



Transformational Executive Coach Certification Program

Virtual Level 2 (PCC - level) and Level 1 (ACC - level) and Level 2b (ACC to PCC) Programs
For Leaders and Professionals
Striving to Achieve in a Post - Covid World

September 5, 2025 to February 7, 2026

Led by Dr. Chérie Carter-Scott, MCC
"The Mother of Coaching"
5 Decades of Excellence and
Impact in Coach Training

Why Coaching Certification

Globally executive and business coaching has soared to become a \$10-billion industry thanks to waves of uncertainties and disruption precipitated by rapid development in technology, rise of millennium workforce, globalization and rise of China. With command-and-control management style giving way to highly participative and empowering leadership, and best-known-methods to agile and adaptive learning, coaching will continue to gain appeal because it works for a VUCA world, intensified only by the 2020 Covid pandemic: Coaching deals with employee engagement, growth, creativity and achievement by removing roadblocks to development and performance as no other development tool.

In this context of coaching skills being a new currency for the 21st century workforce and a coaching approach or culture far transcending the needs of executives, coaching has been rated the top desired skill for front-line managers (Chief Learning Officer Magazine), and the demand for trained coaches operating both internally and externally has fueled the need for coaching certification programs. In the US alone, there are more than 200 coach certification programs, which helps make becoming a certified coach one of the most popular career shifts in the last decade.

- When executed properly, coaching provides greater intrinsic motivation, in other words, inspiring the self-directed willingness to try new things and make new discoveries. According to **McKinsey**, when employees find greater intrinsic motivation, they are 32% more committed to their work and 46% more satisfied with their jobs.

4 Reasons for Attending

1. Transformative Intention and Design: Our TECC is designed to be transformative instead of transactional so we can confidently give clients a reason for why us and deliver a superior participant experience through combining research in adult learning, decades of experience in having helped thousands of successful leaders and teams, and embodiment of coaching principles we teach.

2. “Best-in-Class” Trainer Caliber and Experience: Our lead trainer, Dr. Chérie Carter-Scott, is one of the world’s most-respected coaching pioneers, an ICF MCC and a NYT-bestselling author, who sort of invented coach training in 1974. Up till today she has led over 160 ACTP and ACSTH programs in North America, Europe and APAC.

3. Highest Standards and Superior Participant Value: Our TECC is a Level 2 program, standing out for its longest industry history of excellence and value, which is attested by raving participant reviews as quoted in this flyer. In addition, we have carefully developed our brand that is accessible through our programs, websites, books and YouTube, and the famous MindSpan coach network serving 4500+ global/local clients including 137 Fortune 500 companies.

4. Amazing Participant Quality and Alumni Support: Past TECC programs boast senior executive and manager participants from a host of top-tier companies including Microsoft, Deloitte, Disney, Starbucks, Honeywell, DuPont, Philips, MasterCard, Unilever, Alibaba, Caterpillar, McCann Health, WPP, GE, Baxter, General Mills, Aon, Novo Nordisk, Intersport, E&Y, Didi Chuxing, Baidu and Spreadtrum.

In order to support ongoing learning and interaction among TECC participants, we have set up a WeChat group for TECC alumni network for continued peer-group support and networking.

“ Learning to coach is like swimming upstream against the current. Our world is full of experts, authorities, advisors, and mentors. Learning to coach from the “inside out” means that you access your authentic self, transcend your ego, and become a partner in service to your clients. MMS Worldwide Institute offers the TECC course with elegance, scientific documentation, and support every step along the way. When you choose this course you choose the original, the oldest training for coaches, and the best! ”

- Karel Bakkes, Partner Deloitte Southeast Asia

“ The MMS coach training contains every element that I have been searching for. The power of awakening, the presence, the connection to one’s inner wisdom, and the purpose of encouraging others to be brilliant in their own lives, closely resonate with me. I have experienced several transformational moments in my life... But why had I just kept going and the satisfaction and joy did not fully land in me? What do I want out of life? With these doubts in mind, I signed up for the MMS coach training program. During the training I became more and more aware that I was changing from within. I have begun to embrace the unknown possibilities and built up more positive energy around me. Dr. Chérie is the most knowledgeable pacesetter in coaching and coach training. I am glad to know that she is going to lead the TECC from China/Asia. A learning program led by her will be a journey of faith, trust and love. ”

- Amelia Zhou, Former Global HR VP of Philips Domestic Appliances

Who Should Attend

- C-Suite executives, VPs/GMs and retired senior executives
- HRVP/HRDs in global and local companies
- Entrepreneurs, OD professionals, management consultants, trainers, facilitators, counselors and psychologists
- People who are passionate about supporting the personal development and success of others and building a coaching culture
- At least 15 years corporate/professional experience with leading organizations or solid credentials

