

## Developing World Class Coaches

With its unique but powerful blend of psychological principles and coaching skills, this program will help develop coaches who have both the ability to understand people as well as the skills to help them reach their full potential in life.

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## What does a Professional Coach do?

“Coaches partner with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential” – ICF.

In essence coaching is about helping people succeed in life as a whole. This may involve helping the clients in their work and also their personal lives.

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## Professional Coaching: A driver for Corporate Growth

Professional coaches used to be hired only among the largest and most elite companies in the world but now this trend has spread to many of the MNCs (multinationals) and GLCs (government link corporations) in Malaysia and the Asia region. This is because there is growing evidence of high ROIs (return on investments) on hiring professional coaches for corporate leaders and executives.

For example, **IBM** reported in 2010 a **ROI of 563%** on their coaching program for sales and marketing executives – ICF.

When people in organizations demonstrate extraordinary performance, it is often due to the presence of **coaches** in their lives. Coaches are the closest and most capable allies anyone can have to help them see their hidden potentials, challenge their self beliefs, stretch and walk with them on the path of excellence.

Coaches are not an option but a critical success factor for anyone who want to be the best they can ever be. This explains why for centuries till this very day, coaches are depended on to help sports people achieve breakthrough achievements.

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## Join one of the fastest growing professions in the world today

While the majority of clients in the world who employ professional coaches are corporate leaders, there are more and more **young working professionals, students, performing artists, professional athletes, people working in government and non-profit organizations** are employing professional coaches.

A survey conducted by the ICF on over 15,000 respondents in Asia, America, Europe, and Australasia indicated that over **50% of the general population are aware of professional coaching**

**and its benefits.** More importantly, recognition of the importance of coaching was the highest among young adults which points to an upward trend in demand for professional coaches.

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### **Who should join this program**

The profession of coaching is suitable for anyone who has a passion for helping people succeed in life.

⊕ **Trainers, Educators & Consultants**

Take the lead to embrace Coaching to develop all-rounded leaders in an accelerated way.

⊕ **Organizational Leaders**

Inspire people to act & align in accordance to corporate objectives & goals.

⊕ **Sales Professionals**

Gain high-level trust & credibility with clients to secure higher sales success.

⊕ **Financial Planners**

Possess the ability to discern client needs to offer the right products with higher up-selling opportunities.

⊕ **Parents & Growing Adults**

Build strong family bonds that preserve family traditions & values for the greatest happiness & fulfillment.

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### **For Individual**

- **A TALENT MANAGER** with the abilities to develop people to their fullest potentials systematically
- **A RELATIONSHIP BUILDER** with the ability to win trust, credibility and bond with people quickly and easily
- **A PERFORMANCE ARCHITECT** with the craftsmanship to build smart and empowering plans to drive for performance with sustainable results
- **A POWERFUL FACILITATOR** with the ability to stretch minds and transfer knowledge and skills in a structured and accelerated way
- **A TRUE LEADER** in all ways!

### **For Organizations**

- **A PEOPLE-EMPOWERED CULTURE** that builds self starters with entrepreneurial mindsets and behaviors
- **SOLID SUCCESSION PLANNING AND TALENT POOL** for the best brains to compete in this highly competitive market environment
- **A STRONG BUSINESS POSITIONING** that will capture bigger market through a highly innovative and committed team of people
- **HIGH MORALE** people who are led by inspiring and passionate new age leaders

## COURSE DETAILS

1. **Next Intake**

Starting on June 7, 2011

2. **Course Duration**

Approximately 2 years, maximum duration of 3 years.

3. **Convenient Mode of Study for Working Adults**

This program is designed to suit the needs of working adults. All lectures and tutorials are scheduled on weeknights (Tuesday and Thursday nights from 7:00pm to 10:00pm) and on Saturdays.

4. **Entry requirements**

A basic undergraduate degree in any discipline. To verify entry requirements please contact Hazlinda Islakhuddin at 03-2711 2000 ext: 1103 or email [hazlini@help.edu.my](mailto:hazlini@help.edu.my) , or Dr Goh Chee Leong at 03-2711 2000 ext: 1729 or email: [gohcl@help.edu.my](mailto:gohcl@help.edu.my).

