



Transformational Executive Coach Certification Program

Virtual ACTP and ACSTH
For Leaders and Professionals
Striving to Achieve in a Post-Covid World

November 13, 2020 to April 17, 2021

Led by Dr. Chérie Carter-Scott, MCC

5 Decades of Excellence and
Impact in Coach Training

Why Coaching Certification >>>>>

Globally executive and business coaching has soared to become a \$10-billion industry thanks to waves of uncertainties and disruption precipitated by rapid development in technology, rise of millennium workforce, globalization and rise of China. With command-and-control management style giving way to highly participative and empowering leadership, and best-known-methods to agile and adaptive learning, coaching will continue to gain appeal because it works for a VUCA world, intensified only by the 2020 Covid pandemic: Coaching deals with employee engagement, growth, creativity and achievement by removing roadblocks to development and performance as no other development tool.

In this context of coaching skills being a new currency for the 21st century workforce and a coaching approach or culture far transcending the needs of executives, coaching has been rated the top desired skill for front-line managers (Chief Learning Officer Magazine), and the demand for trained coaches operating both internally and externally has fueled the need for coaching certification programs. In the US alone, there are more than 200 coach certification programs, which helps make becoming a certified coach one of the most popular career shifts in the last decade.

- When executed properly, coaching provides greater intrinsic motivation - in other words, inspiring the self-directed willingness to try new things and make new discoveries. According to McKinsey, when employees find greater intrinsic motivation, they are 32% more committed to their work and 46% more satisfied with their jobs.

5 Reasons for Attending >>>>>

- 1. Transformative Intention and Design:** Our TECC is designed to be transformative instead of transactional so we can confidently give clients a reason for why us and deliver a superior participant experience through combining research in adult learning, decades of experience in having helped thousands of successful leaders and teams, and embodiment of coaching principles we teach.
- 2. “Best-in-Class” Trainer Caliber and Experience:** Our lead trainer, Dr. Chérie Carter-Scott, is one of the world’s most-respected coaching pioneers, an ICF MCC and a NYT-bestselling author, who sort of invented coach training in 1974. Up till today she has led over 160 ACTP and ACSTH programs in North America, Europe and APAC.
- 3. Highest Standards and Superior Participant Value:** Our TECC is an ACTP program, standing out for its longest industry history of excellence and value, which is attested by raving participant reviews as quoted in this flyer.
- 4. World-class Trainer Team:** Our faculty include Chérie and 3 other MCCs and multiple PCCs, all amazing professionals, with over 150 years of combined experience with our mentor coaches operating in English, Dutch, German, French, Hungarian, Thai, Vietnamese and Chinese.
- 5. Ongoing Support to Growth and Partnership:** We have carefully developed our brand that is accessible through our programs, websites, books and YouTube, and the famous MindSpan coach network serving 450+ global/local clients including 131 Fortune 500 companies.

“ Learning to coach is like swimming upstream against the current. Our world is full of experts, authorities, advisors, and mentors. Learning to coach from the "inside out" means that you access your authentic self, transcend your ego, and become a partner in service to your clients. MMS Worldwide Institute offers the TECC course with elegance, scientific documentation, and support every step along the way. When you choose this course you choose the original, the oldest training for coaches, and the best! ”

- Karel Bakkes, Partner Deloitte Southeast Asia

“ The MMS coach training contains every element that I have been searching for. The power of awakening, the presence, the connection to one’s inner wisdom, and the purpose of encouraging others to be brilliant in their own lives, closely resonate with me. I have experienced several transformational moments in my life, from an entrepreneur to a corporate employee, from a China country HR Head to a global HR leader, from partnering with business leaders to leading the global function for leadership development programs for Philips. But why had I just kept going and the satisfaction and joy did not fully land in me? What do I want out of life? With these doubts in mind, I signed up for the MMS coach training program. During the training I became more and more aware that I was changing from within. I have begun to embrace the unknown possibilities and built up more positive energy around me. Dr. Chérie is the most knowledgeable pacesetter in coaching and coach training. I am glad to know that she is going to lead the TECC from China/Asia. A learning program led by her will be a journey of faith, trust and love. ”

- Amelia Zhou, Former Global HR VP of Philips Domestic Appliances

Who Should Attend >>>>>

- C-Suite executives, VPs/GMs and retired senior executives
- HRVP/HRDs in global and local companies
- Entrepreneurs, OD professionals, management consultants, trainers, facilitators, counselors and psychologists
- People who are passionate about supporting the personal development and success of others and building a coaching culture
- At least 15 years corporate/professional experience with leading organizations or solid credentials

Program Overview >>>>>

Our TECC is a 4-month intensive virtual ACTP program. This program teaches masterful executive coaching, using the original MMS coaching methodology, coupled with the ICF Core Competencies, with the addition of the executive coaching context/ framework.

The approach is based on these 3 key assumptions:

1. People have an “Inner Knowing” regarding what is right for them
2. People possess the inner resources to manifest what they want in their lives
3. People and organizations can have their lives be the way they truly want them

Our TECC provides over 125 ICF-accredited training hours and presents 2 times a week in 3-hour modules. The hours are on Friday and Saturday afternoons, between 1:45-5:00 China time. There are also 10 mentoring sessions included (7 in group setting and 3 individual), along with a 3-month subscription to the MMS Virtual Training with additional coaching videos by Dr. Carter-Scott. Supporting documents and videos will be accessible on our e-learning platform.

Our TECC is consisted of 2 modalities that promises flexibility in learning and getting credentialed:

Level 1 (ACSTH) is a 60-hour training for those who want to learn the basics of coaching, (and 10 hours of mentoring). After this training and the completion of 100 coaching hours, the candidate is then eligible to take the CKA (Coach Knowledge Assessment) Exam in order to receive their Level 1 Associate Certified Coach (ACC).

Level 2 (ACTP) is a 125-hour training that goes deeper into the coaching core competencies. After this training and the completion of 400 additional coaching hours, and 10 additional hours of mentoring, the candidate is then eligible to apply for Professional Certified Coach (PCC).

Following completion of our TECC ACTP, you will be further supported by our coaching credentialed faculty. Since our experienced faculty have successfully navigated through these stages, they will be able to mentor you to your competency as an Associate, Professional, or even a Master Coach (2,500 hours of coaching, and 200 hours of training, and 10 additional mentoring hours).

Benefits of Participation >>>>>

1. "Safety and Permission" are the cornerstones of our training methods. Integrity, ethics and confidentiality are the essence of who we are over a period of 4 months.
2. Designed for the executive who has limited time and desires maximum results, you get live Webinars – minimum time away from corporate leadership with focused and time-proven training techniques to produce optimal outcomes.
3. Customized for international and local executives, differing styles, beliefs, attitudes, and behaviors are addressed to work most effectively in both East/West paradigms.
4. Solid graduates will be part of the ever-expanding MindSpan/4th Space coaching platform for continued partnership. With over 1,000 coaches, MindSpan/4th Space Coach Network serves 450+ global/local clients including 131 Fortune 500 companies in 17 countries.

“ Chérie Carter-Scott works from a place of deep empathy and understanding of the business context. The MMS Coach Training is one of the most empowering experiences I have been through in my life: it freed me from limiting mindsets and opened up a potential in me that I had been unconscious about up to that moment. It created a foundation for trusting my inner knowing that had been guiding me ever since. Chérie is a masterful and transformational coach - she is wholly committed to serving the growth of others and is a champion in calling forth that growth. ”

- Marc Padberg, Co-founder and Affiliate Partner of Aberkyn, Part of McKinsey, and a former BCG Consultant

“ Dr. Chérie’s personally led MMS Coaching Training and has an exceptional impact on my professional development. The teachings and curriculum are deeply rooted in her own diverse career and experiences as an internationally-recognized consultant, advisor, and coach. The curriculum design provided comprehensive content, and included useful and accessible provisions of ongoing community support.

An important attribute of the MMS Coaching Training was the time that Dr. Chérie and Michael dedicated throughout the training to personally introduce the MMS material, tools, practical advice and role play with us throughout the training. This greatly enhanced our virtual and in person learning environment. For that reason alone I believe the investment in the MMS Coaching Training is returning value tenfold to our organization. The training is affording me an outstanding opportunity to give back both professionally and personally to others. As a final observation I found the Executive Training’s practical advice and perspectives gratifyingly free of gender and professional background. I consider myself lucky to have had the opportunity to go through this program and I can’t thank them enough. ”

- Susan Ott, SVP, Growth & Marketing, eviCore.com

Program Content >>>>>

What Drives the Growth of Coaching Industry?

