

# SELF TRANSFORMATION COACHING PROGRAM

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# Who can Attend this ICF Coach Certification Program?

- Professionals interested in the leadership growth and career advancement
- Organizations looking to develop next level leadership team
- Corporate Professionals and leaders looking to groom themselves for Executive leadership roles
- Business Leaders looking to Transform their career path
- Individuals who look to achieve meaningful and purposeful Balance in Life
- Professionals who would like to explore inner self to become better leaders
- Employees who are willing to explore their leadership thought process
- Professionals interested to transition from managerial roles to leadership roles
- Organizations looking to develop internal coaches for their team
- Organizations looking to develop their leaders with coaching skills
- Aspiring coaches who look for Global recognition
- Mentors, Consultants, trainers, Agile coaches who would like to add coaching skills to their profile

# Why ICF Coaching?

<https://youtu.be/FDwQh8aZEq8>

# DeeKay Excellence ACTP Level I Program(ACC)





# Deekay Excellence ACTP Level 2 Program(PCC)



# Training Content

## Theory

- *Coaching Vs Mentoring Vs Consulting Vs Counselling*
- *Code of Ethics*
- *Leadership and coaching Competencies*
- *Coaching Model & Methodology*
- *Leadership Mindset & Evolution*
- *Coaching skills, Tools and Techniques*
- *Listening & Leadership Presence*
- *Coach - Client behaviors and signs*
- *Reflective Practice*
- *Business of Coaching*

## Practice

- *Coaching demo session*
- *Live observation Practice*
- *Coaching Videos/Audio*
- *Peer coaching sessions*
- *Mentoring session*
- *Live Coaching feedback*
- *Exposure to Peers Network*

# HOW IS THE TRAINING PROGRAM DIFFERENT FOR ACC/PCC

- Leadership Presence, Listening improvement
- Support from 2 mentor coaches
- Additional Tools and Techniques for coaching
- Additional Observation/Feedback and practical sessions
- More time and space for self transformation



# BENEFITS OF THIS PROGRAM

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## Self Awareness

- Awareness on change and transformation required on self for being a leader
- Become aware of your own emotions and how to manage it



## Self Transformation

- Confidence to overcome challenges faced through transition phase in self-transformation
- Enhanced Empathy, Listening, observation skills and Presence



## Self Realization

- Realize and identify the skills required and to be improved for moving up in the career ladder
- Realize the Mindset shift required for Leaders



## Leadership Growth

- Understand different perspectives and get clarity on belief, Bias and barriers that might come on our way to leadership growth
- Apply coaching skills as leader, trainer, facilitator with your clients, peers and in organizations



## Certificate & Recognition

- Certified Executive Leadership Coach (ICF Approved course)
- Completion Certificate for DeeKay Excellence Coach certification Program (ICF Level 2 Accredited course)
- Global Recognition through ICF Credentialing



## Coaching business

- Learn how to setup and do Coaching Business
- Access to Coach network



# WHAT DEEKAY EXCELLENCE PROGRAM INCLUDE

This PCC program includes **end to end support** as below:

- 100 hrs of training
- More than 50 hrs of self study materials
- 10 hrs of mentoring support
- Peer coaches group access for practicing coaching
- Exposure to global coaches network
- Continuous learning support through WhatsApp materials sent twice a week
- One to one quick support for any doubts
- Support for exam preparation
- Support for credentials application
- Performance Evaluation of your recording for completing the course
- Inputs from other coaches trained by DeeKay Excellence
- Alternate Mentor coach support to get additional perspectives and tools

# What should you look for before enrolling?

- Who is your coach? As a person, were you able to connect with this coach
- Background experience, Coaching experience
- Exposure and global experience across cultures
- End to end support and Commitment to your growth
- Credentialed Mastery Coach
- Education, certification background
- Coach Listening, presence, Individual attention, patience to explain things to you
- Referrals, Recommendations, Reviews and Testimonials