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### **SHORT COURSE OPTION**

**Students who do not wish to complete the entire Master program can register for individual modules and complete them as short courses.**

- Cost for application fee is RM 100/-, cost per module is RM2,100/-.
  - Students will not be required to complete written examinations
  - Certificates of attendance and participation will be presented at the end of each module
  - Modules taken as short courses are NOT transferable into the Master of Applied Psychology in Coaching program.
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### **Registration Process**

1. To obtain the application form please visit:

[http://www.help.edu.my/download/admission/Postgrad\\_AppForm.pdf](http://www.help.edu.my/download/admission/Postgrad_AppForm.pdf) or contact the HELP Customer Marketing Department at 20942000 or the Department of Psychology at 27112000.

### **Contact Details**

For further inquiries regarding the program, kindly contact any of the following at 03-27112000:

Dr Goh Chee Leong (ext: 1729)  
[gohcl@help.edu.my](mailto:gohcl@help.edu.my)

Hazlinda Islakhuddin (ext: 1103)  
[hazlini@help.edu.my](mailto:hazlini@help.edu.my)

# PROGRAM CONTENT

## COMPULSORY MODULES

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### **MAC 601 Psychology of Peak Performance**

In order to coach your clients to achieve their peak performance you will first need to understand what factors enable peak performance. This module explores the psychological features of peak performers. This includes factors like self-knowledge, motivation, discipline, emotional intelligence, thinking skills, mindfulness, mental focus and thought management.

### **MAC 602 The Psychology of Human Development**

People go through different stages of life. From childhood to adolescence, to young adulthood, to middle adulthood and finally late adulthood, we change. At each stage people have different priorities, different needs and different attitudes. This module will help you understand these changes and will enable you to coach people of different ages.

### **MAC 603 Organizational Psychology**

The majority of your clients perform in the context of an organization. It is, therefore, important to understand the psychology of organizations. By understanding how organizations think, behave, change and develop its culture, we will be in a better position to help our clients succeed in an organizational context. It will also help us develop better leadership and organizational skills in our clients. Topics covered include motivation, trust, leadership, organization theory, ethics, systems theory, planning and strategy.

### **MAC 604 The Psychology of Learning and Change**

In essence, a coach is a personal change agent. And, the essence of change is learning. In this module, students are taught the dynamics of learning and change management. This module aims to put in the hands of a potential coach, the way to acquire knowledge, understanding, and the attitudes required to affect change in the client. In addition, this module will also provide toolsets of techniques which the potential coach can draw upon to teach and bring about change.

### **MAC 605 Coaching Power Tools & Empowerment**

The first part of this module provides an understanding of the coaching phenomenon and its link to modern day leadership practices using a powerful coaching structure, process and tools. The second part of this module will equip you with the emotional competencies required to be a successful coach. Essentially, emotional competencies or emotional intelligence are personal & people skills which all coaches must have in order for them to inspire, persuade, influence and empower people to move forward in attaining their goals. Students will learn how to connect with clients, develop coaching agendas, discerning issues that affect performance and challenge clients to move forward.

The course is supported by a number of private and supervised coaching sessions where the participants will get to practice the coaching competencies they have acquired.

### **MAC 606 High Performance Coaching**

This module examines the process of goal setting and performance management which is critical in helping clients succeed, sustain changes and provide performance feedback. Students will learn the process to facilitate and brainstorm for the most innovative ideas and solutions to build powerful and smart game plans that can get better and faster results; Install proactive and preventive mechanisms to prevent relapse for sustainability of results; and get commitment for accountability to make change for peak performance to happen.

The course is supported by a number of private and supervised coaching sessions where the participants will get to practice the coaching competencies they have acquired.

### **MAC 607 Life & Executive Coaching**

This module covers two coaching niches – Life Coaching and Executive Coaching supported by a coaching protocol that focuses the coach on a set of key tasks that must be performed at every stage of the coaching relationship. Students will learn about Life and Executive imperatives, strategies and tools to manage the many issues of Life and Executive Coaching; and learn to design own coaching resources that appeal to their coaching style & preferences.

The course is supported by a number of private and supervised coaching sessions where the participants will get to practice the coaching competencies they have acquired.

### **MAC 608 Business & Organizational Coaching**

This course covers two coaching niches – Business and Organizational Coaching, supported by a coaching protocol that focuses the coach on a set of key tasks that must be performed at every stage of the coaching relationship. Students will learn about Business & Organizational imperatives, various strategies, approaches and tools to manage issues of Business and Organizational for the most innovative ways to chart new business direction to achieve their vision and goals with strategic and resilience skills to overcome challenges along the way.

