

COACHING for PERFORMANCE with NELSON DY

Balanced **expertise** for
balanced **coaching**.

Nelson has the best of three worlds --
technical, business, and communications.



*"I help develop leaders
who will be your company's
true competitive advantage."*

#LJMBCoachingwithNelsonDy

EXPERIENCE WORLD CLASS COACHING FOR FILIPINOS
DELIVERED TO YOU BY



Close to
500
Organizations
Trained

22+
Industries
Served

Trained in
15
Countries Across
4 Continents

80+
Courses and
Capabilities

473+
Virtual Classes
Delivered
in 19 months





Your Coach

Nelson T. Dy leads two packaging operations for a well-known beverage conglomerate.

He graduated with a bachelor's degree in chemical engineering from De La Salle University, followed by a Masters in Business Management (MBM) degree from the Asian Institute of Management (AIM).

With his **thirty years of hands-on experience in operations and industrial marketing**, his goal is to help people succeed faster in *their next thirty years*.

He is also a **speaker, author and trainer for career, relationship, purpose and spirituality issues**.

He has **published twelve books to date**, including one that garnered a **2012 Gintong Aklat award**. He is active with **Toastmasters**, a global organization dedicated to help people become better speakers and leaders, and has competed at the national level for speech evaluation. He is active in **LinkedIn** ([linkedin.com/in/nelsontdy](https://www.linkedin.com/in/nelsontdy)) and his website nelsontdy.com. He is happily married to Lucy Cheng-Dy.

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The Coaching Program

Designed Specifically for **Filipino Business Leaders and Heads.**

While organizations can provide en masse training to its personnel, **talent development is sharper and faster when it is tailor-made for promising individuals.**

This is **done through performance coaching**, where a coach helps the talent (coachee) identify **critical growth areas, set up measurable goals for improvement, and fulfill specific action plans.**

For the **COACHEE:**

- **Enhanced performance** through focused strategies.
- **Help develop skills and competencies needed to advance to the next level** of the organization.

For the **ORGANIZATION:**

- **Measurable results** due to improved performance of the coachee.
- **Fast and cost-effective way** to develop existing talent versus recruiting talent from outside.



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Designed Specifically for **Filipino Business Leaders and Heads.**

DURATION

- At least two (2) pre-coaching meetings for agreement and planning.
- Ten (10) coaching sessions, average one hour each, schedules to be agreed between coach and coachee.
- Post-coaching meeting for wrap-up and recommendations.

OUTLINE

PHASE 1: COACHING AGREEMENT

- Meeting among sponsor, human resources and the coach for the rationale and objectives of the coaching engagement.
- Exploratory and trust-building meeting between coach and coachee.
- Submission and approval of Coaching Proposal.

PHASE 2: DIAGNOSIS

- Coach collects all available information about the coachee's performance appraisals for past three years, 360 degree profiling, job description, organization structure and the like.
- Coach interviews coachee to:
 - validate the observations from the collected information;
 - understand the latter's work history, goals and perceived obstacles.

PHASE 3: PLANNING

- One-hour meeting between the coach and coachee to agree on:
 - top two or three critical issues facing the coachee;
 - specific coaching objectives;
 - baseline by which the coachee's progress will be measured;
 - the SMART goals and action plans to measure said progress; and
 - the venue and schedules of the coaching sessions.

PHASE 4: COACHING SESSIONS

- Recommended ten (10) sessions, average of one hour each:
 - 15 minutes: Coachee shares what he has accomplished and learned since last session.
 - 30 minutes: Coach and coachee discuss what further needs to be done.
 - 15 minutes: Both agree on the coachee's focus, reflections and actions until the next session.
- Coach conducts check-ins and follow-up between sessions, based on agreed schedules between him and coachee. This can be done via phone, email or similar means of communication.

PHASE 5: PROGRESS REPORT AND WRAP-UP

Coach prepares:

- Progress Report to the sponsor and human resources after the fifth session.
- Wrap-up Report at the end of the tenth session to discuss results and (if needed) further steps.

COACHING METHOD: Dominant use of the G.R.O.W. model.



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