- Transforming power of 3 rises: Internet and technology, Gen-Y, Millennials, and China
- World-wide engagement challenge and call for empowerment
- Coaching leads to better performance/results
- Shifts in adult learning: from knowing to doing and inspiring
- Why coaching works
- MMS methodology

What Coaching Is and Is Not?

- What coaching is and is not
- Coaching IS NOT for everyone
- When to refer a client

How Does Coaching Work?

- Power of self-awareness and feedback
- Structure, flow, and being present
- Neuroscience & coaching
- Brain waves impact on human behaviors

History of Coaching

- History of coaching
- Development and future of executive coaching

Different Coaching Genres

- Personal/life, parent and relationship coaching
- Leadership and executive coaching
- Organizational coaching module
- Performance coaching
- Business coaching

Coaching Qualities

- ICF 8 core competencies
- ICF ethical guidelines
- ICF requirements
- Coach qualities and qualifications

Program Content (cont'd) >>>>>

Coaching Skills

- Trust, safety, permission and feelings
- Authenticity and building trust
- 5 levels of communication
- Deep listening
- Powerful questioning
- Confidentiality
- Mindful executive presence
- Story-telling and identity
- Reframing
- The role of reflection
- The importance of goals/objectives
- Chemistry check
- Dialogue-structured conversation
- Externalization
- Cleaning the vessel
- Team coaching and group coaching
- Journey to mastery
- Coaching for transitions
- Coaching for change and transformation

Coaching Areas for Individuals and Organizations

- Self-awareness and personal leadership
- Team alignment and development
- Executive presence
- Cross-cultural fluency
- Self-coaching
- What is organizational change management (OCM) and what causes OCM
- 5 Essentials
- Content vs Process
- "Why" objection
- Models and roles
- Triangle of human needs
- Anatomy of resistance
- Coaching culture wave and success stories
- Coaching millennials
- Challenge and opportunity with taking coaching to Chinese companies
- Company culture's impact on coaching effectiveness
- Internal vs. external coaches

Program Content (cont'd) >>>>>

Coaching Models and Tools

- Pre- and post-coaching stakeholder interviews
- Who determines stakeholders?
- GROW model
- Should vs. Want Model
- Employee-owned change/EOC model
- MFB model
- QAQ flow model
- ABL life conditions
- 6 most influential methods that have contributed to coaching
- MMS coaching structure

Coaching Process

- Creating the context for coaching
- Increase awareness, purposes and action
- Coach/Client relationship
- Stakeholder involvement
- Goal-setting and alignment
- Creating and keeping momentum
- Program and session durations
- Interim and final reviews
- Validation of improvements/ROI assessment
- Sample 1:1 coaching structure, session notes and final report

Personal Branding as a Coach

- How do people perceive you as a person and a coach?
- Your area of invested expertise
- Your vision as a coach and your role model
- Homework of developing your being and centeredness
- Ongoing development as a coach
- Coach supervision
- Forming your own coaching circle
- Recommended readings and other resources
- Life after MMS program

Coach Trainers >>>>>

Lead Trainer: Dr. Chérie Carter-Scott, MCC

Dr. Chérie Carter-Scott, known around the world as “The Mother of Coaching,” is an ICF MCC, founder of MMS, and a NYT #1 bestselling author, and holds a Ph.D. in Human & Organizational Development. In the last 5 decades, she has worked with Fortune 500 companies, entrepreneurs, individuals and coaches through meaningful life and career transitions. Her focus is on restoring emotional safety and balance so her clients can discover their inner fulfillment and happiness. By guiding clients through life’s challenges, she helps them construct their roadmap through setbacks, uncertainty, and myriad possibilities to build their foundation for self-confidence and happiness.



Chérie has written 18 books, including NYT #1 Bestseller *If Life Is a Game, These Are the Rules*. Her clients have included Microsoft, Ford, BCG, Cigna, IBM, American Express, KPMG, Chevron, DHL, Estee Lauder, Burger King and dozens more. She has appeared on *The Oprah Winfrey Show*, *The Today Show*, CNN and more than 400 radio, TV, print media, and internet exposures worldwide.

