

# Masterclass Certification in Financial Coaching Programme

with graduates conferred the right and title of

15  
CPD Hours  
MFPC

## CERTIFIED FINANCIAL COACH™ (CFC™)\*

### ABOUT THE PROGRAMME

The Masterclass Certification in Financial Coaching Programme (MCFCP) is designed for those seeking coaching certification with a financial focus that will enhance their leadership and communication skills and abilities through deepening their coaching capability and for those who are seeking to become a professional financial coach. It is specially designed for Financial Planners, Insurance Agents, Unit Trust Agents, Bankers, Accountants and all other professionals in the financial services sector and anyone interested to help others as a financial coach.

### WHO IS A FINANCIAL COACH?

A financial coach is essentially a life coach with knowledge and experience in financial matters and financial planning. The primary objective of the financial coach will be to help individuals on a personal level or in a group to understand the basics of financial planning and focus on financial management and behavioral change and empower such individuals to be accountable for their actions to achieve their personal or corporate financial goals.

### PROGRAMME OUTLINE

#### FINANCIAL MODULES

1. Business Accounting
2. Financial Management
3. Financial Planning

#### COACHING MODULES

4. Introduction to Coaching
5. Emotional Meta-Competencies
6. Rational Meta-Competencies

### AWARD AND RECOGNITION\*

The MCFCP is administered by Alpha Coach Academy PLT (ACA) in collaboration with UTMSpace, the School of Professional and Continuing Education of Universiti Teknologi Malaysia (UTM). Graduates will be conferred the prestigious right and title of **Certified Financial Coach™** and a pathway into membership of the Malaysian Association of Certified Coaches. Graduates will also be given the renewable licence to use the **CFC™** mark subject to the rules and regulations of the licence holder.

Programme fees are also HRDF claimable by companies registering staff to attend the MCFCP subject to HRDF rules and regulations.



#### PROGRAMME FEE (payable on registration):

Standard fee: RM5,000      Early Bird fee (reg. by 3Jul20): RM3,000

### PROGRAMME FACULTY

- Yapp Hock Hoe : Chartered Accountant (C.A.(M), CPA, ACMA)  
 Ow Eng Haw : Chartered Accountant (C.A.(M), CPA)  
 Adrian Ho : Chartered Financial Consultant and MFPC Certified Trainer (B.Acc, CLU, RFP, SRFP, EMFP)  
 James Chen : Certified Prof. Coach/Certified NLP Practitioner Coach (MAPC, MBA, Regd. HRDF Trainer)  
 Helen Teh : Certified Prof. Coach-Facilitator (PCC-ICF, C.Mastery Coach, C.NLP Master Prac, Regd. HRDF Trainer)  
 Chris Chew : Licenced Financial Planner/Advisor (CFP, MBA, BSc(Hons), CDipAF, ACEA, CPT, Regd. HRDF Trainer)

#### PROGRAMME LEARNING OBJECTIVES

- Gain the skills to coach effectively
- Apply the financial coach skill sets
- Gain the understanding to confidently coach clients with financial issues
- Enhance leadership and communication skills and abilities through deepening coaching capability
- Be a recognised financial coach

#### PROGRAMME LEARNING OUTCOMES

Upon completion of the programme participants will be able to:

- Understand business accounting
- Understand financial management
- Understand financial planning
- Appreciate the principles of coaching
- Apply BGROW Coaching Model and best practice approaches in coaching
- Develop emotional intelligence for effective coaching
- Utilise the principles of psychology for effective coaching
- Enhance coaching effectiveness through internationally recognised coaching competencies
- Design personal continuous development plan for coaches

#### CERTIFICATION BY:



**UTM**  
UNIVERSITI TEKNOLOGI MALAYSIA

School of  
Professional and  
Continuing  
Education  
(SPACE)

#### PROGRAMME STARTS 10 July, 2020

VIRTUAL INTERACTIVE LECTURES (1300-1730)  
 10 -12 and 17 -19 July 2020 (Modules 1-3)  
 7-9, 14-16, 21-23, and 28-30 August 2020 (Modules 4-6). Include 13 hours mentor coaching and 18 hours coaching practicum

#### FOR ENQUIRIES AND REGISTRATION:

Chris Chew : chrischew@ieeee.org  
 +6012-2139559

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#### ONLINE REGISTRATION

<https://tinyurl.com/yc8bhnpw>

Administered by: Alpha Coach Academy PLT

Supported by:

