

## Are You Ready To Become an ICF Certified Coach?

We invite you to participate in a program with like-minded professionals with a focus on developing business and executive coaching skills

# COACH the COACH

We are offering FACE-TO-FACE roadmaps:

Transferred Language: VIETNAMESE

**A 6-month ICF  
Certified Coaching  
Program**

With International Coaching  
Federation (ICF) Certification to  
get you ACC ready.

OR

**A 5 full days Coaching Skills  
Development Program**

For those who want to develop coaching  
skills without taking on the full  
commitment of a certified program

Session 1: 3 full-day workshops on  
**2023 March 21,22,23**

Session 2: July 2024

## After This Program You Will Be Able To:



Coach business leaders, peers, direct reports and clients with increased confidence and better outcomes.



Help business leaders and future leaders become more effective.



Apply a proven coaching model and techniques for formal coaching engagements as well as in-the-moment coaching conversations to help drive performance.



Use coaching to develop internal talent bench strength, increase the effectiveness of new hires through on-boarding, lead/manage change initiatives, increase team effectiveness, and motivate, retain and engage key talent.



Upon successful completion of our ICF program, participants will have attained the 60 coaching training hours and 10 mentoring hours required for their certification for Associate Certified Coach (ACC) from the International Coach Federation (ICF), the world's largest and most widely recognized community of professionally trained coaches, with 120+ chapters worldwide.

## Globally Local & Perfectly Positioned.

With more than 4000 consultants, we have the local expertise and global capability to put your people in the position to succeed – wherever they are.

# 71

Countries

# 382

Offices

# 4000+

Consultants

## ICF COACH the COACH (Face-to-Face)

This program includes: 5 full days of offline workshops, 10-hours of coach mentoring with LHH's Coach conducted in Vietnamese, online coaching portal, and ICF accreditation guidance

LHH's Coach the Coach™ with ICF Certification Program is a holistic offering, which develops internal and external coaches. It provides participants with practical skills and knowledge built around a proven coaching model and tools used by leading global companies.



60 accredited training hours by the International Coach Federation (ICF)\*



5 Full Days training workshops



10 hours coach mentoring with an LHH's Coach\*



Coach the Coach™ Portal Access

(\* ) ICF Roadmap only

### Space Is Limited. Register Today!

#### Full Program Registration

*VAT excluded*

Group registration (From 3 people)	USD 2,775
Extra Early Bird before 31/12/2023	USD 2,775
Early Bird before 31/1/2024	USD 2,925
Standard Registration before 8/3/2024	USD 3,075
Non-ICF Roadmap (5-day workshop only) before 8/3/2024	USD 1,575

We limit the number of participants so that everyone experiences the full value of the program and has opportunities to learn from the LHH Master Coaches

# LHH's Coach The Coach™ Program With International Coaching Federation (ICF) Certification



## Pre-work | 4 hours

- You will have access to LHH's Coaching Portal prior to and throughout the duration of the program to conduct a coaching self-assessment and pre-read the program material.

21-22-23 March 2023	<b>Month 1</b> ————— <b>30 Hours</b> —————	Session I	Workshop
	<b>3- day sessions to develop skills in the use of:</b> <ul style="list-style-type: none"> <li>LHH's Results Based Coaching Model</li> <li>Six coaching practices</li> <li>Eleven ICF coaching competencies</li> <li>You will be trained and supervised by LHH's Coach with an opportunity to practice new skills.</li> <li>You will have foundational coaching skills required to coach once back on the job</li> </ul>		
Coach The Coach™ Portal Access	<b>Month 2 - 5</b> ————— <b>6 Hours</b> —————		Mentoring
	<b>Mentor Coaching 1-on-1 (*)</b> LHH's Coach conducts Individual Mentor Coaching Sessions with participant to review coaching conducted by the participant and his/her client <ul style="list-style-type: none"> <li>1 x 1.5 - 2hr session including preparation</li> </ul>	<b>Mentor Coaching Trios (*)</b> LHH's Coach conducts Individual Mentor Coaching Sessions with participant to review coaching conducted by the participant and his/her client <ul style="list-style-type: none"> <li>2 x 1.5 - 2hr session including preparation</li> </ul>	
Completion in Sep 2024	<b>Month 5</b> ————— <b>16 Hours</b> —————	Session II	Workshop
	<b>A 2 full-day workshop</b> to revise and check retention from session 1; to discuss / address any common issues; ethics in coaching; mastering the ICF competencies; advanced coaching techniques	You will have the opportunity to coach in trios, and receive feedback from LHH's coaches The session will include guidance on the process to attain ICF ACC accreditation	
	<b>Month 6 - 8</b> ————— <b>4 Hours</b> —————	Post-Session II	Mentoring
	<b>Mentor Coaching 1-on-1 (*)</b> LHH's Coach conducts Individual Mentor Coaching Sessions with participant to review coaching conducted by the participant and his/her client <ul style="list-style-type: none"> <li>1 x 1.5 - 2hr session including preparation</li> </ul>	<b>Mentor Coaching Trios (*)</b> LHH's Coach conducts Individual Mentor Coaching Sessions with participant to review coaching conducted by the participant and his/her client <ul style="list-style-type: none"> <li>1 x 1.5 - 2hr session including preparation</li> </ul>	

