

# Executive Development Program

## Executive Coaching





## Executive Development Program

### Executive Coaching

- » Modality: online
- » Duration: 12 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates and professionals with demonstrable experience in the sector

Website: [www.techtute.com/pk/school-of-business/executive-development-program/executive-coaching](http://www.techtute.com/pk/school-of-business/executive-development-program/executive-coaching)

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# 01 Welcome

Executive Coaching enables the development of leadership skills as well as the improvement of management skills through innovative techniques. For this reason, it is a widely used tool in the management of interpersonal relationships in the company, as it allows to get the best possible performance from human capital. Thanks to this program, the professional in this area will be able to learn the most commonly used coaching techniques in the field of Human Resources. In this way, they will be able to acquire the level of competence that will allow them to access the elite of the profession in a comfortable way, implementing in their companies the strategies that provide the best results for the achievement of the objectives set.



Executive Development Program in Executive Coaching.  
TECH Technological University



“

*The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practising active listening and being self-critical of their work"*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

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In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to train with a team of world renowned teachers.*

# 04

# Objectives

This program is designed to strengthen the management and leadership skills of Human Resources managers, in addition to developing new competencies and skills that will be essential in their professional development. After completing the program, professionals will be able to make global decisions with an innovative perspective and an international vision.



“

*You will be able to apply the latest coaching techniques with your employees to get the best possible results"*

TECH makes the goals of their students their own goals too.  
Working together to achieve them.

The Executive Development Program in Executive Coaching qualifies students to:

01

Establish a valuable social network with other participants, teachers, business leaders and coaches to explore the challenges of today's changing environment

02

Enhance management development at a personal and team level in order to grow as leaders in their area of competence

03

Practice appropriate internal communication techniques to maintain cohesion and correctly transmit strategic objectives

04

Develop cutting-edge methodologies and techniques in people management and talent development







05

Organize, through a strategic and innovative vision that favors challenges such as digital transformation and its impact on culture, business and talent management

06

Establish effective negotiation techniques in interpersonal corporate conflicts

07

Develop the ability to detect, analyze and solve problems

08

Implement group techniques and dynamics in order to develop high-performance teams

05

# Structure and Content

The Executive Development Program in Executive Coaching at TECH Technological University has been designed with the main objective of offering students a unique study opportunity. Thanks to this program, the HR manager will acquire the techniques that will allow them to motivate their employees in order to improve their performance.



“

*A 100% online program, with the most innovative teaching methodology, fundamental to favor your personal and professional growth”*

## Syllabus

The content of the Executive Development Program in Executive Coaching has been created by a teaching team with extensive experience in the field of Human Resources. Professors who understand the importance of postgraduate studies to achieve the higher level of expertise demanded by all companies.

Throughout 250 hours of study, the student will have the opportunity to analyze multiple practical cases and to carry out an endless number of simulated exercises that will be essential to discover the most advanced Executive Coaching techniques that offer the best results nowadays.

An educational plan designed to favor the development of the students' skills and abilities, but which, at the same time, perfectly understands their needs. Therefore, it is offered in a 100% online format so that they can make it compatible with the rest of their daily obligations, whether personal or professional.

This Executive Development Program takes place over 3 months and is divided into 3 modules:

**Module 1.** Neuroscience and Coaching

**Module 2.** Self-Control and Personal Skills

**Module 3.** Implementation of the Coaching Process



### Where, When and How is it Taught?

TECH offers the possibility of developing this Executive Development Program in Executive Coaching completely online. Over the course of 3 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

## Module 1. Neuroscience and Coaching

### 1.1. Neuromanagement

- 1.1.1. Evolution, Brain Function, Survival, Values and Rewards
- 1.1.2. Self-Awareness and Sense of Pleasure
- 1.1.3. Neurobiological Principles of Emotions, Empathy and Social Behavior
- 1.1.4. Cultures and Values. Morality, Values and Executive Function

### 1.2. Neuroeconomics

- 1.2.1. Value Measurement
- 1.2.2. Assessment, Risk and Decision-Making
- 1.2.3. Adaptation, Microeconomic Theory, Value and Market

## Module 2. Self-Control and Personal Skills

### 2.1. Managing One-Self

- 2.1.1. Search for Consistency
- 2.1.2. Learning Towards Authenticity
- 2.1.3. Social Values, Identity and Meaning of Life

### 2.2. Self-Control and Self-Efficacy

- 2.2.1. Mindfulness and Homeostasis
- 2.2.2. Personal Style of Relationship and Organization
- 2.2.3. Relational Efficiency Map

### 2.3. Improve Knowledge of One-Self

- 2.3.1. Patterns of Behavior and Interpersonal Relationships
- 2.3.2. Basic Areas of Behavior Common to All Persons
- 2.3.3. Increase Personal and Interpersonal Effectiveness through Feedback and Reflection

## Module 3. Implementation of the Coaching Process

### 3.1. Compatibility Study

- 3.1.1. How Does Compatibility between People Affect Productivity
- 3.1.2. Rigidity and Teamwork
- 3.1.3. Effectiveness of Work in Team Development Stages

### 3.2. Executive Coaching

- 3.2.1. Use of Coaching in People Development
- 3.2.2. Coaching Models and Fields
- 3.2.3. Action and Limits of Executive Coaching

### 3.3. Managing Positive Change

- 3.3.1. Stakeholder Management and Dialogue
- 3.3.2. Appreciative Inquiry
- 3.3.3. Select, Assess and Provide Feedback



# 06

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.