Co-Trainer, Michael A. Pomije, PCC

Michael Pomije worked in sports television for 15 years then transitioned to become an executive coach and a coach trainer. He works primarily with executives on work assignments, family demands, discovering their passion, and achieving life balance. Currently, Michael is Managing Director of MMS, and has worked with MMS in the US since 2000.



About MMS >>>>>

MMS is the Original Coach Training. With a 40+ year track record of successfully training coaches, managing change projects, consulting Fortune 500 companies, and coaching executives through successful careers, MMS Worldwide Institute, BV is a pioneer in the field of human development. Launched in America in 1974, and then in 1988 in the Netherlands, and in 2012 in Thailand, Asia, MMS has demonstrated vision, constancy, professionalism, integrity, and a profound “wholistic” approach to human and executive development. With longevity, experience, and responsiveness, MMS has conducted global, multi-cultural facilitation, and professional development programs for leaders, managers, coaches, executives, and people who want to align who they are with what they do.

About MindSpan >>>>>

Founded in 2006, MindSpan is a leading executive coach network in APAC with more than 1,000 coaches including 45 ex-CEOs from top companies. MindSpan’s core business is one-on-one executive coaching. In addition, we provide other cutting-edge coaching and leadership programs and consulting services.

MindSpan serves more than 450 leading MNCs and Chinese companies. Partial client list includes Microsoft, J&J, GE, Ford, IBM, Deloitte, Bayer, Mars, Standard Chartered, Roche, Boehringer Ingelheim, ABB, Nike, Volkswagen, Daimler Benz, Bristol-Myers Squibb, Pfizer, Novartis, Texas Instruments, Coach, Starbucks, GSK, ThyssenKrupp, Philips, BCG, Bosch, Schneider Electric, Coca-Cola, Jaguar Land Rover, Intel, eBay, Chanel, B.Braun, Bertelsmann, McKinsey, Eaton, Saint-Gobain, Honeywell, Delphi, PepsiCo, Cisco, L'Oreal, Richemont, Lenovo, Huawei, Alibaba, Tencent, Midea, JD.com, Lianjia and China Resource.

We serve clients in Greater China, Japan, Korea, Thailand, Indonesia, Singapore, Vietnam, India, Israel, Australia, South Africa, EU and the US.



Registration Form >>>>>

- Dates: November 13, 2020 – April 17, 2021
(see separate program schedules at the end of this flyer)
- Additional information:
- Participant Fees and Discounts:

Fee & Discount >>>>>

Item	Price	Remarks
Individual Fee	ACTP (PCC level) RMB ¥49,800 (US\$7,110) ACSTH (ACC level & ACC to PCC level) RMB ¥31,800 (US\$4,500)	Price for full program, certification and ongoing support
Group Fee	ACTP (PCC level) RMB ¥42,330 (US\$6,050) ACSTH (ACC level & ACC to PCC level) RMB ¥27,030 (US\$3,860)	15% discount is provided for 3 or more participants from same company
Early-bird discount	ACTP (PCC level) RMB ¥42,330 (US\$6,050) ACSTH (ACC level & ACC to PCC level) RMB ¥27,030 (US\$3,860)	Early-bird discount is eligible only when irrevocable invoice is issued before October 15, 2020

Payment Method >>>>>

Bank Transfer 银行转账	Bank Account Details 账户信息如下
Alipay 支付宝	4thspace@mindspan.cn

人民币支付

公司名称: 上海励行企业管理咨询有限公司
 开户行: 建设银行上海分行花木支行
 Swift code: PCBCCNBJSHX
 银行账号: 3100 1523 2120 5000 5786

Payment in US\$ or Other Currencies

Company Name: MindSpan Asia Ltd.
 Bank Name: HSBC Hong Kong
 Bank Address: 1 Queen's Road Central, Hong Kong
 Account Number: 848 654 232 838
 Swift Code: HSBCHKHKKH

Alipay 支付宝



Register NOW !!! >>>>>

Call us at (86-21) 5059 8969 x 801 or contact Kerry Zhao by email kerry.zhao@mindspan.cn

