

# Transformative Coaching:

## A Revolutionary Approach to Enable Sustainable Change

A globally delivered program advancing human potential  
and aligning potential with performance

Coach**Masters**academy  
Inspires Positive Change, Develops World-Class Coaches



**75 hours Core Training for Professional Coaching**

International Coach Federation Approved Coach Training Program



# What is Professional Coaching?

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Professional Coaching is an exciting and challenging career that equips people with the skills and aspirations to improve the quality of personal and professional life through deep and focused conversation. A Professional Coach helps people discover what needs to be changed and then supports them to make that change. Through the coaching process, people are empowered, gaining new insights and a new vision for their life.

Professional Coaching is fast becoming a key component in 21st century business success. The challenges have never been greater for achieving results through people, and coaching will be a vital leadership skill for the decades to come. A proven strategy for creating sustained growth, coaching enables superior performance of individuals, teams, and whole organizations.

## ... Coaching that focuses on building thinking capacity

A commitment to sustainability is at the core of our coach training. Achieved through a process of heightening awareness and deepening learning, this differs from other coaching methodologies that employ a tactical or remedial approach more useful in trouble-shooting and problem solving.

**A premier coach training program delivered globally advancing human potential, aligning potential with performance**

**75 hours ICF Approved Core Training for Professional Coaching**

Transformative Coaching:  
A Revolutionary Approach to Enable Sustainable Change  
**Relevant. Real. Reflective. Robust**



Approved by the (ICF) International Coach Federation, the world-renowned organization that sets professional coaching industry standards, our transformative coaching training program offers an exciting and powerful approach not seen until now. With its fresh, leading-edge approach our process enables authentic lasting change.

Transformative Coaching is for aspiring Professional Coaches, managers and executives wanting to develop a 'Coaching Management Style'. Our training offers a unique opportunity for leaders to integrate coaching conversation into their managerial skillset. Enabling leaders to access untapped potential and challenge limiting behaviors in their people, this process creates clearly defined goals and specific action plans for success.



**[ ... Coaching that focuses on building thinking capacity ]**







**... accelerate your learning and increases competency toward an advanced level of coaching**

# Why Choose Coach Masters Academy?

Coach Masters Academy is committed to inspiring positive change through mastery coaching. A global brand operating in Asia, Pacific Oceania, Middle East, Africa and Europe, our faculty team of more than 14 experienced coach trainers and supervisors are dedicated to delivering the highest possible standard of coach training.

**... a proven empirical approach creating authentic change through heightening awareness and deepening learning**

Developed over many years by our Founder – Ben Koh - Master Certified Coach (MCC), this revolutionary transformative coaching process uses our proprietary framework known as the Awareness-Clarity- Choice Conversation™. This process fully integrates the science of EQ and Positive Psychology creating a robust platform that results in sustainable change in coaching clients.

An evocative coaching approach, it leverages the advanced adult reflective learning theories

expanding people's capacity for awareness and enabling greater clarity about what motivates them to either engage or hold back.

Through deep and focused conversations a shift from contextual-awareness to self-awareness is created uncovering how meaning is constructed. The result: A greater understanding of what really matters most and truly aligns with their intention. Armed with this emerging under-



standing a clear path is created along with the ability to hold themselves accountable to what they want to achieve.

Through our thoughtful and well designed instructional training program, you can expect to develop your capacity to engage in deep and focused coaching conversations that help people experience a powerful shift in their thinking, align their intention with action and to act decisively toward their desired outcome.

## **AWARENESS conversation**

The “What happened” conversation helps people to transit from a reactive to receptive state of mind where they can be totally present in the NOW moment.

## **CLARITY conversation**

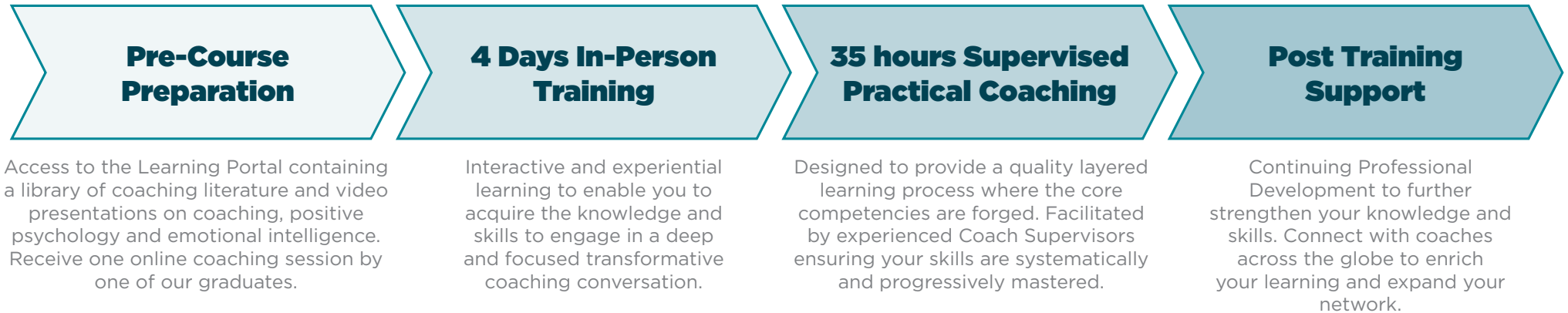
The “Meaning” conversation helps people uncover what really matters most to them allowing them to use this emerging understanding to align their intention with their action.

