



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

**FT** EXECUTIVE  
EDUCATION  
2025 RANKING

# Coaching Skills for Leaders and Managers

Lead with impact



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## 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 goal 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.

## 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.

## PROGRAM FEE

**PHP 25,000 or approximately USD 250\***

*\*Final USD amount may vary based on the exchange rate at the time of payment.*

Interested in early bird or group discounts?

We'd be happy to discuss flexible payment terms with you—just let us know!



### 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  
[SEELL@aim.edu](mailto:SEELL@aim.edu) | +632 8892 4011 | [www.aim.edu](http://www.aim.edu)



## WHAT WILL YOU 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

## LEARNING CONTENT

### Day 1

Role of a Leader/Manager New  
Normal and Impact on Teams

Coaching and its Benefits

Coaching Mindsets

### Day 2

Coaching Principles

Role and Importance of  
Emotional Intelligence

Developing Emotional  
Intelligence

Empathy

Building Rapport and Trust

### Day 3

Coaching Skills: Listening,  
Observing,  
Providing Feedback, and  
Asking Powerful  
Questions

Live: Coaching  
Demonstration

### Day 4

GROW Model: Background, Process, Applications,  
and Variations

### Day 5

The Coaching Relationship: Why does the  
Coachee want Coaching?

Motivational Drivers (Dan Pink) v



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## 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.

## YOUR PROGRAM FACULTY



### **Maria Angelica B. Lleander**

Coach, Adjunct Faculty & Program Director  
Asian Institute of Management

Maria 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** to be credited in a Postgraduate Certificate program. Participants will also earn **one (1) unit** which can be credited to the Postgraduate Diploma in Management.

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

*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 on 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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