# What should you be conscious about in the market?

- Fancy certificates on other courses included as part of coaching certification
- Offers/Low cost, Fast track certification that leads to Quality compromise
- Trusted Mentor Coach , Mentoring done in the name of coaching
- Selling various tools with referrals in the name of coaching



**DeeKay Excellence**

Explore within you

# KNOW YOUR MENTOR COACH



## About

DeeKay Excellence Founder Deepa Kannan who is a Master certified coach(MCC) from International Coach federation(ICF) has various Corporate experience for about 24 years from technology delivery management to program management in various strategic role in US and India including coaching. Her leadership experience working with Various vendors, leaders and clients from TCS, Accenture, Infosys, IBM, Ameriprise, Amex, JCPenney, Merrill Lynch and Bank of America helps to bring in the perspective of the challenges faced by Corporate leadership and to overcome the same through coaching process.



## Experience

- Author of Book titled “Evolving as a Leader and Coach”
- 16+ yrs of IT Corporate Experience in program management
- 7+ yrs of Full time Coaching experience for SVP and Above
- Social Cognitive Neuroscience Certified Coach
- Applied Neuroscience in Coaching
- Certified Team Coach
- ICF Credentialed MCC (Master Certified Coach)
- Positive Intelligence Coach
- XLRI Certified Transformational Leadership Coach
- Certified Alternate therapist
- 2500+ coaching hours, 500+ Individual and organizational clients served across 6 countries



## Contact

<https://www.linkedin.com/in/executive-leadership-coach-deepa-kannan/>

Contact : +91 9884457177

[Deepa.kannan@deekayexcellence.com](mailto:Deepa.kannan@deekayexcellence.com)

# Program schedule & Fee

## For Level 1 - ACC:

- **Schedule:** 4 hrs per week on Saturday for 14 weeks
- **Fees:** 1.5lakhs +18%gst for level 1 program