“ Chérie Carter-Scott works from a place of deep empathy and understanding of the business context. The MMS Coach Training is one of the most empowering experiences I have been through in my life: it freed me from limiting mindsets and opened up a potential in me that I had been unconscious about up to that moment. It created a foundation for trusting my inner knowing that had been guiding me ever since. Chérie is a masterful and transformational coach - she is wholly committed to serving the growth of others and is a champion in calling forth that growth. ”

- Marc Padberg, Co-founder and Affiliate Partner of Aberkyn, Part of McKinsey, and a former BCG Consultant

“ An important attribute of the MMS Coaching Training was the time that Dr. Chérie and Michael dedicated throughout the training to personally introduce the MMS material, tools, practical advice and role play with us throughout the training. This greatly enhanced our virtual and in person learning environment. For that reason alone I believe the investment in the MMS Coaching Training is returning value tenfold to our organization. The training is affording me an outstanding opportunity to give back both professionally and personally to others. As a final observation I found the Executive Training’ s practical advice and perspectives gratifyingly free of gender and professional background. I consider myself lucky to have had the opportunity to go through this program and I can’ t thank them enough. ”

- Susan Ott, SVP, Growth & Marketing, eviCore.com

Program Overview

Our TECC is a 4-month intensive virtual Level 2 program.

This program teaches masterful executive coaching, using the original MMS coaching methodology, coupled with the ICF Core Competencies, with the addition of the executive coaching context/ framework.

The approach is based on these 3 key assumptions:

1. People have an “Inner Knowing” regarding what is right for them
2. People possess the inner resources to manifest what they want in their lives
3. People and organizations can have their lives be the way they truly want them

Our TECC provides over 125 ICF-accredited training hours and presents 2 times a week in 3-hour modules.

The hours are on Friday and Saturday afternoons, between 3:45-7:00 for Fridays and 1:45-5:00 for Saturdays, both China time. There are also 10 mentoring sessions included (7 in group setting and 3 individual), along with a 3-month subscription to the MMS Virtual Training with additional coaching videos by Dr. Carter-Scott. Supporting documents and videos will be accessible on our e-learning platform.

Our TECC is consisted of 3 modalities that promises flexibility in learning and getting credentialed:

Level 1 (ACSTH) is a 60-hour training for those who want to learn the basics of coaching, (and 10 hours of mentoring). After this training and the completion of 100 coaching hours, the candidate is then eligible to take the CKA (Coach Knowledge Assessment) Exam in order to receive their Level 1 Associate Certified Coach (ACC).

Level 2 (ACTP) is a 125-hour training that goes deeper into the coaching core competencies. After this training and the completion of 400 additional coaching hours, and 10 additional hours of mentoring, the candidate is then eligible to apply for Professional Certified Coach (PCC).

Level 2b, leading to the ACC to PCC transition. Any participant who has completed Level 1, may join this 66-hours TECC training at the halfway point.

Following completion of our TECC Level 2 program, you will be further supported by our coaching credentialed faculty. Since our experienced faculty have successfully navigated through these stages, they will be able to mentor you to your competency as an Associate, Professional, or even a Master Coach (2,500 hours of coaching, and 200 hours of training, and 10 additional mentoring hours).

Program Content

What Drives the Growth of Coaching Industry?

- Transforming power of 3 rises: Internet and technology, Gen-Y, Millennials, and China
- World-wide engagement challenge and call for empowerment
- Coaching leads to better performance/results
- Shifts in adult learning: from knowing to doing and inspiring
- Why coaching works
- MMS methodology

What Coaching Is and Is Not?

- What coaching is and is not
- Coaching IS NOT for everyone
- When to refer a client

How Does Coaching Work?

- Power of self-awareness and feedback
- Structure, flow, and being present
- Neuroscience & coaching
- Brain waves impact on human behaviors

History of Coaching

- History of coaching
- Development and future of executive coaching

Different Coaching Genres

- Personal/life, parent and relationship coaching
- Leadership and executive coaching
- Organizational coaching module
- Performance coaching
- Business coaching

Coaching Qualities

- ICF 8 core competencies
- ICF ethical guidelines
- ICF requirements
- Coach qualities and qualifications

Program Content (cont'd)

