



# LEADING with **IMPACT**

Master the art of coaching-led leadership

Delivered By



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

In Partnership with

Coach**Masters**academy  
Inspires Positive Change, Develops World-Class Coaches



# About



**SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING**

The **Asian Institute of Management School of Executive Education and Lifelong Learning** (AIM-SEELL) is the executive learning arm of AIM, offering open-enrollment and customized programs stackable toward Postgraduate Certificate and Diploma credentials. As the first Philippine business school recognized in the Financial Times Executive Education rankings—and ranked #1 in Southeast Asia for both Open Enrollment and Custom Programs—SEELL is distinguished for its high participant satisfaction and measurable impact. Programs are led by AIM faculty and industry experts, delivering flexible, career-enhancing learning experiences that empower leaders across diverse sectors.



(CMA) is a globally recognized leader in professional coaching education, renowned for its commitment to inspiring positive change through the mastery of coaching. Since 2011, CMA has served as a trusted International Coaching Federation (ICF) education provider, setting the benchmark for leadership excellence with its proprietary Awareness-Clarity-Choice conversation framework.

With a global presence, the academy specializes in advanced instructional design that transforms traditional management into a "coaching-integrated" leadership orientation. By bridging the gap between science-based approaches—such as Positive Psychology—and practical workplace application, Coach Masters Academy empowers leaders to move beyond directive instruction to facilitate deeper thinking, sustainable ownership, and high-performance results.



# Program Overview

In today's volatile business landscape, the "command and control" model has reached its limit. Organizations now require leaders who foster learning, inspire ownership, and mobilize teams to achieve lasting value. The Leading with Impact program meets this urgent need by bridging the gap between management theory and the execution of professional coaching.

This intensive program equips you with professional-grade coaching competencies—traditionally reserved for professional certification—and embeds them into your daily leadership practice. By adopting a coaching orientation, you will learn to turn everyday interactions into powerful opportunities for growth, moving your team from simple compliance to deep-seated commitment.

## **Participants will benefit from a rich blend of learning opportunities, including:**

From Problem-Solving to Facilitating Thinking: Learn to empower your team to find their own solutions.

From Instruction to Co-Creation: Move toward trust-based partnerships.

From Control to Empowerment: Shift performance management from a "check-box" exercise to a self-driven culture.





# Who Should Enroll?

The program is ideal for:

## **Senior Executives and Department Heads:**

Those who need to think beyond operational demands to foster a culture of learning and mobilize people for lasting value.

## **Mid-Level Managers and Team Leads:**

Leaders who want to move beyond "telling and fixing" and learn to unlock the thinking capacity, creativity, and accountability of their teams.

## **HR and People Development Partners:**

Professionals responsible for shaping organizational culture and embedding coaching as a core managerial competency.

## **Strategic Project Leaders:**

Those managing complex, cross-functional initiatives who require high leadership agility to navigate change and drive co-owned results.

## **Future-Ready Leaders:**

Ambitious professionals seeking an internationally recognized certification as a Certified Coaching Leader to validate their expertise in global coaching standards.





# Program Schedule

## Session

- 1 Coaching – The Leadership Code That Puts People First
- 2 Thinking Partner – Guiding Conversations Toward Reflective Learning
- 3 From Manager to Multiplier – Rewiring for Reflective Leadership Part 1
- 4 From Manager to Multiplier – Rewiring for Reflective Leadership Part 2
- 5 Navigating the Four Workplace Conversations That Matter Part 1
- 6 Navigating the Four Workplace Conversations That Matter Part 2
- 7 The Inquiry Advantage – Powering Dialogue for Ownership and Insight
- 8 Leading Forward – Integrating Coaching into Leadership Identity



## Program Format

Face-to-Face | AIM Campus

## Program Schedule

June 15 and 16 2025

(8:30am to 5:00pm)

## Program Fee

**Php 75,000 or USD 1,350\***

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

## Interested in early bird or group discounts?

Group enrollment offer:

Get 5% off the program fee for group of 3 to 6 pax and 10% for group of 7 pax and above







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## **For inquiries, please contact us at:**

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