(\* ) ICF Program only

## LHH's Coach The Coach™ Program With International Coaching Federation (ICF) Certification



### What You Will Learn:

- The LHH Results Based Coaching Model
- LHH's Six Coaching Practices
- Foundational and advanced coaching techniques / tools
- The behavioral shift model and assessing coaching readiness
- The ICF Coaching Competencies and Code of Ethics (basis for ICF's 'Coach Knowledge Assessment' exam)
- Guidance on positioning yourself as a coach both internally and externally
- Guidance on ICF accreditation and ongoing coaching development

### Who Should Attend The ICF Program?

- Those **INDIVIDUALS**, who want to launch a career, part-time or full-time, as an **EXECUTIVE, BUSINESS or CAREER COACH**.
- **LEADERS AND HR PROFESSIONALS** who want to be **INTERNAL COACH** experts to drive greater, more sustainable results from formal coaching interventions.
- **LEADERS and MANAGERS** who want to develop the skills to **COACH THEIR TEAMS** internally and support a coaching culture without taking on the full commitment of a certified program.

# LHH

Hang has 15+ years of diversified experience in business operations, legal practice and HR with a demonstrated history of working in legal, technology, banking, retail and FMCG industries in both local and multinational companies from operational to strategic roles.



## Hang Ha

**Associate Executive Coach**  
(HCM Based)

Coaching Hours

**1000+**



### Overview

Hang is a Consultant, Career Transition at Lee Hecht Harrison Vietnam.

She has more than ten years of working experience in Human Resource holding different senior roles across fields of expertise including HR Operations, Talent Acquisition & Employer Branding and HR Business Partner for Customer Development in different sizable companies including but not limited to Unilever, Friesland Campina (Dutch Lady), Masan, Robert Walters and Canon. Also, her additional experience in legal practice and business operations also bring valuable insights and help her gain different and thorough perspectives in business and people.

With belief that each individual is a perfect version of oneself and thus we all deserve to be heard, respected and accepted, she has endless passion in coaching, developing and helping people to unlock the potentials to maximize their performance, especially young generation via her mentoring activities in non-profit organizations such as Vietseed Foundation, Give it Back (Lead the Change) etc.

### Representative client engagements

- Corning Incorporated, 21 Century Fox Company, Sang Pharma, Allergan Vietnam, VNG, VIB, PSD, Baemin, Lazada, Digiworld, HTG Engineering & Trading etc.
- Individual clients at middle management to executive level from Unilever, FrieslandCampia, First Solar, Axon, Facebook, Baemin, Abbot, Samsung, Lazada, Shopee, Gojek, Amazon etc.

#### Areas of Expertise

- HR Business partnering
- Talent Acquisition
- Talent Development
- Organization effectiveness
- Change Management
- Leadership development
- Career/ Career Transition & Life Coach
- HR Consulting
- EQ Assessment/ Training

#### Levels Coached

- 500+ coaching hours
- Professional Certified Coach (PCC) – ICF

#### Languages

- Vietnamese
- English

#### Industry Experience

- FMCG
- IT - High technology
- E-commerce
- Retail
- Banking
- Manufacturing

#### Functional Experience

- Human Resource
- Business Development
- Sales
- Marketing
- Operations & Administrative
- IT | High-tech

#### Multi-Cultural Experience

- Solid experience working in both local and international organizations
- Broad base of clients inclusive of local Vietnamese, Vietnamese overseas and foreigners across private local and foreign-invested sectors.

#### Professional/Corporate Experience

- Branch Director
- Business Development Manager
- HR | HRBP Manager
- Paralegal

#### Certifications and Training

- Certified in Coaching
- Certified in Emotions-centered coaching
- Certified EQ Assessor – 6seconds
- Certified EQ Practitioner – 6seconds
- Certified Facilitator for EQ Insights for People Management – 6seconds
- Certified Brain Profiler – 6seconds
- Certified Apollo Assessment
- Certified DISC Flow Trainer
- Qualified in Organization Effectiveness
- Qualified in Talent Management
- Qualified in Interview & Selection Skill
- Qualified in Executive Search

#### Education

- Bachelor Degree in Korean Studies
- Bachelor Degree in Economic Laws
- B.A. candidate in Psychology

# LHH

25+ years of experience in Top Team role, her key focus in the past 5 years was to coach middle manager during their transition journey to their Senior Manager role and to coach & mentor young high potential talents to accelerate their leadership growth to meet with their career growth journey aligning with the business succession planning.



