

## 2nd International Coaching Conference to be held in Aug 2014

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**ENTREPRENEURS** and leaders keen to invigorate their organisations can learn how to tap into the positive power of coaching at the upcoming 2nd International Coaching Conference Kuala Lumpur (ICCKL) 2014 from 19-20August.

Organised by Teamcoach International Sdn Bhd, ICCKL 2014, it will bring together coaching practitioners, researchers and entrepreneurs to interact, network and share best practices on using coaching for entrepreneurial success.

Captain (Rtd) M. Shanmugam, the founder of Teamcoach International, said that the conference theme, 'Exploring New Frontiers in Entrepreneurial Success and Leadership through Coaching', was chosen as research has shown that coaching can add value to entrepreneurship development initiatives by promoting trust and respect between the leader and the follower.

"Entrepreneurs are creative, innovative and driven, but as they grow their businesses, they face challenges in leading others and developing leaders," said Shanmugam, who has trained about 600 individuals to become solution-focused and life coaches through Teamcoach International's programmes in Malaysia, Indonesia, Thailand, Brunei and Bangladesh.

"Coaching can help to overcome some of these challenges, as it has been proven to be an effective tool in empowering those we lead. We want to encourage entrepreneurs to create a coaching culture within their teams and organisations by demonstrating the coaching masteries as a way of being."

The conference is expected to bring together some influential names in coaching and entrepreneurship, including Krishna Kumar, the Founder Director of the Intrad School of Executive Coaching (ISEC) and the Global Vice President and a member on the Governing Board of the IAC.

Krishna will talk about 'Achieving Entrepreneurial Success with the help of Coaching', drawing extensively from proven techniques in sports psychology to help entrepreneurs generate awareness of their potential and make mindful and informed choices to reach their goals.

"The whole idea was to promote coaching as a tool for individual growth as coaching is relatively new in Malaysia. We had participants from the public sector, GLCs, MNCs, practising coaches, consultants and trainers," said Shanmugam, who will also be speaking at ICCKL 2014 on 'Evaluating the Effectiveness of Coaching Programmes'.