



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING



# Start Your Transformational Coaching Business

**Enabling Deep and Sustainable Change  
Through Transformative Learning and Coaching**

**Join Our ICF\*-Approved Coach Certification Program  
and Become a Globally Certified Transformational Coach**

\*International Coach Federation





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## OVERVIEW

Professional coaching has become a key component of leadership development in 21<sup>st</sup>-century business success. Our transformative core training for professional coaching equips you with the ability to facilitate a reflective learning conversation that gives business leaders, managers, and people the opportunity to examine how their actions are aligned with their thinking and intentions. Today's 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 personal and business growth, coaching enables individuals, teams, and whole organizations' superior performance. Through the coaching process, people are empowered, gaining new and greater insights and a new vision for their personal, professional, and business lives.

In partnership with the Coach Masters Academy Philippines, the Asian Institute of Management School of Executive Education and Lifelong Learning offers its first ICF-Approved Online Transformative Core Coaching Training for Professional Coaches. This pioneering and best-in-class coaching program in the Philippines strongly focuses on the holistic development of coaching professionals who create deeper and lasting change for their clients. Building on the Awareness-Clarity-Choice Conversation proprietary framework by Coach Masters Academy, this certification program will help participants enable the sustainable change that is adaptive. They will have the opportunity to step outside of their comfort zone and challenge themselves to stretch beyond doing the learned techniques and science of coaching to embracing mastery coaching as an art.

## SCHEDULE

August 2, 3, 9, 10, 16, 17, 23, 24,  
September 6, 7, 13, 14, 27, 28,  
October 4, 5, 11, 12, 2021

Mondays and Tuesdays  
8:30 AM to 12:00 PM (GMT+08) on all dates

## Graduation Requirements:

- Attend all Learning Lab and Practical Lab classes
- Submit 30-min Client Recording for Assessment
- Submit Reflection and Reflection Paper

## FORMAT

Delivered online via live virtual interactive sessions in Zoom

## FEES

PHP 120,000 for Filipino participants  
USD 2,500\* for foreign participants  
\*Based on USD 1 = PHP 50. The prevailing exchange rate at the date of payment may apply.





## PROGRAM OBJECTIVES

This program offers a progressive and scalable program to meet professional goals and enhance the development of both individuals looking to become a professional coach in executive and leadership coaching, life coaching, business coaching, and career coaching, as well as organizational leaders looking to integrate coaching competencies as part of their holistic leadership development program.

The program will also equip participants with leading-edge management principles, concepts, and frameworks that will help them determine their life and career goals, coaching business model, branding, social media marketing, and financial and operations management. It uses a reflective inquiry approach to evoke awareness, clarity, and understanding to enable deep and sustainable change. Designed for advanced development of professional and organizational coaches, this program aims to teach participants how the transformative moments unfold, and they will learn to facilitate and navigate a dynamic coaching process that invites change.

## KEY BENEFITS

Premium ICF Approved Online Coach Training Program

This well-structured, interactive, engaging online coach training is highly experiential with a strong focus on live coaching practice, discussion, and feedback from experienced credentialed coaches.

Well-Structured Program

The online program is designed intentionally to offer an array of online learning experiences: virtual learning, practice sessions, interactive activities, break-out room discussions and supervised coaching sessions. These all provide real-time, experiential learning experiences.

Gain Mastery and International Recognition

Transformative Core Training for Professional Coaching — Online Program is the industry gold standard for coach certification. Upon completing all the course requirements, you will earn the certification as a Certified Professional Transformational Coach under the ACSTH accredited program, which would support you in your application for your ACC Credential.

## WHO SHOULD ATTEND

Individuals aspiring to become a professional coach who can help others to experience deep and lasting change

Managers and leaders looking to expand their capacity to apply coaching skills in their work context to achieve sustainable results

Anyone seeking to gain a deeper understanding of the science of coaching to create a powerful perspective shift

## LEARNING CONTENT



FOR INQUIRIES:  
School of Executive Education and Lifelong Learning, Asian Institute of Management  
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus  
123 Paseo de Roxas, Makati City Philippines 1229  
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The Coach Masters Academy Online Certification Program comprises of three pillars of targeted learning.



### WHAT YOU WILL LEARN

#### MODULE A: CONVERSATION AS A TRANSFORMATIVE PROCESS

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 helping 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 not only known but what is unknown to their conscious mind, as well.

4 Fundamental Coaching Paradigms | Applying Positive Psychology | A Reflective Learning Conversation

#### MODULE B: PRINCIPLES FOR CREATING TRANSFORMATIVE SHIFT

A perspective transformation leading to sustainable change is the result of active and deep listening. It fuels the coach's capacity to ask powerful questions that directs the attention to areas that have not yet been considered, enabling new understanding through thoughtful and reflective thinking. In this module, we will cover the transformative principles required to create a powerful perspective transformation.

The Power of Inquiry | The Power of Observation | Structural Layout of the Thought-Process | 7 Elements of the Story

#### MODULE C: AWARENESS-CLARITY-CHOICE CONVERSATION

The ACC Conversation expands people's capacity for awareness and enables greater clarity in understanding. The coaching process stimulates reflective thinking resulting in a powerful shift in thinking to align their greatest inspiration with action and hold them accountable to their decision. It is a deep and focused coaching conversation that shifts the attention from a situational context to personal awareness, thus uncovering how people construct their own meaning, understanding what really matters most, and then using this emerging understanding to create a clear path forward.