“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

# Our Students' Profiles

The Executive Development Program in Executive Coaching is aimed at management and Human Resources professionals who want to update their knowledge, discover new ways of managing people and advance in their career. Without a doubt, it has a complete syllabus that will also be essential for those who wish to orient their career towards this field of action, but who already have previous knowledge of HR. Resources.







“

*A high educational level program, essential to lead successful work teams"*

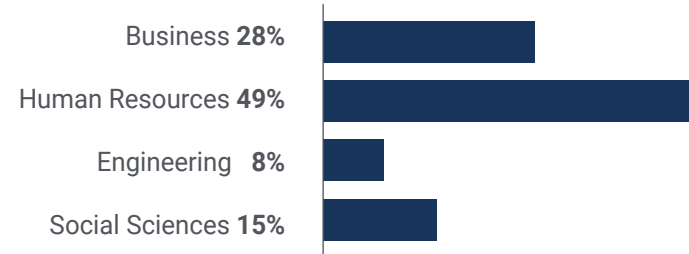
### Average Age

Between **35** and **45** years old

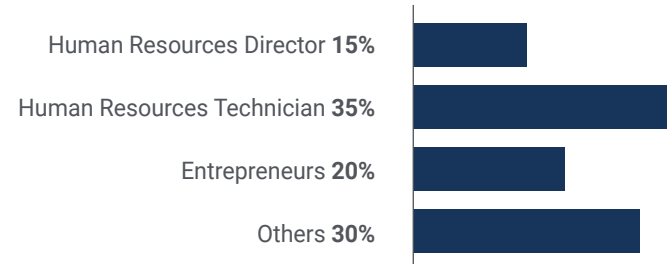
### Years of Experience



### Training

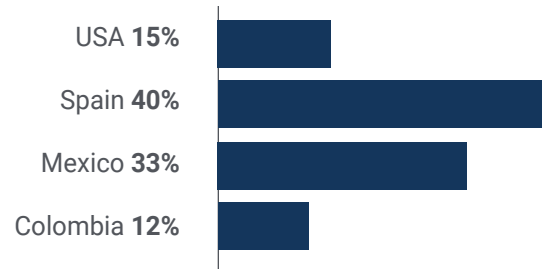


### Academic Profile



## Geographical Distribution

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## Javier Sánchez

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H.R Director

*"Knowing the latest executive coaching techniques is essential in my profession. Therefore, I had been looking for a program that would allow me to update myself in this field while continuing with my work. Luckily, the online format of this TECH Technological University program helped me make up my mind and I am very happy about it. The quality of the contents and the teaching team has been a key piece in my learning"*

08

# Impact on Your Career

The completion of a program with these characteristics will provide a great competitive advantage to the students. In this way, they will be able to develop the skills and abilities to apply the main coaching techniques in their businesses, but they will also have a demonstrable educational qualification in their curriculum. Undoubtedly, the best option in the market to take that much-needed leap in their careers.





“

*TECH's great challenge is to help you achieve your professional goals" To this end, it puts all its teaching resources at your disposal"*

### Are you ready to take the leap? Excellent professional development awaits you.

The Executive Development Program in Executive Coaching of TECH Technological University is an intensive program that prepares students to face challenges and decisions in the field of Human Resources. The main objective is to promote your personal and professional growth, helping you achieve success.

The best program on the market to achieve professional excellence.

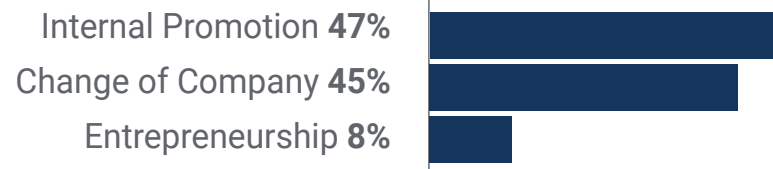
*Gain access to the business elite thanks to the resources offered by this comprehensive program.*

*Are you looking for a job promotion and need to specialize to get it? Don't wait any longer. Enroll now in this program and take the first step to achieve it.*

#### When the change occurs



#### Type of change



## Salary increase

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This program represents a salary increase of more than **25.22%** for our students



09

# Benefits for Your Company

The Executive Development Program in Executive Coaching has been created to contribute to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. In this way, Human Resources managers who take the course will develop the skills and abilities to manage their teams more efficiently, achieving higher performance and, therefore, more positive results in the company.







“

*The manager will provide the company with new coaching techniques that will substantially improve its human capital”*

Developing and retaining talent in companies is the best long-term investment.

01

### **Growth of talent and intellectual capital**

The professional will bring new concepts, strategies and perspectives to the company that can bring about creative changes in the organization.

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02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

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04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The executive can work on a real project or develop new projects in the field of R&D or business development of their company.

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06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

# 10 Certificate

The Executive Development Program in Executive Coaching guarantees students, in addition to the most rigorous and up-to-date education, access to an Executive Development Program diploma issued by TECH Technological University.



“

*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"*

This **Executive Development Program in Executive Coaching** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Executive Development Program** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Executive Development Program, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Executive Development Program in Executive Coaching**

Official N° of hours: **250 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



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### Executive Coaching

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- » Certificate: **TECH Technological University**
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- » Exams: **online**

# Executive Development Program

## Executive Coaching

