



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Coaching Skills for Leaders and Managers in the New Normal

Guide your Team to Success by improving Work  
Performance, Skills, Communications, and Relationships



## Coaching Skills for Leaders and Managers in the New Normal

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Skills, Communications, and Relationships

### PROGRAM OVERVIEW

In times of crisis, the role of leaders and managers is critical in ensuring not just the continuity of the business but also the engagement and performance of their employees. Leadership today must evolve from one traditionally used to giving guidance and directions to one that develops and guides employees to excel through facilitation. This type of leadership focuses on developing relational skills: understanding each team member's personal goals and aligning them with the corporate goal, recognizing individual competencies, inspiring efforts through continuous feedback, and helping to address specific development needs.

The Coaching Skills for Leaders and Managers Online Program aims to help leaders guide their teams to success by improving work performance, skills, communications, and relationships. Coaching is a practical skill that is developmental for both the coach and the learner, and as with all practical skills, the experience of coaching or being coached plays a significant role in its development.

Coaching aims to achieve the following:

- Increase an individual's self-awareness and in turn raise their performance
- Help the individual to arrive at their own solution to a problem or challenge.
- Empower the individual to take action towards change.

### PROGRAM OBJECTIVES

At the end of the program, participants should be able to:

- Increase their knowledge of what coaching is, when to use it and how to do it
- Know how to produce meaningful coaching plans with their staff members that include goals, objectives, success criteria and timescales for review
- Practice the component elements of a coaching session such as active listening, powerful questioning, giving, and receiving feedback and developing trust and empathy
- Know how to structure a coaching session or coaching conversation

### WHAT YOU WILL LEARN

- Role of a Leader/Manager
- Challenges in Today's Work Environment
- Coaching and its Benefits
- ICF Code of Ethics
- Coaching Principles and Mindsets
- Coaching Skills
- The Coaching Relationship
- Coaching Contract and Planning

### KEY BENEFITS

- Leaders will feel more confident to tackle issues of poor performance in the workplace and to engage in meaningful conversations with their staff about personal and career development needs.
- Organizations will develop a more inclusive culture.
- Staff members will feel more engaged and empowered.

### WHO SHOULD ATTEND

The program is recommended for all people managers and leaders, regardless of level or experience, who are committed to improving their leadership skills.

### PROGRAM SCHEDULE

#### LIVE ONLINE

- June 25, 27, 2025
  - July 2, 4, 9, 2025
- (8:30 AM-12:00 PM)  
(GMT+08) on all dates

### PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

With special inclusion of role plays via the interactive breakout sessions

### PROGRAM FEE

PHP 25,990 or USD 467.82\*

\*The prevailing exchange rate at the date of payment may apply.

### YOUR PROGRAM FACULTY



**Maria Angelica B. Lleander**  
Adjunct Faculty  
Asian Institute of Management

To find out how you can participate,  
contact us at [SEELL@aim.edu](mailto:SEELL@aim.edu) or  
visit <https://go.aim.edu/seellinquiries>



### FOR INQUIRIES:

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## Your Program Faculty



**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.



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## Earning a SEELL Postgraduate Certificate and Diploma

SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Postgraduate Certificate in an area of their choice, and ultimately, a Postgraduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

### EARNING CREDENTIALS

Successfully completing the program earns participants **One (1) unit** which can be credited to the following:

- Postgraduate Certificate in Leadership and Management
- Postgraduate Certificate in Human Resource Management

*\*Postgraduate Certificates require five (5) units earned within two (2) years.*

Participants will also earn **One (1) unit** which can be credited to the Postgraduate Diploma in Management.

*\*The Postgraduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.*

### ELIGIBLE PROGRAMS

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with SEELL, please email us at [SEELL@aim.edu](mailto:SEELL@aim.edu) or visit our website at <https://executiveeducation.aim.edu>



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