Awareness Conversation: Expanding the Mind | Clarity Conversation: Uncovering the Gap | Choice Conversation: Designing Accountability





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## Your Program Faculty



Alberto G. Mateo, Jr.  
Clinical Professor and Head, School of Executive Education and Lifelong Learning  
Asian Institute of Management

Professor Alberto G. Mateo, Jr. is a seasoned business leader, educator, and certified coach. He earned his coaching certification from the NeuroLeadership Institute and is currently a practicing executive coach. Professor Mateo brings with him thirty-four years of progressive experience in the fields of general management, finance, human resources, and management education with multinational sales organizations and academic institutions. He is currently the Head of the School of Executive Education and Lifelong Learning at the Asian Institute of Management. Before joining AIM, he was the President and Managing Director of HP Inc. and Pfizer, Inc. in the Philippines.



Cecilia Schrijver, MCC  
Managing Partner, Soulful Spaceholder, Haraya Coaching  
Director of Training, Coach Masters Academy PH  
Certified Transformational Coach, Trainer & Facilitator

Cecilia is a credentialed Master Certified Coach (MCC) by the International Coach Federation (ICF), and a Certified Master Coach (CMC) from Coach Masters Academy (CMA). She is one of the Managing Partners of Haraya Coaching (Business Hat, Inc.) and Director of Training for the Philippines for Coach Masters Academy, where she is part of the core faculty team delivering the Core, Advanced and Supervision programs support new Coaches in their Certification and Credentialing journeys.

As part of enhancing her coaching craft Cecilia is a Certified Daring Way™ Facilitator of The Daring Way™, a highly experiential methodology based on the research of Dr. Brené Brown on Courage, Vulnerability and Shame. She holds certifications in Myers Briggs Personality Type Indicator (MBTI), Reiss Motivation Profile (RMP), and is a certified People Acuity Facilitator in their Strengths Strategies for Optimal Performance: Shift Up! program. She also graduated from the Co-Active Training Institute's (CTI) Leadership Program, a 10-month intensive experiential program propelling participants into understanding and accessing their own unique strengths and personal power.



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Maria Lea Uy- Ungson, PCC, CPSM  
Managing Partner, Witty Equalizer, Haraya Coaching  
Trainer & Supervisor, Coach Masters Academy PH  
Certified Transformational Coach, Trainer & Facilitator, Public Speaker

Lea is a credentialed Professional Certified Coach (PCC) by the International Coach Federation (ICF) and a Certified Professional Transformative Coach and Faculty team for Coach Masters Academy, one of the biggest coaching certification institutions in Asia. She is a Certified Professional in Supply Management (CPSM) under the international certification program of Institute of Supply Management, the first & largest non-profit professional supply management organization worldwide. She is a Strengths Strategies Certified Specialist and Certified People Acuity Guide by People Acuity, a Strengths based company. She is certified in Enneagram Profiling by EQ Asia.

She also functions as an Executive Coach for Quintegral Philippines Inc., Coach for Modern Health, Associate Faculty for Center for Creative Leadership, and Associate Coach for Maximum Coaching partnering in the developmental programs of their global and local clients.



Jackie Sarmiento Caniza, PCC  
Founding Partner, Chief Instigator, Haraya Coaching  
Business Development Director, Coach Masters Academy PH  
Certified Transformational Coach, Trainer & Facilitator, Public Speaker

Jackie is the Founder and one of the Managing Partners of Haraya Coaching. She is a credentialed Professional Certified Coach (PCC) by the International Coach Federation (ICF); a Certified Coach by CoachU, a global pioneer in the coaching industry; a Certified People Acuity Guide (CPAG) and Team Coach by People Acuity; a Strengths Strategy Company; a Certified Coaching Clinic Facilitator of Corporate CoachU (CCU); and a Program Director & Faculty Member for Coach Masters Academy, one of the largest coaching certification institutions in Asia. She is a seasoned Leadership and Life Coach. Jackie has certifications in the use of assessment tools such as Myers Briggs Personality Type Indicator (MBTI), Reiss Motivation Profile (RMP) and MindPrint.

Jackie spent over sixteen (16) years in the corporate world in the retail, consumer and direct sales industries, working for top companies in their industries such as Bench and Avon. During this corporate stint, Jackie held leadership roles in the areas of Human Resources, Talent & Leadership Development, Business Development, Organizational Development and Change Management, which included regional and global assignments.





Maria Angelica B. Lleander  
Adjunct Faculty  
Asian Institute of Management

Ma. Angelica B. Lleander (Marian) is a leadership and team coach with an Associate Certified Coach credential from the International Coach Federation (ICF). She obtained her coaching training and certification from the Hudson Institute of Coaching (Santa Barbara, California) in 2012. She has been in the field of human resources development for more than 30 years, heading the country Human Resources functions of global companies such as Pfizer. She has a Master of Arts in Psychology degree from the Catholic University of America, a Master in Business Administration degree and a Bachelor of Science degree in Psychology from the University of the Philippines.



Stephanie B. Guerrero  
Adjunct Faculty  
Asian Institute of Management

Stephanie Balois Guerrero has over 15 years' experience in marketing and sales. She has experience in digital marketing, brand development, brand building, customer marketing and operations, not only in the Philippines but in South East Asia and the US as well. She has worked in established organizations such as Unilever, Citibank, AXA and Warner Bros, and in start-up environments such as Uber. Her exposure to different industries, such as food and beverage, fast moving consumer goods, financial services, banking, entertainment, and tech, make her a great resource for different types of businesses. Prior to teaching, she was Marketing Director for Tim Hortons Philippines. She is passionate about the consumer and is an advocate of digital marketing.

Stephanie has a degree in Industrial Engineering from the University of the Philippines and an MBA from Harvard Business School.