Coaching Skills

- Trust, safety, permission and feelings
- Authenticity and building trust
- 5 Levels of communication
- Deep listening
- Powerful questioning
- Confidentiality
- Mindful executive presence
- Story-telling and identity
- Reframing
- The role of reflection
- The importance of goals/objectives
- Chemistry check
- Dialogue-structured conversation
- Externalization
- Cleaning the vessel
- Team coaching and group coaching
- Journey to mastery
- Coaching for transitions
- Coaching for change and transformation

Coaching Areas for Individuals and Organizations

- Self-awareness and personal leadership
- Team alignment and development
- Executive presence
- Cross-cultural fluency
- Self-coaching
- What is organizational change management (OCM) and what causes OCM
- 5 Essentials
- Content vs Process
- "Why" objection
- Models and roles
- Triangle of human needs
- Anatomy of resistance
- Coaching culture wave and success stories
- Coaching millennials
- Challenge and opportunity with taking coaching to Chinese companies
- Company culture' s impact on coaching effectiveness
- Internal vs. external coaches

Program Content (cont'd)

Coaching Models and Tools

- Pre- and post-coaching stakeholder interviews
- Who determines stakeholders?
- GROW model
- Should vs. Want Model
- Employee-owned change/EOC model
- MFB model
- QAQ flow model
- ABL life conditions
- 6 most influential methods that have contributed to coaching
- MMS coaching structure

Coaching Process

- Creating the context for coaching
- Increase awareness, purposes and action
- Coach/Client relationship
- Stakeholder involvement
- Goal-setting and alignment
- Creating and keeping momentum
- Program and session durations
- Interim and final reviews
- Validation of improvements/ROI assessment
- Sample 1:1 coaching structure, session notes and final report

Personal Branding as a Coach

- How do people perceive you as a person and a coach?
- Your area of invested expertise
- Your vision as a coach and your role model
- Homework of developing your being and centeredness
- Ongoing development as a coach
- Coach supervision
- Forming your own coaching circle
- Recommended readings and other resources
- Life after MMS program

Coach Trainers

Lead Trainer: Dr. Chérie Carter-Scott, MCC

Dr. Chérie Carter-Scott, known around the world as “The Mother of Coaching,” is an ICF MCC, founder of MMS, and a NYT #1 bestselling author, and holds a Ph.D. in Human & Organizational Development. In the last 5 decades, she has worked with Fortune 500 companies, entrepreneurs, individuals and coaches through meaningful life and career transitions. Her focus is on restoring emotional safety and balance so her clients can discover their inner fulfillment and happiness. By guiding clients through life’s challenges, she helps them construct their roadmap through setbacks, uncertainty, and myriad possibilities to build their foundation for self-confidence and happiness.



Chérie has written 18 books, including NYT #1 Bestseller *If Life Is a Game, These Are the Rules*. Her clients have included Microsoft, Ford, BCG, Cigna, IBM, American Express, KPMG, Chevron, DHL, Estee Lauder, Burger King and dozens more. She has appeared on *The Oprah Winfrey Show*, *The Today Show*, CNN and more than 400 radio, TV, print media, and internet exposures worldwide.

Co-Trainer, Michael A. Pomije, MCC

Michael Pomije worked in sports television for 15 years then transitioned to become an Executive Coach and a Coach Trainer. Currently, Michael is Managing Director of MMS Global since 2000. He is an inspiring and well-respected trainer for both the ICF Level 1 and Level 2 programs. He works primarily with executives on Finding Purpose and Discovering your True Self, Executive to Family Integration, and Achieving Life Balance.



It is his intention to bring positive change and transformation to the TECC students when they are ready to receive it.

Living life as a coach is a process and responsibility he embodies!

About MMS

MMS Worldwide Institute is a boutique-Global organization that founded in San Francisco by Dr. Cherie Carter-Scott, on October 15, 1974. Dr. Cherie is a New York Time #1 bestselling author of: *If Life is a Game, These are the Rules*. With a 47+ year track record of successfully training coaches, managing change projects, consulting Fortune 500 companies, and coaching C-suite executives through successful careers, MMS Worldwide Institute is a pioneer in the field of human development. MMS has demonstrated vision, professionalism, integrity, constancy, with a profound “wholistic” approach to executive development, that includes all functional people in any profession. With longevity, experience, and responsiveness, MMS has conducted global, multi-cultural facilitation, and professional development programs for leaders, entrepreneurs, executives, managers, coaches, and all people who want to align who they are with what they do. They pride themselves with training student coaches from the inside out, developing the individual so that they have confidence, curiosity, courage and compassion to be the best coach they can possibly be. This training is Transformational for the individual wanting to take a deep dive and look from the inside out.

