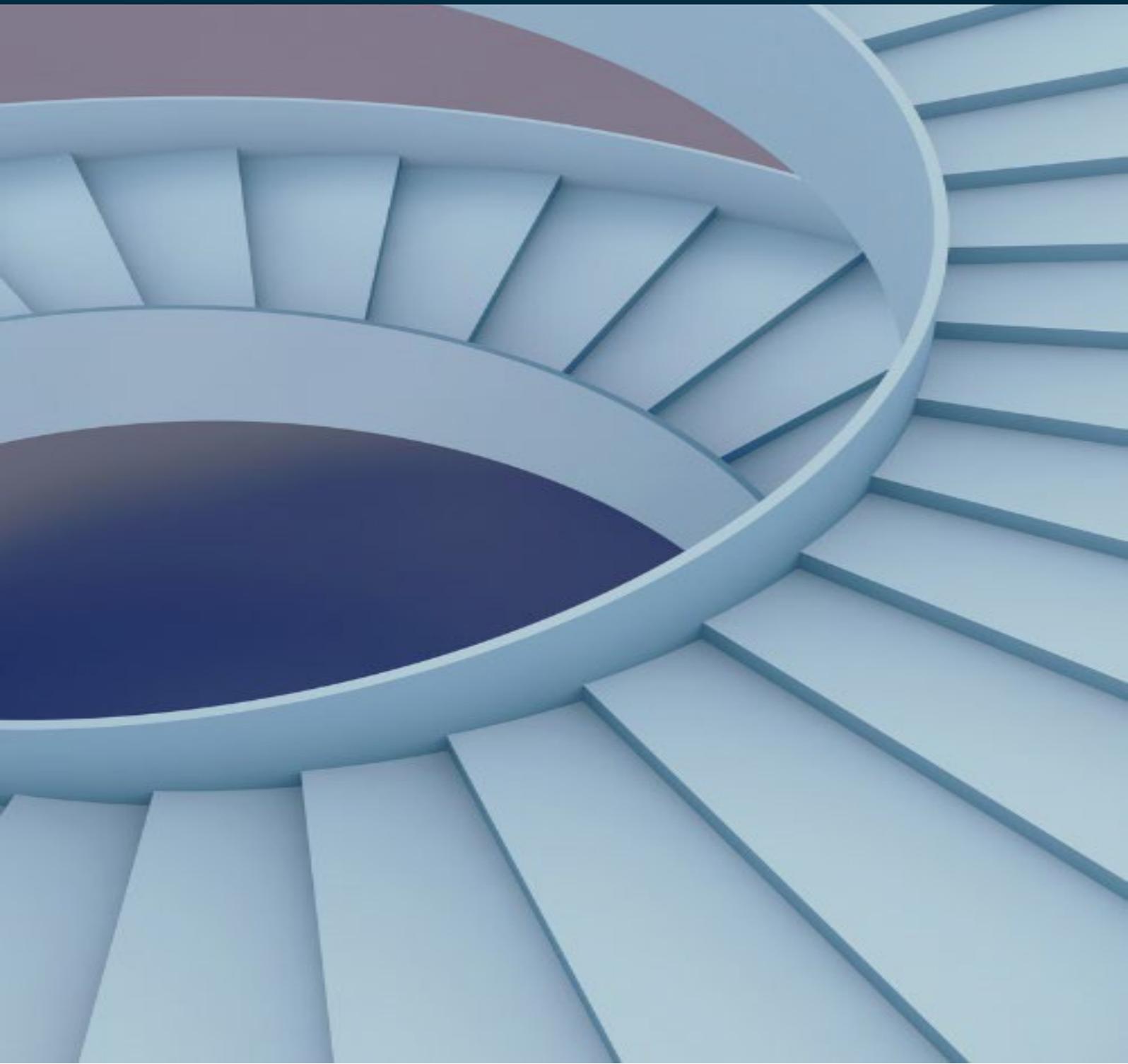


# Art of Transformational Coaching & Leadership

LIVE ONLINE ADVANCED COACHING CERTIFICATION PROGRAM



# WHAT DOES IT REALLY TAKE TO BE AN INSPIRING AND AUTHENTIC LEADER AND COACH?

Coaching is one of the fastest-growing professions, and the landscape of leadership is evolving rapidly. In today's dynamic world, being a subject matter expert alone is no longer enough.

To excel as a leader and coach, you must confidently embrace the unknown, anticipate emerging challenges, and innovate with foresight. The need for transformative leadership has never been greater, as leaders are required to be adept change agents who inspire and guide their teams through complexity and uncertainty.