## For Level 2 – PCC:

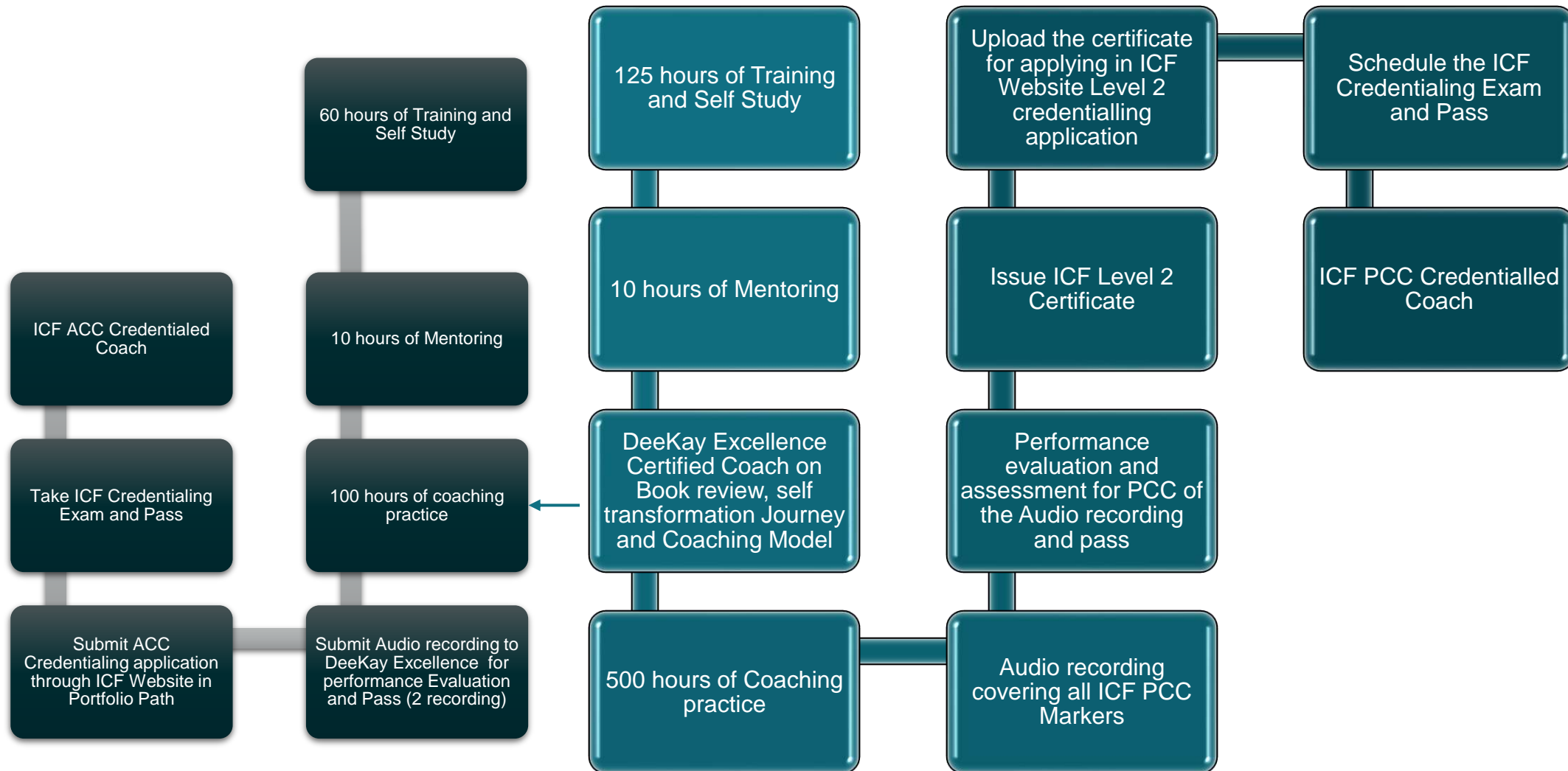
- **Schedule:** 4 hrs per week on Saturday for 25 weeks
- **Fees:** 2.2lakhs +18%gst for level 2 program



# JOURNEY TO ICF PCC/ACC THROUGH DEEKAY EXCELLENCE LEVEL 1 & LEVEL 2 PATH



**DeeKay Excellence**  
Explore within you



# ICF Credential Validity and Renewal

- Completion of at least 40 hours of Continuing Coach Education in the three years since the initial award of your credential or since your last credential renewal. Of the 40 hours of CCEs required:
- At least 24 CCEs must be in Core Competencies.
- At least three (3) of those hours must be in coaching ethics. (Coaches can obtain coaching ethics hours by completing ICF's free Ethics course online).
- Remaining 16 hours can be in Resource Development or Core Competencies.
- TIP: Up to 10 hours of Mentor Coaching (giving or receiving) AND up to 10 hours of Coaching Supervision (giving or receiving) may be used towards the required 40 CCEs for renewal and count as Core Competency credits.

# ABOUT DEEKAY EXCELLENCE

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- **Organization & Corporates**
  - Organizations looking to develop internal coaches for their team
  - Organizations looking to develop their leaders with coaching skills
  - Organizations looking to develop next level leadership team
- **Mentors, Trainers, Coaches**
  - Aspiring coaches who look for Global recognition
  - Mentors, Consultants, trainers, Agile coaches who would like to add coaching skills to their profile
- **Professionals & Leaders**
  - Professionals interested in the leadership growth and career advancement
  - Professionals who would like to explore inner self to become better leaders
  - Professionals interested to transition from managerial roles to leadership roles
  - Corporate Professionals and leaders looking to groom themselves for Executive leadership roles
  - Business Leaders looking to Transform their career path
- **Individuals and Employees**
  - Individuals who look to achieve meaningful and purposeful Balance in Life
  - Employees who are willing to explore their leadership thought process