About MindSpan

Founded in 2006, MindSpan is a leading executive coach network in APAC with more than 1,000 coaches including 45 ex-CEOs from top companies. MindSpan’s core business is one-on-one executive coaching. In addition, we provide other cutting-edge coaching and leadership programs and consulting services.

MindSpan serves more than 500 leading MNCs and Chinese companies. Partial client list includes Microsoft, J&J, GE, Ford, IBM, Deloitte, Bayer, Mars, Standard Chartered, Roche, Boehringer Ingelheim, ABB, Nike, Volkswagen, Daimler Benz, Bristol-Myers Squibb, Pfizer, Novartis, Texas Instruments, Coach, Starbucks, GSK, ThyssenKrupp, Philips, BCG, Bosch, Schneider Electric, Coca-Cola, Jaguar Land Rover, Intel, eBay, Chanel, B.Braun, Bertelsmann, McKinsey, Eaton, Saint-Gobain, Honeywell, Delphi, PepsiCo, Cisco, L’Oreal, Richemont, Lenovo, Huawei, Alibaba, Tencent, Midea, JD.com, Lianjia and China Resource.

We serve clients in Greater China, Japan, Korea, Thailand, Indonesia, Singapore, Vietnam, India, Israel, Australia, South Africa, EU and the US.

Program Information

- Dates: September 5, 2025 – February 7, 2026
(See separate program schedules at the end of this flyer)
- Group size: 24 participants
- Virtual program delivery on Zoom

Fees & Discounts

Item	Fees	Remarks
Individual Fee	Level 2 (PCC level) US\$9,120 Level 1 (ACC level & ACC to PCC level) US\$5,851	Price for full program, certification and ongoing support
Group Fee	Level 2 (PCC level) US\$8,208 Level 1 (ACC level & ACC to PCC level) US\$5,266	10% discount is provided for 3 or more participants from same company
Early-bird Discount	Level 2 (PCC level) US\$8,208 Level 1 (ACC level & ACC to PCC level) US\$5,266	Early-bird discount is eligible only when irrevocable invoice is issued before May 30, 2025

Payment Method

Bank: Bangkok Bank
 Name: Michael Anthony Pomije
 Account: 0470312422
 Swift Code: BKKBTHBK
 Bank Address: 3rd floor, Fortune Town 1/F Ratchadapisek Rd., DinDaeng District, City Bangkok, Thailand 10400
 Tel: 0-2642-1019

Terms & Conditions

- The program participant shall not videotape any session of the workshop.
- If you are unable to attend, a substitute delegate is welcome at no extra cost. Or your registration can be credited to a future virtual TECC program.
- Participant fee will be paid in full amounts and invoice will be issued upon receipt of full payment of participant fee. For corporate participants, we can also issue invoice before payments are made.
- Cancellations should be confirmed in writing four (4) weeks before the commencement date. In this case, half the participant fee will be charged for cancellation. MindSpan will not accept cancellations within four (4) weeks of the workshop commencement date.
- Failure to attend program without prior notice will result in loss of participant fee. MindSpan will refund full participant fee if the program is canceled due to its own operational reason, but will not be held accountable for any other expenses incurred by the participant or his/her employer as a result of the cancellation. Alternatively, the delegate can choose to attend a future virtual TECC.
- MindSpan reserves the right to change the dates, trainer or combine this program with another TECC program as a result of circumstances beyond its control or as it deems necessary, without penalty and in such situations no full refunds, part refunds or alternative offers shall be made.
- The registration information you provided to MindSpan will not be published or shared with external parties for whatever purpose.
- A minimum of 85% attendance in the on-line workshops and conference calls is required for certification. If a participant has to miss any of the on-line sessions or conference calls, he/she can subscribe to the make-up calls with the TECC coach trainers by paying an extra charge. A detailed fee scheme will be communicated in Day 1' s workshop.

Schedule

MMS TECC ICF ENGLISH Level 1, Level 2 and Level 2b Certifications

Program Includes: 17 Modules for Level 1 (ACC) and 34 Modules for Level 2 (PCC) plus 10 hours of Mentor Coaching (7 in Group/ 3 individual) with a qualified Mentor

Required: Level 1: Five Recorded Coaching Sessions plus one Final Recording for “ACC Evaluation”

Required: Level 2: Six Recorded Coaching Sessions plus one Final Recording for “PCC Evaluation”

Required: Level 2b: Five Recorded Coaching Sessions for “PCC Evaluation”

