



THE MASTERCOACH 'ENTERPRISE COACH TRAINER PROGRAMME'

4-week Online Train-the-Trainer Course | Powered by the MasterCoach App

I BE DIFFERENTIATED AS AN APP-POWERED COACH TRAINER

Forward-looking organisations today are seeking people development solutions beyond 'one-off workshops' because these often result in low post-training application and sustainability. Organisations want strong behavioural and culture change, and ROI, to come out of their people development investments.

Beyond training, a 'Post-Training Tool' is needed to support managers to apply new coaching and leadership behaviours, and to avoid defaulting back to old management habits. MasterCoach offers a 3-prong complete solution to help organisations grow managers into confident workplace coaches and nurture high performance coaching cultures:

- **[Training]** The MasterCoach Programme imparts a field-tested, 3-step coaching methodology designed for the busy manager.
- **[Technology]** The MasterCoach App serves as a post-training tool to support managers to apply the new coaching behaviours.
- **[Traction]** MasterCoach Insights offers real-time data on manager coaching efficacy and coaching's impact on employee performance.

II WHO IT IS FOR

Training consultancies and in-house HR and L&D practitioners, keen to enhance your value-add and differentiate your professional offerings, are welcomed to join our Train-the-Trainers programme – **Enterprise Coach Trainer Programme (ECTP)** – and be certified to deliver MasterCoach's Total Solution as your unique product. The ECTP is a Recognised Course under the International Society for Coaching Psychology (ISCP).



The MasterCoach Partnership Network currently comprises close to 100 certified training partners from across 12 countries. We are also pleased to be a strategic partner of the largest tech unicorn in Southeast Asia, supporting them to grow their managers into confident workplace coaches, and build a thriving coaching culture across the organisation.

III PROGRAMME OBJECTIVES

Learn to deliver MasterCoach's app-powered Enterprise Coaching Programme (ECP) as your differentiated offering. Gain access to the full suite of proprietary MasterCoach facilitation materials.

Be equipped as an effective user & trainer of the MasterCoach App. Use the app to augment & enhance the collaboration experience between coach & client, or manager & employee.

Join the MasterCoach Network - comprising of growth-focused leaders from across numerous sectors & industries, bound by a common vision & passion to build cultures of excellence and high performance.

IV TRAINING DELIVERY FORMAT

The Programme is delivered via 4 x 3-hour online live sessions that are highly interactive and practice-based over Zoom. There will be ample opportunities to practice coaching skills and participate in small group activities via Zoom breakout rooms.

The 4 sessions are held one week apart, and participants can complete the programme and be certified as MasterCoach Enterprise Coach Trainers within a month (*Annex A provides the detailed session topics):



V PARTICIPANTS' TESTIMONIALS

- “The barrier to coaching is lowered for busy managers, as we now have a quick-to-implement coaching model & the app to support follow-through of actions.” – *Engineering Manager at a Tech Unicorn*
- “I love the simplicity of the 3-step MasterCoach coaching approach. Not only does it keep my coaching conversations focused & efficient, it enables me to draw out great ideas & actionable insights from those I coach.” – *Country Managing Director at a Global FTSE100 Organisation*

VI PROGRAMME COST

- The course fee is US\$1,500 per person. There is a small additional Certification Licence fee of US\$180 which includes the use of the MasterCoach App. The MasterCoach ‘Client App’ comes free for all whom you coach.
- Completion of the programme certifies an individual as a MasterCoach Enterprise Coach Trainer who can deliver the MasterCoach Enterprise Coaching Programme powered by the MasterCoach App as your differentiated training offering.
- Our next Enterprise Coach Trainer Programme (ECTP) commences on 13 July 2021. You may access course details including session dates/times, and register via the link below:
<https://forms.gle/LyK2CY5c3ojyZBfG7>

VII OUR FOUNDERS & FACILITATORS



- Wan Chung is an organisational psychologist whose career spans all 3 sectors - private, public and non-profit. He served as Regional Learning & Development Director at a global FTSE100 organisation and Regional Learning & Development Advisor at World Vision International (Asia).

- Wan Chung has equipped over 1,000 managers as workplace coaches in Asia-Pacific. His latest project is partnering with Grab to develop a coaching culture across the organisation, and he and his team have coached close to 500 talented Grab people managers.
- Wan Chung is a member psychologist with the Singapore Psychological Society (SPS) and the International Society for Coaching Psychology (ISCP). For him, coaching is ultimately about creating a 'sense of safety'. When people feel safe, they take risks, say 'yes' to who they are, and do their greatest work.



- CM was a trained mechanical engineer in his earlier career life, who knew in his heart that his greater destiny laid beyond the realm of physics, systems and mechanics – in the world of people, culture and transformation.
- CM has consulted with major corporate and non-profit organisations, providing leadership and coaching training. A key highlight of his career was coaching 30 community-based managers from World Vision International (Vietnam) over 6 months. Another was partnering the Managing Director of the Heritage Hotels Group (New Zealand) to create a common language of shared values and equip every key manager to embrace coaching as an essential management and life tool.

Get in touch today:

contact@mastercoachapp.com

Enterprise Coach Trainer Programme:

www.mastercoachinstitute.com/enterprise-coach-trainer-programme

MasterCoach Total Solution:

www.mastercoachinstitute.com/our-solution

Register to join our upcoming Enterprise Coach Trainer Programme (starting on 13 July 2021):

<https://forms.gle/ckmoNok2fRR6Grcj9>