## Duyen Dao

**Associate Executive Coach**  
(HCM Based)

Coaching Hours  
**1,000+**



### Overview

Duyen is Executive Coach & Senior Consultant of Lee Hecht Harrison in Vietnam. She has obtained ICF Associate Certified Coach (ACC) credential & LHH Executive Coach Certification. She is on her way to get her next credential of ICF PCC (Professional Certified Coach).

Obtaining her post graduate degree from The Nottingham University, UK after completing her bachelor degree from HCM Economics University, Duyen started her Human Resources professional career in Hospitality Industry before moving into FMCG industry in 2009. Her East Asia Area Head of HR with British American Tobacco (BAT) role has brought her into the top of the HR career ladder after being rotated into various roles from Strategic Partnering to top team roles in Vietnam and within Asia Pacific region, e.g., Head of HR - BAT Cambodia, AsPac Talent & OE Manager, Viet Nam Chief Rep & EAA Head of HR (Vietnam, Cambodia & Philippines).

Passionate in developing people, Duyen has been very dedicated and focus on enhancing her coaching and mentoring skills in the past 10 years. In her last 5 years with BAT in the area top team role, she has played a key role in developing local / area talents by focusing on coaching and mentoring middle managers on their transition journey to senior role. With clear philosophy on upskilling others is upskilling self, she has left her cooperate life last year (2020) and dedicated 100% of her time being as Executive Coach focusing on leadership development & new senior role transition journey for middle managers. On top of that, She is also a mentor for the SME 1:1 Mentoring program and every year, there will be 1 to 2 mentees who are start-up CEO assigned to work with her on their business strategy planning. 2021 is her 5<sup>th</sup> cycle with the program.

### Representative client engagements

British American Tobacco Vietnam (BAT), Generali, Sunlife, Minh Long, Servier, PVA (Prudential Vietnam Assurance) ...

### AREAS OF EXPERTISE:

- Executive Coach
- Leadership Development
- Strategic Planning
- Transformation & Change

### LEVELS COACHED:

- Executive/ Top Team Leaders
- Managers at all levels
- High Potential
- Business Owners

### INDUSTRY

#### EXPERIENCE:

- Hospitality
- Manufacturing
- Trading
- FMCG

#### FUNCTIONAL

#### EXPERIENCE:

- General Management
- Human Resources

#### MULTI-CULTURAL EXPERIENCE:

- Worked in cross- cultural teams environments
- Worked with both local and multinational companies
- Live and work in Vietnam, Cambodia, Myanmar, Phillipine.

#### EDUCATION:

- Post Graduated Degree - Tourism, The University of Nottingham, UK

#### ASSESSMENTS /

#### CERTIFICATIONS:

- Associate Certified Coach, ICF
- LHH Executive Coach

## ADVISORY



LHH Master Coach  
ICF-MCC accredited Executive Coach

# Gary Malcolm

Gary joined Lee Hecht Harrison (LHH) in 2010 and leads the Vietnam business. During his 18 years in Vietnam, Gary has been able to develop a strong awareness and understanding of Vietnamese culture and how to apply best practice in a local context.

Gary coaches senior executives and prepares the next generation of leaders to join the executive team. He is taking a leading role in the development of the Career Transition, Executive Coaching and Assessment market in Vietnam.

Gary was educated in Australia and has undertaken post graduate studies UT Sydney. He is a graduate of the Royal Military College-Duntroon; an LHH Master Coach; an ICF-MCC accredited Executive Coach; and is certified in MBTI, Apollo Profile and Hogan assessments.

- 20 years experience as an Executive Coach, leader, and facilitator.
- Over 1,750 coaching hours experience leading MNCs.
- Gary has extensive experience working with senior leaders and teams across Asia, North America, Europe and the Middle East.



## Our Credentials



Lee Hecht Harrison has 4000+ coaches around the globe who coach senior level executives in virtually every industry applying our coaching model and coaching practices. Our award-winning executive coaching programs are sought after by global organizations.



For more information,  
Please contact:

**Ms Ngoc Hoang**  
*Head of Business Development*

Lee Hecht Harrison  
HP: 093 539 0045  
E: [Ngoc.hoang@lhh.com.vn](mailto:Ngoc.hoang@lhh.com.vn)

Scan the QR code to register our  
program. We will contact you.