Terms & Conditions >>>>>

- The program participant shall not videotape any session of the workshop.
- If you are unable to attend, a substitute delegate is welcome at no extra cost. Or your registration can be credited to a future virtual TECC program.
- Participant fee will be paid in full amounts and invoice will be issued upon receipt of full payment of participant fee. For corporate participants, we can also issue invoice before payments are made.
- Cancellations should be confirmed in writing four (4) weeks before the commencement date. In this case, half the participant fee will be charged for cancellation. MindSpan will not accept cancellations within four (4) weeks of the workshop commencement date.
- Failure to attend program without prior notice will result in loss of participant fee. MindSpan will refund full participant fee if the program is cancelled due to its own operational reason, but will not be held accountable for any other expenses incurred by the participant or his/her employer as a result of the cancellation. Alternatively, the delegate can choose to attend a future virtual TECC.
- MindSpan reserves the right to change the dates, trainer or combine this program with another TECC program as a result of circumstances beyond its control or as it deems necessary, without penalty and in such situations no full refunds, part refunds or alternative offers shall be made.
- The registration information you provided to MindSpan will not be published or shared with external parties for whatever purpose.
- A minimum of 85% attendance in the online workshops and conference calls is required for certification. If a participant has to miss any of the online sessions or conference calls, he/she can subscribe to the make-up calls with the TECC coach trainers by paying an extra charge. A detailed fee scheme will be communicated in Day 1's workshop.

Requirements for ICF Professional Coach Certification are:

10 hours of Mentor Coaching (7 Group/ 3 individual) with a PCC or MCC Mentor Coach
6 Feedback sessions with a “non-coach” volunteer
One Final Session Recorded (MP3) “Evaluation” submitted to designated ICF Assessor

**Please note: all starting and ending times are China Standard Time (CST)
AND Bangkok Time Zone ICT- Starting at 12:45PM - 4PM**

Zoom Online Schedule for ACTP/ACSTH “Transformational Executive Coach Certification” MMS (TECC) November 13th, 2020 – April 17 th , 2021				
Modules	Training Days	Dates	Starting CST	Ending CST
#1	Friday	November 13	1:45PM	5PM
#2	Saturday	November 14	1:45PM	5PM
#3	Friday	November 19	1:45PM	5PM
#4	Saturday	November 20	1:45PM	5PM
#5	Friday	November 26	1:45PM	5PM
#6	Saturday	November 27	1:45PM	5PM
#7	Friday	December 4	1:45PM	5PM
#8	Saturday	December 5	1:45PM	5PM
#9	Friday	December 11	1:45PM	5PM
#10	Saturday	December 12	1:45PM	5PM
Hiatus				
#11	Friday	January 15	1:45PM	5PM
#12	Saturday	January 16	1:45PM	5PM
#13	Friday	January 22	1:45PM	5PM
#14	Saturday	January 23	1:45PM	5PM
#15	Friday	January 29	1:45PM	5PM
#16	Saturday	January 30	1:45PM	5PM
#17	Friday	February 5	1:45PM	5PM
#18	Saturday	February 6	1:45PM	5PM
Hiatus				
#19	Friday	February 26	1:45PM	5PM
#20	Saturday	February 27	1:45PM	5PM
#21	Friday	March 5	1:45PM	5PM
#22	Saturday	March 6	1:45PM	5PM
#23	Friday	March 12	1:45PM	5PM
#24	Saturday	March 13	1:45PM	5PM
#25	Friday	March 19	1:45PM	5PM
#26	Saturday	March 20	1:45PM	5PM
#27	Friday	March 26	1:45PM	5PM
#28	Saturday	March 27	1:45PM	5PM
#29	Friday	April 2	1:45PM	5PM
#30	Saturday	April 3	1:45PM	5PM
#31	Friday	April 9	1:45PM	5PM
#32	Saturday	April 10	1:45PM	5PM
#33	Friday	April 16	1:45PM	5PM
#34	Saturday/Graduation	April 17	1:45PM	4PM

Requirements for ICF Professional Coach Certification are:

10 hours of Mentor Coaching (7 Group/ 3 individual) with a PCC or MCC Mentor Coach
6 Feedback sessions with a “non-coach” volunteer
One Final Session Recorded (MP3)
“Evaluation” submitted to designated ICF Assessor

**Please note: all starting and ending times are China Standard Time (CST)
AND Bangkok Time Zone ICT-Starting at 12:45PM - 4PM**