# About DeeKay Excellence



- DeeKay Excellence Coaches are experienced coaches equivalent to MCC standards of ICF having more than **6000+ hrs of coaching experience collectively**
- More than **300+ Clients** served so far, **1100+ Followers in LinkedIn** for company page, **5000+ followers** for Proprietor LinkedIn Page, **70+ Organic 5 Star rating** in google reviews
- DeeKay Excellence Coaches have trained Leaders and coaches from **6 different countries** so far (US, Canada, UK, India, UAE, Netherlands)
- DeeKay Excellence has served industries from **10 different domains** like IT, BFSI, Manufacturing, Real Estate, Healthcare, NGOs , Automobile, Financial Services, KPOs & BPOs
- Our Programs are available through **Online or offsite** for organization specific group and based on coaching methodology
- At DeeKay Excellence we provide **global exposure to coaches** to interact with coaches from different geographies globally.
- DeeKay Excellence follows **Seed Growth Model** for Deep exploration from inside out
- We have **grown organically** through Referrals, Recommendations, Reviews and Testimonial

# SEED GROWTH MODEL



# About DeeKay Excellence Values



- We provide **Mutual Learning and networking** through WhatsApp group for participants
- DeeKay Excellence is a **Trusted partner** for those looking to become **self aware** of themselves, their leadership style and **prepare them for change**
- At DeeKay Excellence we believe in **holistic transformation** approach to create leadership presence through lifestyle habits and practice like Yoga, Healing, mindfulness and alternate therapy that bring in positive psychology to leaders
- In DeeKay Excellence we don't Offer Low cost, fancy or Fast track certification that leads to Quality compromise
- DeeKay Excellence coaches have the ability to **connect with the Soul of the leaders** internally rather than just being an external trainer.
- We provide **End to End support** to coaches through individual support by **committing to wholistic growth** of leaders and **Maximizing their potential**
- DeeKay Excellence coaches **excel in Listening, presence, Individual attention**, patience and persistence
- We are committed to **create Quality coaches** who transform themselves and create a ripple effect in this world to **create conscious leaders**

# OUR FOCUS

✓ Personalized service

✓ Exploring ones own  
Leadership Style

✓ Self Awareness on Bias,  
Barriers and Beliefs

✓ Growth towards future Vision  
and Goal

✓ Self Realization on  
choices made

✓ Self Reflection to get Clarity

✓ Going by Intuition and build  
on confidence

✓ Focus energy on growth  
and way forward

✓ Connections with team  
members, stakeholders,  
clients and business partners



# DeeKay Excellence Program Offerings



# Testimonials – Program Feedback from Participants



**gaurav rajwanshi**

6 reviews

★★★★★ 3 days ago **NEW**

This was the best course I have attended in last many year. I would not shy away from saying that it was life changing program for me. Will recommend to any one who is trying to become a better coach and more than that a better person. this course has changed the way of thinking and seeing things in life in general and made me less judgemental and more of a neutral observer. Skills you would learn from Deepa goes beyond just getting ICF pCC credentials. it will open a whole new world for you. I would highly recommend this course to all my friends and family members.



**mugupta1**

6 reviews

★★★★★ a week ago **NEW**

ICF PCC journey is an incredible experience. It helped me generate great insights about myself and helped to develop several leadership skills.  
Deepa is a great human being, very humble and has always been available to support me in this journey. I really recommend this program. Thank you Deepa and DeeKay Excellence team.



**Gurmeet Singh**

5 reviews

★★★★★ 2 weeks ago **NEW**

I have just been through a 6 month transformation learning journey on the ICF-PCC path. It has been the best time of my learning life so far. Deepa's trust in my capabilities/partnering in my ICF PCC journey/global listening skills are amazing!!! I would recommend all, who want to get on ICF PCC journey, to please choose DeeKay Excellence as your partner.