## **CHOICE conversation**

The “Accountability” conversation helps people to create support structures to hold themselves true to their decision and commitment.



**... a comprehensive instructional program that focuses on gaining a clear understanding of the concept and applying this learning practically**



**... accelerate your learning and increases competency toward an advanced level of coaching**

Benchmarked at ICF Professional Certified Coach (PCC) Credential level, you can be confident of receiving top quality training. A combination of our proven instructional design, and our many years of experience in this field, results in graduates that deliver impactful coaching.

Our Coach Trainers and Supervisors are committed to student's learning. We deliver the highest standard of coach training using powerful knowledge transfer techniques that effects positive change.

**... with our post training support students engage in continual supervised professional development**

Our locally based Program Directors offer on-going support for professional development through networking events, helping build client coaching hours, and most importantly to completing the ICF credential application process. At a global level, our academy provides monthly online sessions to keep students abreast of the latest coaching trends allowing them to hone their skills through peer-to-peer coaching with other graduates from around the world.

Immerse yourself in a rich and diverse learning experience;  
Grow your global coaching network through our expanding alumni.



*"... feedback is laser sharp and the depth is remarkable. The transformative approach combines both the analytical and the intuitive side. This is rare. Analytical in paying close attention to detail and intuitive in understanding beyond words. It is simple and yet so profound and powerful."*

**Vassilis Chantziaras. Consultant and Trainer, United Kingdom.**

*"... my experience after attending this training is like entering a process of personal renewal and emerges out like an empowered and inspired client. The Master Trainer's extraordinary professional gift as trainer, is only a great addition to his professionalism, knowledge, shared experience and beautiful personality - all directed towards inspiring positive change."*

**Daphna Murvitz, Executive Vice President. France.**

Thoughtful integration of theories, and practical application, provides coaches with the understanding, the skills and the confidence to ignite within their clients a desire, and the commitment toward a new path

*"... this program has opened my eyes to the complexities involved and the skill and competency required to be a good coach. The standard of training is at international standard. Various adult training methodologies were used to ensure maximum engagement of participants. This training has given me the confidence to go out there as a professionally trained coach, ready and able to support corporate leaders."*

**Aroshi Nanayakkara, CEO at Global Consulting Company, Sri Lanka.**



**... as a result of the personal exploration in our structured supervised feedback session, students emerge from our training on their own new and exciting personal transformative journey.**

What makes our program unique is our truly transformative process that goes beyond skills and knowledge into the mastery of coaching presence. You will experience not only a formative process but also support and encouragement from your Program Director as you learn and put into practice your coaching skills. We create an environment in which you can fully understand the privilege and the responsibility of working with another human being in the sacred coaching space.

Sustainable change comes from focused learning and the practical application that enables the transformative personal journey.

**... a scalable program with two distinct levels of training that build on one another taking students to mastery level competency.**

Our Advanced Training for Mastery Coaching is conducted using our online learning platform. This platform provides you with a rich learning environment where graduates across the globe take their skills to the next level of mastery. A panel of highly qualified Master Certified Coaches co-facilitating this program providing invaluable learning. With coaching conversation reviewed throughout the training, students have the opportunity to apply their knowledge practically and receive feedback.

**Transformative Coaching:  
A Revolutionary Approach  
to enable Sustainable Change  
approved for 145 hours  
of coach training**