**ACSTH Track (total 60 training hours): You must attend
Modules: #1-17 and the Final Module #34 including Graduation
#34 that include 53-hours on Zoom**

Zoom Online Schedule for ACTP/ACSTH “Transformational Executive Coach Certification” MMS (TECC) November 13th, 2020 – April 17 th , 2021				
Modules	Training Days	Dates	Starting CST	Ending CST
#1	Friday	November 13	1:45PM	5PM
#2	Saturday	November 14	1:45PM	5PM
#3	Friday	November 19	1:45PM	5PM
#4	Saturday	November 20	1:45PM	5PM
#5	Friday	November 26	1:45PM	5PM
#6	Saturday	November 27	1:45PM	5PM
#7	Friday	December 4	1:45PM	5PM
#8	Saturday	December 5	1:45PM	5PM
#9	Friday	December 11	1:45PM	5PM
#10	Saturday	December 12	1:45PM	5PM
Hiatus				
#11	Friday	January 15	1:45PM	5PM
#12	Saturday	January 16	1:45PM	5PM
#13	Friday	January 22	1:45PM	5PM
#14	Saturday	January 23	1:45PM	5PM
#15	Friday	January 29	1:45PM	5PM
#16	Saturday	January 30	1:45PM	5PM
#17	Friday	February 5	1:45PM	5PM
Hiatus				
#34	Saturday/Graduation	April 17	1:45PM	4PM

Requirements for ICF Professional Coach Certification are:

10 hours of Mentor Coaching (7 Group/ 3 individual) with a PCC or MCC Mentor Coach
6 Feedback sessions with a "non-coach" volunteer
One Final Session Recorded (MP3)
"Evaluation" submitted to designated ICF Assessor

**Please note: all starting and ending times are China Standard Time (CST)
AND Bangkok Time Zone ICT-Starting at 12:45PM - 4PM**

If you have already received your ACC and you want to acquire your 65 additional hours for the PCC training level requirement Track you must attend Modules #1-15 (new ICF Core Competencies) and #34. You get to choose 6 additional Elective Modules from #18-33 modules. ** Note that # 16 & 17 are not required

Zoom Online Schedule for ACTP/ACSTH "Transformational Executive Coach Certification" MMS (TECC) November 13th, 2020 – April 17th, 2021				
Modules	Training Days	Dates	Starting CST	Ending CST
#1	Friday	November 13	1:45PM	5PM
#2	Saturday	November 14	1:45PM	5PM
#3	Friday	November 19	1:45PM	5PM
#4	Saturday	November 20	1:45PM	5PM
#5	Friday	November 26	1:45PM	5PM
#6	Saturday	November 27	1:45PM	5PM
#7	Friday	December 4	1:45PM	5PM
#8	Saturday	December 5	1:45PM	5PM
#9	Friday	December 11	1:45PM	5PM
#10	Saturday	December 12	1:45PM	5PM
Hiatus				
#11	Friday	January 15	1:45PM	5PM
#12	Saturday	January 16	1:45PM	5PM
#13	Friday	January 22	1:45PM	5PM
#14	Saturday	January 23	1:45PM	5PM
#15	Friday	January 29	1:45PM	5PM
#16**	Saturday	January 30	1:45PM	5PM
#17**	Friday	February 5	1:45PM	5PM
#18	Saturday	February 6	1:45PM	5PM
Hiatus				
#19	Friday	February 26	1:45PM	5PM
#20	Saturday	February 27	1:45PM	5PM
#21	Friday	March 5	1:45PM	5PM
#22	Saturday	March 6	1:45PM	5PM
#23	Friday	March 12	1:45PM	5PM
#24	Saturday	March 13	1:45PM	5PM
#25	Friday	March 19	1:45PM	5PM
#26	Saturday	March 20	1:45PM	5PM
#27	Friday	March 26	1:45PM	5PM
#28	Saturday	March 27	1:45PM	5PM
#29	Friday	April 2	1:45PM	5PM
#30	Saturday	April 3	1:45PM	5PM
#31	Friday	April 9	1:45PM	5PM
#32	Saturday	April 10	1:45PM	5PM
#33	Friday	April 16	1:45PM	5PM
#34	Saturday/Graduation	April 17	1:45PM	4PM