As the demand for inspiring leaders spans across all industries, future-proofing your career hinges on solid foundations in coaching skills and the capability to tackle the most intricate issues. To stand out as an exceptional coach and a strategic 'thinking partner,' leaders must cultivate a robust foundation in transformational coaching—an advanced approach that transcends mere behavior change.

Transformational coaching is more than a tool; it is an integrative leadership style that enhances your existing capabilities. By incorporating advanced coaching techniques into your repertoire, you empower individuals to shift deep-seated beliefs and thought patterns effortlessly. This shift from traditional change-management (behavior-focused) to change-leadership (purpose-focused) accelerates team growth, boosts agility, and increases overall productivity.

In this experiential program, you will not only gain a fresh perspective but also uncover your untapped potential. You'll develop advanced skills to lead and engage others effectively, facilitating significant personal and professional transformations. This program is designed to equip you with the expertise to deliver outstanding results, both for yourself and for those you guide.



*What do you do, when you don't know what to do?  
How do you respond, when everything you know hasn't  
worked? The ability to adjust your focus and modify  
thought processes is key.*

*-Mei Ouw*

# THE APPROACH



## DISCOVER

Explore the principles and practices of transformational coaching. Learn that NLP goes beyond processes to shift beliefs, enhance self-esteem, and build a fulfilling life.



## EXPERIENCE

Apply these powerful techniques to real-life challenges. Master the intricacies of human thought and alter thought patterns for yourself and others.



## REFLECT

Engage with peers to share experiences, challenge your thinking, and model successful behaviors.



## REALISE

Feel the powerful inner changes and gain confidence in your capabilities. Use these skills to inspire and mobilize your team, leading them through purposeful actions and significant change.

Success depends on their ability to live with purpose, authentically engage and act with courage.

This program supports you to ask yourself the tough questions and master your leadership and coaching style.

*Obtained my first CEO role and used every technique I learnt during the interview. Was offered the role in less than 24 hours.*

# THE STRUCTURE

## CERTIFICATION

This program is aligned with the International Coaching Federation (ICF) Core Competencies and covers all necessary material to qualify you as an Accredited Master Coach (NLP). You will gain a thorough understanding of the theory and practice each tool and technique extensively.

The program includes a comprehensive manual for further knowledge consolidation.

## WHO SHOULD ATTEND THIS PROGRAM?

This program is ideal for executives, leaders, coaches, Agile practitioners, HR/OD specialists, and entrepreneurs who seek to lead significant change, create innovative solutions, and inspire vision.

## PROGRAM STRUCTURE

### ONLINE DELIVERY

This program is delivered for a total of 12 days.

## DATES

### Full days - 9am - 3pm

Thursday 12 March  
Thursday 23 April  
Thursday 28 May  
Thursday 25 June  
Thursday 16 July  
Thursday 17 Sept

### 1/2 days - 9am - 1pm

Thursday 26 March  
Thursday 14 May  
Thursday 11 June  
Wed 29 July  
Thurs 6th Aug  
Wed 19th Aug

# PROGRAM OUTCOMES

This Advanced Master Coach program offers a transformative journey that goes beyond surface-level training, fostering deep ontological flexibility. It focuses on your identity, purpose, and the alignment of your actions with who you aspire to be as a leader or coach.

In this program you will learn:

## MASTERFUL COMMUNICATION

- **Inspiring and Influential Communication Skills:** Master the art of engaging communication that motivates, guides, and inspires action towards positive outcomes, leading to increased team collaboration and project success.

## PERSPECTIVE SHIFTING

- **Transformative Shifting:** Harness advanced reframing techniques to shift perspectives, leading others from limiting beliefs to innovative solutions, which resolves interpersonal conflict, leading to a highly engaged culture.

## STRATEGIC QUESTIONING

- **Decisive Leadership:** Refine your questioning skills to clarify complex situations and drive decisive outcomes with precision, ensuring swift decision-making.

## DEEP UNDERSTANDING OF MOTIVATIONAL DRIVERS

- **Ignite Motivation:** Understand and apply principles that spark motivation within yourself and others.
- **Insightful People-Reading Skills:** Develop keen insight into cognitive biases and unconscious values, enabling you to inspire, engage, and lead effectively.
- **Overcoming Resistance:** Leverage a deep understanding of what drives behavior to navigate resistance and disengagement, turning challenges into opportunities for growth.