The course is supported by a number of private and supervised coaching sessions where the participants will get to practice the coaching competencies they have acquired

### **MAC 609 Ethics & Multiculturalism in Coaching**

The module focuses on the effects of culture on the nature of the coaching task and process. This course appreciates the current reality of globalization, and seeks to ensure that the behavior of professional coaches, their ramifications for corporate and non-profit organizations, withstands the possible corrosive nature of conflicts raised by ethical dilemmas and different cultures.

### **MAC 610 Project Paper in Coaching**

This module seeks to underscore that the coaching field and the process must be undergirded by evidence based protocols. The science of research will be explored, both from a qualitative, as well as a quantitative paradigm. This module aims to provide a firm foundation to students in their understanding and application of sound research methodology, and quantitative methods.

### **MAC 611 Psychology of Human Personality**

To help people we first need to understand their unique personalities. This module will help you understand how different people think, feel, behave and relate to others, from the standpoint of human personality theories. These theories will also help us understand why people are sometimes resistant to positive change and what psychological barriers exist that may stop them from developing.

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## **ELECTIVE MODULES (STUDENTS TO SELECT 1):**

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### **MGP 613 Psychology of Organisational Change and Development**

This module examines the theories, methods and findings relevant to changing individuals and groups in the organisational context, and the organisations themselves in order to improve effectiveness. Individual change strategies, interpersonal and group change strategies are some of the major topics covered. The key

skills needed to analyse the need for change, lead and implement change, and maintain the change effort are taught and modelled.

### **MGP 614 Entrepreneurship**

This module considers the issues involved in the creation of entrepreneurial organisations, the nature of entrepreneurship, and its development. The factors necessary for venture success and the preparation of entrepreneurs for success are important components of the module.

### **MGP 615 Occupational Health and Human Factors Psychology**

This course explores the major issues in occupational health and ergonomics that relate to psychology. It will examine pertinent work place issues like stress, fatigue and burnout, giving the student the skills needed to identify and respond to these issues at a corporate level.

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#### **Note that Lectures for Masters Modules are held:**

Every Tuesday / Thursday (7-10:00pm)

2 Saturdays over the 6 week period (9-1pm)

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#### **RECOGNITION BY THE INTERNATIONAL COACHING FEDERATION**

The Masters of Applied Psychology in Coaching offered at HELP is aligned with the ICF Core Competencies and [ICF Code of Ethics](#). Graduates of the Masters program can apply the ICF-PCC credentialing via the ACTP route.

The International Coaching Federation (ICF) is the largest worldwide resource for professional coaches, and the source for those who are seeking a coach..

Formed in 1995, today the ICF is the leading global organization, with over 18,000 members, dedicated to advancing the coaching profession by setting high professional standards, providing independent certification, and building a network of credentialed coaches.

<http://www.coachfederation.org/>

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## Program Leaders



**Dr Michael Heah** is the CEO and Founder of Corporate Coach Academy and Corporate Coach and an Adjunct Professor for Universiti Utara, Malaysia.

He is an ICF-Credentialed Professional Certified Coach, the first in Malaysia and among the very few in Asia to have achieved this world class coaching qualification. He is the Founder and first President of ICF, Malaysia Chapter. In addition, he founded the Malaysian Association of Certified Coaches, the national standard bearer for coaching standards and competences and is also a platform for ICF certified and trained coach community.

A well known figure in Coaching, he is a columnist and writer in Malaysia's leading media. He is also the author of a coaching book, "Dialogue with the Coach". He has personally coached and certified hundreds of people from all walks of life and industries to be workplace coaches or professional coaches.

## Dr Goh Chee Leong



Dr Goh obtained his PhD in Psychology from the University of Otago, in New Zealand.

He has served as a consultant and trainer with various organizations including Ogilvy and Mather, Petronas, Maxis, MISC, Standard Chartered Bank, Digi, Great Eastern, Kraft, Sime Darby, Bank Negara, Prudential, Hitachi, Mimos, Toyota and BASF. His areas of specialization include the application of psychology to change management, conflict mediation, customer service, people management, stress management, talent management and leadership.

He currently serves as the project leader for several UNICEF interventions in Malaysia, and he also serves as President-Elect for the ASEAN Regional Union of Psychological Societies (ARUPS), is Vice President of the Malaysian Psychological Association (PSIMA) and the consultant psychologist for MENSA Malaysia. He lectures in a variety of areas, including Organizational Psychology, Social Psychology, Research Methodology, Human Motivation, Developmental Psychology and Cognitive Psychology.

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