**jeethesh N**

Local Guide · 18 reviews · 3 photos

★★★★★ 6 months ago

I've never completed a course like this before (remote instruction) and cannot express how great the instructor ( Deepa ) was and the overall content of the material. I would definitely recommend this to my co-workers as well as friends. I will be looking into taking more of these classes through DeeKay Excellence in the near future.  
This class was excellent--where have you been all my life? Instructor Deepa was incredibly Highly knowledgeable and articulate. This was the first time I have taken a class in a remote format, and I was delighted with it and  
look forward to coming back to DeeKay Excellence for more classes in the future.  
I loved the fact that even though I was in a class with other people, it was as if it was in actual physical space and quiet, conducive to learning!



**Kavita O**

1 review

★★★★★ a month ago

it was enlightening, arouses inquisitiveness, awakens the sage within



**Nitin Maheshwari**

1 review

★★★★★ 2 weeks ago **NEW**

When I decided to learn about Coaching (ICF PCC program), I did fair amount of research before I decided to go with DeeKay Excellence. And I can say that it has been a right decision. During initial calls, Deepa helped me to understand the details about the program. And then, when our sessions started, I was amazed to see that the command Deepa has on the subject. She is not just training these concepts, but she is living the life as a Coach.

The key learning, I got from her sessions is that to be a Coach you need to first change your mindset and build multiple skills before you start Coaching others. This has really been a profound learning for me.

# Testimonials – Mentor Coach Feedback from Participants



**Suchitra Sharma** · 1st

Driving Complex Agile Projects #SCRUM Master #Agile Consultant #SAFe Practice Consultant 6.0 #PSM I  
February 27, 2023, Suchitra was Deepa's client

 All LinkedIn members

On 

Deepa is an excellent mentor coach. I have been on a journey of ICF PCC for the last 6 months and have just completed the sessions with Deepa. She always had the compassion to reach my needs and helped me reach appropriate conclusions.  
I am fortunate to have had the sessions with her as a Coach and she is an expert in leadership coaching. I highly recommend her to anyone who wants to be on the ICF PCC journey.



**Shaily Rajwanshi** · 1st

SAFe Program Consultant (SPC 5.0), Business Agility Coach/Trainer, Certified Kanban Management Professional

March 12, 2023, Shaily was Deepa's client

 All LinkedIn members

On 

Deepa is a superb trainer. She is quite knowledgeable in many subjects and is able to clearly convey concepts to others. In order for participants to benefit the most from the sessions and gain a deeper understanding of the important subjects, she encourages interactive sessions. Any inquiries that individuals may have can be answered at any time by her. For upcoming coaching courses, I would suggest her.



**Pavel Musthafa**  · 1st

Agile Coach & Trainer - SAFe | Scrum | Kanban | Organization Change and development consultant

August 29, 2022, Pavel was Deepa's client

 All LinkedIn members

On 

Deepa mentored me and during this time I found Deepa to be an excellent coach. Her ability to listen, absorb and then give insights about queries has surprised me. She had well-structured approach and payed focused attention on all areas of a coaching conversation and her feedback was well articulated and to the point that benefits the coaches to focus on the right areas to improve as a coach. Her statement "Coach the person and not the problem" is a simple yet powerful statement to have as a baseline for any coaches.



**Narayanan Raman** · 1st

Managing Director - Capitalcorp LLC - FZ, Chartered Accountant and Cost & Works Accountant, Certified Professional Behavioral Analyst, Member of International Coaching Federation, USA

July 16, 2023, Narayanan was Deepa's client

 All LinkedIn members

On 

Deepa Kannan is a thorough professional with proven leadership and communication skills. She is a successful corporate and personal coach. She is one of those fortunate people for whom passion and profession are one and the same. To reach this stage she has worked hard to come through different levels and stages in her career. She comes across as a very good human at heart.



