approach.

## PROFESSIONAL CORPORATE COACH CERTIFICATION PROGRAM (PCCCP) - ADVANCED LEVEL

What past participants say  
about this program

### TESTIMONIALS

“ Very practical, very experiential, lots of practice, and presence of subject matter expertise! ”

----- HR Director, SAS Institute

“ This course is very different from the other coaching courses that I have attended. The skills learned from the program are very solid and practical. The program is inspiring and very useful. ”

----- Principal consultant, Bethel International

“ Thanks for the excellent training I received last week. During the years, I have undertaken a number of training courses and I would like to say that last week was one of the most enjoyable and personal rewarding I have completed for a long time. ”

----- Business Improvement Manager, Hong Kong Aero Engine Services Limited

“ It's the greatest training program that I have attended in the past few years. Not only did it provide very thorough coaching skills but it inspired me also a lot in other people development initiatives as well. ”

----- Employee Learning and Leadership Development Manager, Asia-Pacific, SAS Institute Limited

“ I just wanted to thank you for the course - it has been by far the most useful and insightful training I have ever attended. Not only do I feel I have learnt a huge amount of new skills, I have also gained a significant insight into myself and feel motivated and engaged to implement what you have shared with us. ”

----- Learning & Development Manager, Lloyds TSB

“ A great learning experience for me. Thank you for making the session interesting. ”

----- Training Manager, TESCO International Sourcing

“ This is a practical and good experiential training on coaching skills that I can't find elsewhere. It's also a great opportunity for sharing with others and learning from different environment. ”

----- HR Manager, OSRAM Asia-Pacific

“ The course exceeded my expectations, I would highly recommend it. ”

----- President 2009-2011 of HKICC

“ The training is insightful and practical, and will benefit not only my professional work but also my personal life. ”

----- HR Director, Almatris China

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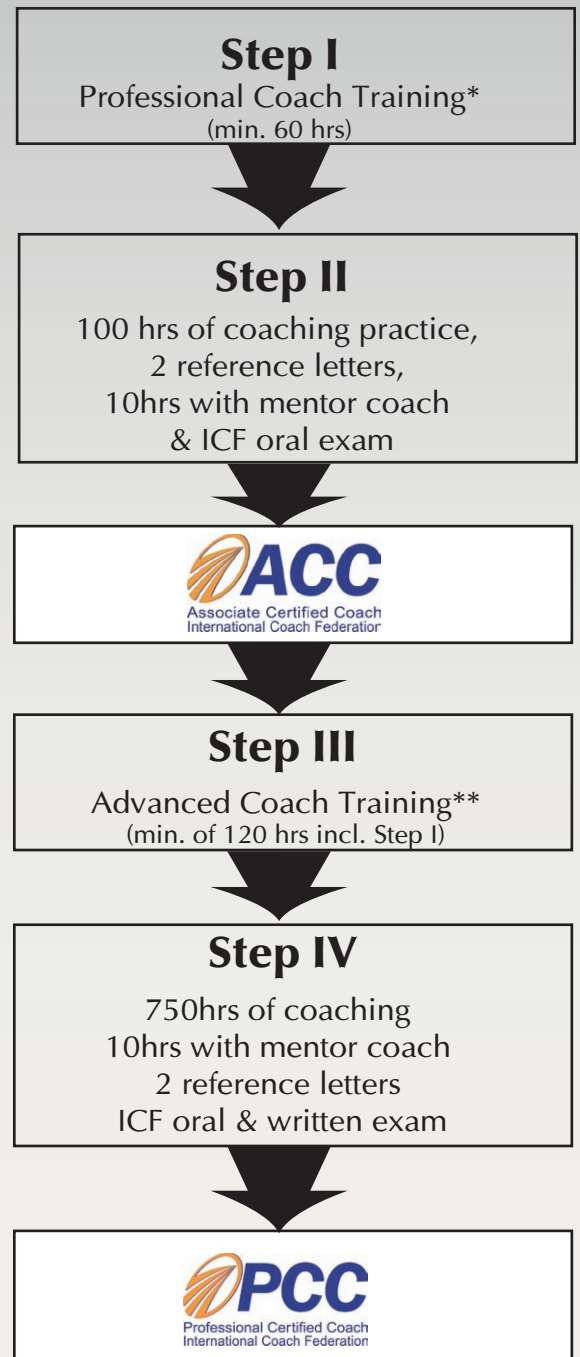
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## STEPS TO IAC & ICF CERTIFICATION

### International Association of Coaching



### International Coach Federation



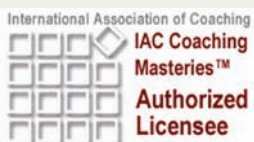
**\* Professional Coach Training**

E.g. Progress-U's "Professional Corporate Coach Program (PCCCP) - Professional Level" (170 hours)

**\*\* Advanced Coach Training**

E.g. Progress-U's "Professional Corporate Coach Program (PCCCP) - Advanced Level" (430 hours)

**Note:** Completing Progress-U's "PCCCP - Professional Level" program allows to apply for either ACC or PCC credential of ICF. Completing also Progress-U's "PCCCP - Advanced Level" program allows to apply for ICF's MCC credential (Master Certified Coach) – further conditions apply.



Progress-U is an Authorized Licensee of IAC.