## AUTHENTIC LEADERSHIP

- **Purpose-Driven Leadership:** Cultivate a leadership and coaching style that authentically aligns with your core purpose, strengths, and values, creating a legacy of integrity-driven leadership and inspiring long-term loyalty that will have your people follow you anywhere
- **Relationship Building:** Build and sustain strong, meaningful relationships that enhance your influence and make you a sought-after leader in any field, leading to powerful alliances and a supportive, high-performing network.
- **Purpose and Flow:** Rediscover your passion and clarity, enabling you to operate in a state of flow and harness your creative potential for breakthrough performance.

# PROGRAM OUTCOMES

## ADVANCED TRANSFORMATIONAL COACHING TOOLS

- **Core Issue Resolution:** Develop cutting-edge coaching techniques to address fundamental issues and drive profound, lasting change, resulting in deep-rooted transformation and sustained client success.
- **Seamless Change Facilitation:** Master powerful coaching tools that make facilitating change seem effortless, enabling clients to overcome limitations and thrive, leading to accelerated progress and enduring personal growth.
- **Belief Transformation:** Equip yourself with the ability to shift limiting beliefs and outdated narratives, empowering clients to realize their full potential, resulting in breakthrough achievements and a renewed sense of purpose.
- **Confidence and Brand Building:** Build your confidence as a coach, enhance your personal brand, and create impactful programs that elevate your professional value, leading to increased client trust, wider recognition, and business growth.

This program is designed to elevate your skills, not only as a coach but as a transformative leader. By the end of this journey, you will be equipped with a comprehensive toolkit that empowers you to inspire, lead, and coach at the highest levels, making a lasting impact on those you serve.

## SUBJECTS INCLUDE

### Foundations of Executive Coaching and Adult Development

- Setting the Foundations of Executive Coaching
- Developmental Coaching and Adult Development Theory
- Your Genius State for Coaching

### Building the Coaching Relationship and Skills

- Co-Creating the Coaching Relationship
- Tracking Your Coaching Skills
- Cultivating Trust & Safety

### Coaching Techniques and Strategies

- Action Planning and Goal Setting
- Powerful Questioning Skills to Create Deep Awareness and Insight
- Framing for Effective Coaching
- Advanced Communication and Influencing Skills

# SUBJECTS INCLUDE:

## **Advanced NLP and Communication Techniques**

- Advanced Language Skills
- Multi-Level Communication
- Creating Conversational Belief Change
- Crafting Internal Metaphoric Landscapes for Change
- Advanced Patterns for Working with Sub-Modalities
- Recognizing and Utilizing Advanced Language Patterns
- 15 Ways to Answer Any Objection

## **Values and Cognitive Awareness**

- Values
- Changing Values to Support Desires and Growth
- Using Values Alignment in Business, Sales, Management, and Relationships
- Cognitive Biases: Creating Awareness and Change
- Unconscious Inner Patterns that Shape Individual Skills and Abilities

## **Emotional and Psychological Mastery**

- Emotional Intelligence
- Modelling for Success

## **Strategic Applications in Business and Leadership**

- Selecting Suitable People for Specific Roles in Win-Win Situations
- Eliciting Cognitive bias conversationally
- Installing New Strategies Formally and Informally
- Advanced Elicitation of Strategies with Specific Business Applications (Sales, Management)

# YOUR FACILITATOR

This program is led by Mei Ouw who has over 20 years experience coaching and facilitating leadership and coaching programs.



## MEI OUW

Transformational as a facilitator and empathetic as a coach, Mei's insightful and direct approach adds a fresh perspective to situations, making her sought after in the leadership space.

She develops and delivers impactful experiential leadership coaching programs designed to move people into a space of true adaptive leadership. Her objective is to raise consciousness at both an individual and team level in order to deal with complex issues from a new level of thinking.

Mei is committed to helping people to self-actualise in both their professional and personal lives. She has delivered over 10,000 hours of individual and group coaching and has worked across all levels of leadership. With a background in psychology Mei has an in depth understanding of human behaviour and works with clients to develop their behavioural flexibility and thinking. This facilitates new perspectives and creates innovative and effective leadership solutions.

Mei holds a double degree in Law and Psychology and is accredited in Human Synergetics' LSI, DiSC, MSCEIT, The Leadership Circle and is an NLP Trainer. She is an accredited trainer with both the American Board of NLP, the NLP Association of Australia and the Time Line Therapy Association.

# TESTIMONIALS

I joined this program to obtain additional coaching credentials. I had no idea I would also be able to fundamentally transform how I was showing up in the world.

When I first met Mei, I was exhausted and living in a constant state of burnout. Through this program, I've been able to rewire my thinking, my habits and beliefs to fundamentally transform many areas of my life.