**Yashima Paturkar** · 1st

Agile Coach @ UBS | SPC - SAFe 6 | ICF-ENT | NLP

May 27, 2023, Yashima was Deepa's client

 All LinkedIn members

On 

Deepa is a very professional and creative trainer/coach. She customizes her training approach to meet coaches needs. The 6 months of ICF-PCC training I had was truly transformational for me, she teaches in a way that we learn and implement and introspect so its not just a training but I would say a transformation journey for any coach who is going for ICF-PCC with her. She has continued her support and guidance after the training as well. I would highly recommend Deepa for her coaching and training skills. She is global listener with the power of seeing things beneath the surface and asking you such powerful questions without any filter. It was a wonderful experience with you Deepa. Thanks a lot !



**Swapnil Thakare**  · 1st

Servant Leader | IT Transformation Evangelist | Program Delivery & Account Management Expert | Customer Relationship Manager | Sales Excellence | Creating High-Performance Team

June 13, 2022, Swapnil Thakare was Deepa's client


 All LinkedIn members

On 

Deepa's patience in listening to challenges and then converting your challenges into questions and later into solutions/opportunities is amazing. Deepa goes out of the way to understand you and your coaching needs to provide you with most optimal and practical guidance. I would highly recommend her coaching services to all those who are seeking guidance in transforming and developing their Leadership skills.




# Testimonials – Mentor Coach Feedback from Participants

**Moumita Biswas**  
1 review


★★★★★ a month ago

Deepa is an excellent Coach. The way she took us through the Coaching training helped me to analyze and reflect on my personal traits. She nudged us gently towards our goal, she is a great listener and challenges us constantly thus enabling us to move forward. I highly recommend her as a Coach.

**J Ladipo**  
2 reviews

★★★★★ 2 weeks ago **NEW**

I highly recommend taking your ICF PCC journey with Deepa. She is an incredible mentor and trainer and guides you step by step along the journey. You will transform inside and out as you travel this journey.

**Krishna Murthy**  
4 reviews

★★★★★ 8 months ago

Deepa is a passionate advocate of leadership coaching. Deepa's drive, energy and enthusiasm make his coaching imaginative, intuitive and easy to understand. Her obvious expertise is gained from her depth of knowledge in leadership coaching. Deepa's coaching course was the best I have ever attended. Her knowledge and industry experience allowed her to answer all questions posed by the delegates and she gave great advice and suggested approaches for many common project issues.

**Shaily Rajwanshi**  
4 reviews



★★★★★ 2 days ago **NEW**



I would highly recommend Deepa as a trainer for anyone looking to gain a deeper understanding of coaching. Her vast knowledge and ability to convey complex concepts in a clear and concise manner make her an excellent teacher. She also encourages interactive learning, allowing participants to ask questions and receive prompt and informative answers. I believe that anyone who takes her coaching courses will greatly benefit from her expertise and teaching style. Overall, I highly recommend Deepa as a trainer and wonderful coach.

**Pavel Rehman**  
Local Guide - 23 reviews

★★★★★ 6 months ago

Deepa is an excellent coach. Her sessions and mentoring was thoroughly professional. Sessions were insightful and I recommend Deepa to anyone looking to begin their ICF coaching journey.

**Swapnil Thakare**  1st  
Servant Leader | IT Transformation Evangelist | Program Delivery & Account Management Expert | Customer Relationship Manager | Sales Excellence | Creating High Performance Teams  
June 13, 2022, Swapnil Thakare was Deepa's client

 All LinkedIn members 

Deepa's patience in listening to challenges and then converting your challenges into questions and later into solutions/opportunities is amazing. Deepa goes out of the way to understand you and your coaching needs to provide you with most optimal and practical guidance. I would highly recommend her coaching services to all those who are seeking guidance in transforming and developing their Leadership skills.



# Thank You



## Deepa Kannan

Executive Leadership Coach  
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<https://www.linkedin.com/in/executive-leadership-coach-deepa-kannan/>