**75 hours Core Training  
for Professional Coaching**

1<sup>st</sup> level Training



**70 hours Advance Training  
for Mastery Coaching**

2<sup>nd</sup> level Training



**... experience a personal transformative journey for yourself**

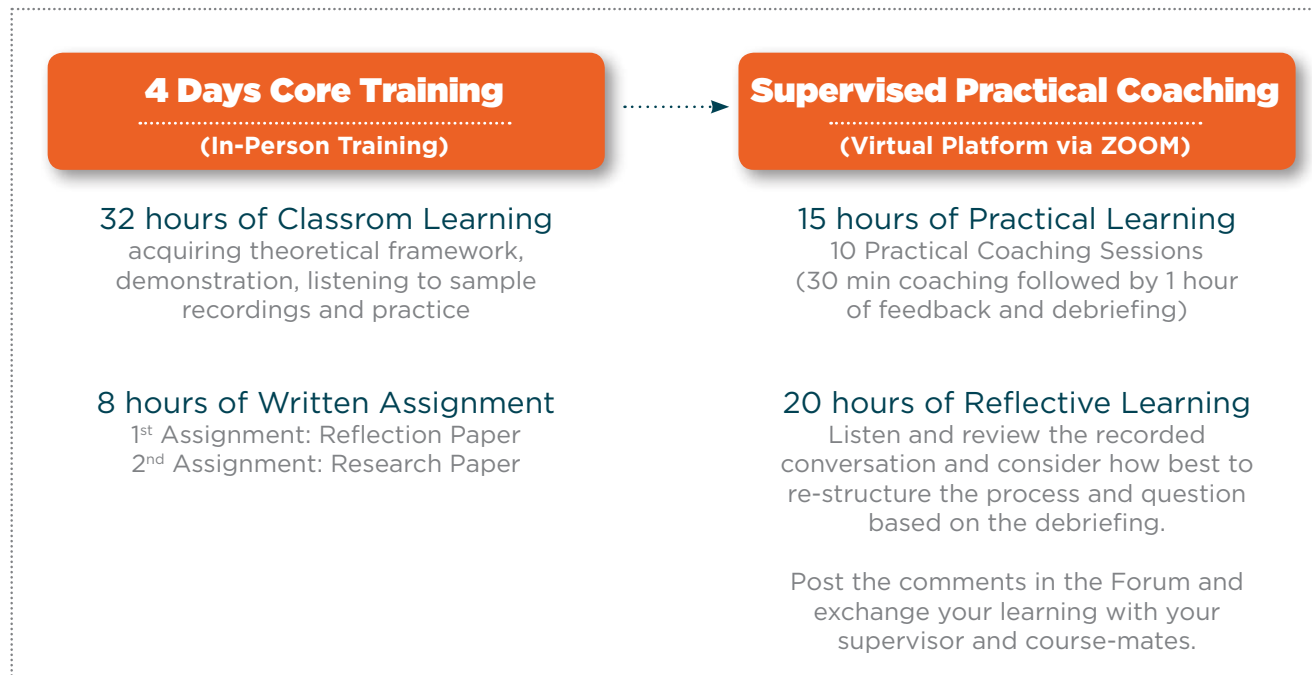


# Program Structure for the 75 hours Coach Training

Our transformative coach training program consists of

- 4 Day In-Person Training
- 35 hours of Supervised Practical Coaching conducted via online learning platform.

The 4 Days In-Person Training is being offered in more than 17 countries.  
Please visit our website for the schedule, [www.coachmastersacademy.com](http://www.coachmastersacademy.com)



The greatest learning comes during the Supervised Practical Coaching where all students have extensive hours of evaluated feedback reviewed by their peers. This is then followed up with a one-on-one mentoring session. Supervised by the local Program Director, student learning continues with the Reflective Learning segment. Here students listen to the conversation recording again, reflecting and reworking to see what they would readjust and do differently. For the remainder of the programme they continue their learning through our interactive web-based forum. This entire process is carefully monitored by our experienced supervisors to ensure progressive learning takes place.



**... accelerate your competencies at an advance level of coaching**



# Course Description

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## Module 1:

### Transformative Coaching Fundamentals

**Coaching is distinctive in nature and set apart from other interventions because it is based solely on the needs of the person being coached, and it uses a clearly defined process throughout the interaction. Both a science and an art, coaching helps people develop potential that is already present, but not yet fully manifested.**

- ✓ Understanding how coaching is different from consulting, training and counseling
- ✓ Learn when to apply tactical and transformative coaching
- ✓ Understand how coaching evokes excellence in others through horizontal and vertical learning
- ✓ Apply the power of noticing to encourage reflective learning
- ✓ Learn the formula for Sustainability: Alignment + Action + Accountability
- ✓ Acquire a new paradigm shift from a solving mindset to a creating mindset
- ✓ Moving Forward: Roadmap to ICF Credential

## Module 2:

### Engaging in Deep and Focused Conversations

**The coaching conversation is a special conversation. As the primary vehicle for the coach to deliver the coaching, it is a conversation in which the Coach is speaking and listening with a total commitment to help a person to succeed. This is the most important module where students learn how to create a safe psychological space for their client to articulate what is known, but unknown to their conscious mind.**

- ✓ Understand what makes a coaching conversation a special conversation.
- ✓ Apply the dynamic flow concept to create a learning conversation
- ✓ Understand coaching presence as the key ingredient to initiate the change process
- ✓ Learn the principles to nurture coaching presence
- ✓ Learn how to create the “NOW” moment for the coach and the client
- ✓ Learn how to shift a tactical or remedial conversation to a learning conversation
- ✓ Learn how to exercise active listening to mine the content in the story for a powerful shift in thinking

## Module 3: Coaching Dynamics for a Transformative Shift

The catalyst for change begins at this level where the client starts to gain more awareness into their current reality and deepen their learning. Student will gain an in-depth understanding of how to use our proprietary framework Awareness-Clarity-Choice Conversation™ to create a conversation aimed at heightening the awareness and deepening the learning.

