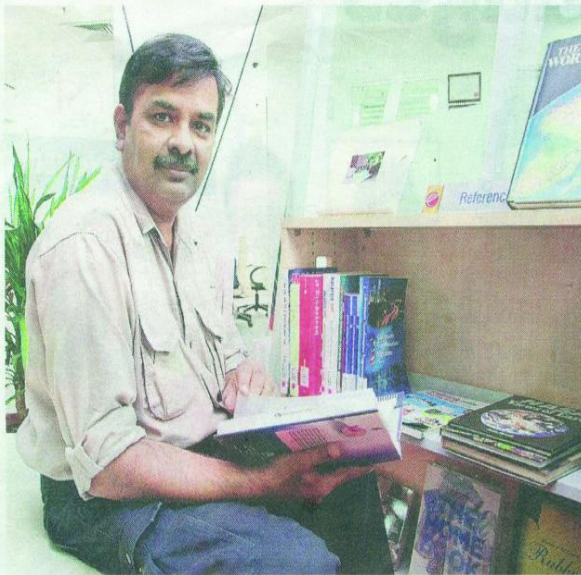


Flexible course for coaches



Teamcoach International's Director of Programmes and AeU faculty member, Captain (Rtd.) M. Shanmugam says coaching is a tool to improve performance.

Asia e University in partnership with Teamcoach International Sdn. Bhd. will launch a Certified Organisational Performance Coach Programme (COPC) designed to promote a coaching culture to improve performance and cater to the need for more aspiring coaches. The programme to be launched on Jan 12 next year is also the first Malaysia Training Programme in coaching which is 100% claimable from the Human Resources Development Fund.

Teamcoach International's Director of Programs and AeU faculty member, Captain (Rtd.) M. Shanmugam believes that this coaching programme is valuable to all facets

of an executive's personal and professional life.

"The term 'coach' derives from a vehicle bringing people from where they are to where they want to go and the task of a business, executive or life coach is to bring out the wisdom in skilled and motivated people to enable them to make decisions for themselves, the best ways in which they can achieve their desired objective," he said.

"A coach doesn't necessarily have to be an expert on the subject matter, but needs to be an expert in processes, and our COPC programme can provide this expertise," he added.

Shanmugam described the programme as flexible as it runs on a part time basis where coaching related training will be conducted over 18 days over nine selected weekends. The course is conducted face to face and also includes a coaching practicum and mentor coaching sessions.

The programme requires its applicants to have completed a bachelors degree with a minimum of five years working experience, while other qualifications can be accepted upon the approval of the AeU-Teamcoach Admission Committee.

Participants will be awarded a COPC certification as well as a LPI Life Coach Certificate by Leonard Personality Incorporated and Asian e-University.

Coaching is one of the fastest growing professions worldwide.

"When done effectively it creates a sense of ownership and clarifies one's purpose in an organisation," Shanmugam further clarified. "Surveys worldwide also show that more organisations are using coaching as a tool to improve performance. Organisational managers and leaders are finding importance in equipping themselves with coaching competencies to achieve their goals."

The program comprises three levels - i.e. Foundation Level, Intermediate Level and Advance Level.

The Foundation Level includes a history of coaching; coaching counselling, consulting and mentoring, coaching psychology, types of organisational coaching, the needs and

benefits of organisational performance coaching and basic coaching practice theory and practice.

The Intermediate Level covers adult development theories, coaching models, coaching core competencies, International Association of Coaching Masteries, ethical principles and code of ethics, supervised peer coaching, team coaching models, tools and techniques and a coaching practicum.

The Advance Level includes personal and behavioural change, organisational change theory, application of Leonard Personality Inventory theory and practice, emotional intelligence and holistic model for life coaching, building a coaching practice, designing and building organisational coaching programmes, coaching practicum and coaching project analysis presentation.

Course fees are RM10,500 per participant discounts are given for group registrants of three or more participants.

Teamcoach International's past participants have found immense value in the program which has helped them in their professional careers.

"The COPC programme has inspired me to be more solutions focused, particularly during the process of para-counselling sessions with my clients," said Winston Chew, a community leader.

Assoc Prof Nor Aishah Buana, an educationist, agrees. "The COPC programme equipped me with knowledge and skills to feel more confident to help my friends in need. It also allowed me to adopt a more positive attitude towards others and their potential, and as a tool to professionally coach them to achieve their ultimate goals," she said.

Ronald Chandra, who is with an international non-governmental organisation (NGO), also found the programme beneficial. "The COPC equipped me with skills that allow me to coach my regional teams in Asia to implement projects successfully," he testified. "The coaching process assists my communication skills, allowing me to create bigger and better collaborations and participations."

Teamcoach International is an International Association of Coaching Masteries authorised Licensee.

AeU is a Malaysian initiative to provide an international university with students from across 31 countries of the Asia Cooperation Dialogue (ACD). It collaborates with global educational institutions to offer quality, affordable and marketable programmes through e-learning. Its cross-border and cross-culture programmes have attracted high numbers of postgraduates from around the world.

● For details, visit Teamcoach International's website at www.teamcoach.com.my or AeU's website at www.aeu.edu.my