Zoom Virtual Schedule for Level 1, Level 2 and Level 2b “Transformational Executive Coach Certification” MMS (TECC) Starts September 5, 2025 and Completes on February 7, 2026					
Modules	Training days	Dates	Topics	Starting Ending CST	Date to Submit MP3 sessions
#1 Global	Friday	2025/9/5	The Overview of Coaching (Start L1, L2 & L2b)	18:30 PM-21:45 PM	
#2 Global	Saturday	2025/9/6	How the World has Changed	18:30 PM-21:45 PM	
#3 Global	Friday	2025/9/12	ICF: “Chemistry Session”	18:30 PM-21:45 PM	
#4 Global	Saturday	2025/9/13	Goals and Objectives	18:30 PM-21:45 PM	
#5 Global	Friday	2025/9/19	Why Coaching is so Effective/Agreement	18:30 PM-21:45 PM	#1 Feedback Due Sept.19
#6 Global	Saturday	2025/9/20	ICF: Evokes Awareness/Grow Model	18:30 PM-21:45 PM	
#7 Global	Friday	2025/9/26	Methods & Theories Contribute to Coaching	18:30 PM-21:45 PM	
#8 Global	Saturday	2025/9/27	ICF: Co-Creating the Relationship Trust/Safety	18:30 PM-21:45 PM	
#9 Global	Friday	2025/10/11	ICF: Communicating Effectively: Listening	18:30 PM-21:45 PM	#2 Feedback Due Oct.11
#10 Global	Saturday	2025/10/12	ICF Code of Ethics, Coach Mindset, Presence	18:30 PM-21:45 PM	
#11 Global	Friday	2025/10/17	ICF: Cultivating Learning & Growth into Action	18:30 PM-21:45 PM	
#12 Global	Saturday	2025/10/18	ICF: Cleaning the Vessel & Triggers	18:30 PM-21:45 PM	
#13 Global	Friday	2025/10/24	Negaholics & Choice, Decision, Managing Beliefs	18:30 PM-21:45 PM	
#14 Global	Saturday	2025/10/25	Sub-personalities/Voices of the Mind	18:30 PM-21:45 PM	
#15 Global	Friday	2025/10/31	ICF: When to Refer to a Professional	18:30 PM-21:45 PM	#3 Feedback Due Oct. 31
#16 Global	Saturday	2025/11/1	ICF: Organization/Coaching Specialties	18:30 PM-21:45 PM	
#17 Global	Friday	2025/11/7	ICF: The Credentialing (Exam) (Level 1 - Done ✓ Level 2b Starts)	18:30 PM-21:45 PM	
#18 Global	Saturday	2025/11/8	Energy Exchange: How it Works in Coaching	18:30 PM-21:45 PM	
#19 Global	Friday	2025/11/14	ICF: The PCC Markers	18:30 PM-21:45 PM	
#20 Global	Saturday	2025/11/15	Personal Development: Relationship Coaching	18:30 PM-21:45 PM	
#21 Global	Friday	2025/11/21	Learning Styles	18:30 PM-21:45 PM	#4 Feedback Due Nov. 21
#22 Global	Saturday	2025/11/22	Transitions, Transactions, & Transformation	18:30 PM-21:45 PM	
#23 Global	Friday	2025/11/28	Qualities of an Effective Executive Coach	18:30 PM-21:45 PM	
#24 Global	Saturday	2025/11/29	Leadership Coaching	18:30 PM-21:45 PM	
#25 Global	Friday	2026/1/9	Brain Waves & The RAS	18:30 PM-21:45 PM	#5 Feedback Due Jan. 9
#26 Global	Saturday	2026/1/10	Cross Cultural, Bias & Blindspots	18:30 PM-21:45 PM	
#27 Global	Friday	2026/1/16	Neuroscience in Coaching	18:30 PM-21:45 PM	
#28 Global	Saturday	2026/1/17	Mentoring & Coaching: Team & Group	18:30 PM-21:45 PM	
#29 Global	Friday	2026/1/23	(OCM) Organizational Change Management	18:30 PM-21:45 PM	
#30 Global	Saturday	2026/1/24	EOC “Employee Owned Change”	18:30 PM-21:45 PM	#6 Feedback Due Jan. 23
#31 Global	Friday	2026/1/30	Overcoming Corporate Negaholic	18:30 PM-21:45 PM	
#32 Global	Saturday	2026/1/31	High-Performance Coaching & GROW Model	18:30 PM-21:45 PM	
#33 Global	Friday	2026/2/6	Psychometric Tools for Coaching	18:30 PM-21:45 PM	Final #7 Feedback Due Feb. 6
#34 Global	Saturday	2026/2/7	Living Life as a Coach Completion Level 1, 2 & 2b	18:30 PM-21:45 PM	The End!