- ✓ Understand what awareness is and apply the transformative principles to enable shift in perspective and challenge forward action
- ✓ Learn how to engage in a Awareness Conversation and acquire the coaching skill to effectively explore meaningfulness and frame the conversation for focus
- ✓ Learn how to engage in a Clarity Conversation and acquire proprietary transformative techniques to create the space for self-expression, expand the thoughts for deeper understanding, surface blockages, create current reality and preferred reality
- ✓ Learn how to engage in Choice Conversation and acquire the coaching skills to create support structures to hold people true to their decision and commitment.

## Module 4: The Power of Inquiry

Asking appropriate and powerful questions provides an opportunity to open up new perspectives. This helps to direct our attention to areas that we have not yet considered, enabling us to gain new understanding through thoughtful thinking. Coaches help their clients to find their own solutions through powerful asking.

- ✓ Discover the power of questions and how to structure them for maximum impact
- ✓ Understand the framework for meta-coaching
- ✓ Avoid making the top 8 mistakes when asking questions
- ✓ Learn how to ask empowering questions

## Module 5: Integrating Core Competencies

A coaching conversation is more than a dialogue session or a nice chat. The objective of a coaching conversation is to facilitate positive change in how a person thinks, acts or feels. In this module you will learn how to integrate the ICF Core Competencies

- ✓ Establishing Coaching Goals
- ✓ Co-Creating the Relationship
- ✓ Effective Communication
- ✓ Forward Action





# Together with our Coaching Alliances across the Globe

We are committed to deliver the highest standard of coach training. Your journey towards mastering coaching begins with us.



# Our Learning Experiences with Coach Masters Academy

*It was a journey of self-awareness, obtaining deeper insights into human nature and experiencing the positive impact of coaching. It had improved my conversations with clients resulting in more fruitful discussions and outcomes. I am amazed how simple, thoughtful questions can uncover layers and go deep into a person's make-up, resulting in the client obtaining awareness.*

**Angela Kuek, Director at Meyer Consulting Group, Singapore**

*Ben's extraordinary gift as trainer, is a great addition to his professionalism, knowledge, shared experience and beautiful personality. He teaches the theory while sharing with enthusiasm his vision of positive change. He offers the tools but mainly educates on the approach and the process. He trained us to become coaches but at the same time empowered our existing individual personality and professional resources. Even the highly experienced, seen-it-all executives, will certainly get their personal as well as professional high return.*

**Daphna Murvitz, Business Development Facilitator, Israel**







*I walked away with clarity on the difference between consulting, counseling and coaching. I have acquired vital coaching skills for transformation. I am impressed by the passion, authenticity and ability of the Master Trainer. The course structure is excellent with balance between learning and practice, especially the 35 hours of supervised practical coaching for the post course training adds a wonderful support to help me become a truly Professional Coach.*

**May Leong, CEO, Malaysia**

*I am appreciating the construct of a conversation and the need to be mindful of how impactful they can be in all interaction not just in coaching. I walked away with this understanding that the power to change depends on how we carry out this conversation. This training has been as much a journey of self discovery as it has been about skills and techniques.*

**Selina Chean, Senior Executive Manager, Malaysia**

*The learning in these 4 Days challenges my ability because I always assumed that I am already a good coach. However, when I attended this program, it helped me expand my understanding and ability to be a better coach. The Master Trainer has his own unique style and excellent at training delivery. I can feel and get the energy from him while he is teaching. Most important he helps us to crystalize the concept and I appreciate the emphasis on the thinking process that deepens awareness and brings transformation.*

**Chanasikarn Sangvut, Business Owner, Thailand**

*The Master Trainer puts the "Masterful" into masterful coaching and training. Ben really knows how to bring the best out of people. Training with Ben has allowed me to surpass what I thought was possible and to reach a level of understanding and confidence in my coaching skills beyond what I was initially aiming for. But it was more than just an education; it was "Life Changing".*

**Charles Awart, Business Owner, South Africa**

*The Master Trainer is an amazing individual with 100% passion for passing on the essential skills required to be a successful Coach in an engaging and energetic way. His delivery has such outstanding clarity that he is able to reduce complex and profound content so practical and memorable.*

**Howard Bryant, Managing Director, London.**



# Transformative Learning Experience



[www.coachmastersacademy.com](http://www.coachmastersacademy.com)



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