As well as my full time Executive role, I have started side business coaching Executives and developing bespoke Leadership programs.

If you are looking to build your coaching capability or start a coaching business, this is hands down the best coaching qualification I have undertaken.

You will learn tools and techniques and a way of being in your coaching that helps create transformation and long-lasting change in individuals.

**Simone Weston HR Executive — LEK Consulting**



This program is a journey of discovery about yourself as a leader and the power of communication. It is unlike any leadership course I've attended. The course focuses on arming you with the tools, knowledge and skills to overcome the challenges that prevent you and others from having the success you desire.

The first day I attended it was like a whole new world of communication opened up to me that I didn't even know existed.

Mei so casually was able to demonstrate the power of her content in a way that you can never see the world and communication in the same way again. The insights she offers on human behaviour and yourself are worth the price of admission alone.

This knowledge as well as extremely practical techniques means that I have walked away with some really tangible and meaningful strategies and tools to use with my team and for myself.

I highly recommend this program (to anyone that wants to grow as an individual, and a must for any leader who manages staff or is responsible for setting direction and strategy.

**Grant Lester — Director of Operations**



Through Mei's guidance and coaching, I have learned much about myself as a leader. Mei has challenged the way I see the world and my place in it. She's pushed me to dig deep in order to understand my core purpose – a transformative process which has given me the courage and determination to take my leadership journey to its next level.

Mei is an exceptional facilitator and coach. I highly recommend her for organisations and leaders of any scope, size or industry.

**Hang Vo — CEO White Lion**



This is a fantastic course and has helped me grow in a variety of areas that have made me a better and more effective leader in my organisation. Mei leads the course in a structured but adaptable fashion, allowing for time for participants to give everything a go, with a philosophy of people learn by doing. I would recommend this course to anyone looking to improve their leadership potential or work in a coaching environment.

**Simon Dubois — Partner KPMG**



Having seen Mei at work as a coach and facilitator I knew her to be an incredible talent in the world of transformational coaching.

Despite having attended many professional and personal development programs, including several coach training sessions, it was an easy decision to invest in the Art of Transformation program. I wasn't disappointed – every session of this beautifully constructed 6 month program contained powerful insights, methodologies and frameworks that could immediately be applied with clients.



Mei's deft facilitation of transformational approaches AND simultaneously teaching a large group virtually is masterful. The way in which Mei holds the work, the individuals, the inevitable resistance and pain of growth appears effortless and speaks to her decades of experience and practice.

If you are considering deepening your coaching capability this program facilitated by Mei is truly life enhancing and an amazing forum in which to hone and practice your skills. Sharing the learning and processes with clients has resulted in great feedback including how quickly we were able to surface the real issues, how resourced they felt to try new behaviours and how others were noticing their shifts.

**Fiona Pearman — Founder of Pearman & Partners, CEO Quantum Impact Group**

If you're curious or very clear about learning the power of NLP and transformational coaching, then look no further than Mei Ouw. She simplify an enormous subject into digestible segments brought to life with incredible teaching and embedded with live practice to ensure understanding. The container she creates is safe, non-judgemental, energised and highly supportive allowing you to integrate the subject in whichever way is right for you. You cannot fail to also deepen your knowledge of yourself which is powerful as well as achieving a qualification further magnifying your skills and impact as a coach whatever your specialization.



**Stuart Warwick — Stuart Warwick MSP Growth Specialist**

## CLIENTS

- Ambulance Victoria
- ANZ Banking Group
- Australia Post
- Australian Unity
- BUPA
- BP Australia
- CFA
- City of Melbourne
- City of Greater Dandenong
- Costa
- Department of Health
- EACH
- EY
- GE Capital
- Guide Dogs Victoria
- KPMG
- Metropolitan Fire Brigade
- ME Bank
- Medibank
- Mercer
- Mesh Communications
- National Australia Bank
- Newcrest Mining
- Origin Energy
- Optus
- PDS Group
- Penguin Random House
- Public Records of Victoria
- RACV
- Social Research Centre
- SP AusNet
- Spectrum
- Superpartners
- TATA Global Beverages
- Telstra
- WorkSafe Victoria

# READY TO TRANSFORM YOUR LEADERSHIP AND COACHING SKILLS?

Enroll now and take the first step towards becoming an Accredited Master Coach in NLP.

Reply **'I'm in'** to secure your spot and start your journey to becoming an exceptional leader.

For a confidential discussion to see if this program is right for you, please contact:

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