

LienKay

COACHING

# Proposal 2022



[www.lienkay.com](http://www.lienkay.com)

# Lien Kay Coaching

At LienKay Coaching, we are on a mission to empower business owners and professionals to achieve success in every area of life by developing the right mindset and tools.

**Our diverse clientele** spreads across the UK, South Africa, Dubai, India, Pakistan, Kenya and Sri Lanka.



## Our Value statements

- Fun & Energetic, driven by passion
- Reliability that others can depend on
- Relentless growth, but not alone
- Caring deeply & respecting
- Taking action & empowering



**Our Team** consists of a panel of certified coaches ranging from coaching niches including Success Coaching, Life Transformation Coaching & Relationship Coaching and professionals with experience in the training and development industry.

## Lead Coach Profile



### Lien Keerthisinghe

Success Coach  
Certified Life Transformation Coach, *CCE, AKU*

Associate Chartered Marketer *ACIM - UK*  
Masters in Strategic Marketing *MSc Mkt - AeU Malaysia*

Arfeen Khan Certified Coach  
Tony Robbins UPW Participant

17 years experience working with a variety of individuals from various industries and backgrounds

Because coaching and transforming people's lives is not merely a business for me. It's my passion and my life's purpose. That's why I gave up a comfortable corporate life with a big title to create my life around what I was passionate about.

Because I work with a diversity of clients from all around the world which helps me with many insights and experiences, making my coaching full of new learnings and experiences to share.

Because I have spent many years on learning, researching & specialising on the Success Mindset and converted it into my Niche. I consider myself as an expert on the psychology of Success.

Because I come with 17 years of experience in a broader spectrum of fields & industries including banking, telecommunication, IT, media, marketing, insurance, HORECA, F&B and experience working with both local and foreign organisations which enables me to provide better coaching solutions to organisations.

Because I have my own coach. This coaching supervision ensures my accountability and towards continuous learning & development as a coach. So my knowledge is improved everyday so I can give my clients the best in coaching.

Because, I have created my own signature program, the Success Blueprint which is a proven structured pathway to achieving success.

## Programs / Services Offered

1. Programming your Mind for Success
2. Coaching for Leaders & Top Management : SUCCESS BLUEPRINT
3. The Leader as a Coach : *Coaching Skills for Managers*
4. The Proactive Leader : *How to Overcome Procrastination & be a Bold Decision-maker*
5. Money Mindset for Sales Professionals : *The #1 tool needed to become a master closer*
6. How to lead Millennials and Gen Z Employees
7. Reboot : An unconventional Stress management retreat
8. Personality tests for interviews and appraisals / promotions

## Delivery Methods of Our Programs

**W** Workshops

**R** Retreats

**GC** Group Coaching

**1-1** 1 on 1 Coaching



## James Parratt

### Struggle

Was too stuck in business. Working over 80 hours a week. No work-life balance

### Realisation

Due to my personality traits and limiting beliefs I was struggling to delegate

### Action

Overcame my limitations and started delegating based on a structured plan we created

### Result

Now I can even take a 10 day holiday with my family and enjoy life not having to worry about my business



## Nathan Stephenson

### Struggle

I had a challenge in being assertive as a leader in my workplace when required

### Realisation

My childhood trauma and limiting beliefs was preventing me to say no or stand up for myself when needed

### Action

Inner DNA reprogramming, breakthroughs in realisations and learning to be assertive

### Result

Now I can be assertive when needed. I have been rewarded by my company noticing the improvements



## Jennie Jackson

### Struggle

I was struggling to take action in my workplace to reach the goals I had

### Realisation

My potential could not be explored due to the limitations in my beliefs and the way i think

### Action

Reprogrammed my mindset. Took action with accountability.

### Result

Started signing up clients and building a healthy pipeline in no-time.



## Lakshika Fernando

### Struggle

I had not been promoted for the last 10 years in my career

### Realisation

My beliefs, my thoughts and emotions contributed to actions which did not give me results

### Action

Changes the way I think and how I work

### Result

In less than 90 days of coaching I was recognized and was promoted to the head of the department position



## Ainharan Vivekananthan

### Struggle

I was stuck in my business without making any progress unable to explore my potential

### Realisation

My limiting beliefs and past trauma was holding me from taking action that would give me results

### Action

Reprogrammed my mindset and created a plan. Took action and Lien held me accountable

### Result

From almost being bankrupt, today I have expanded my business to Dubai





# 1

## Programming Your Mind for Success



Strategy & Tools contribute only 20% to achieving anything in life. The balance 80% of your Success is determined by your mindset. Therefore, programming your mind is a key determinant for Success.

In this coaching program, participants will learn:

- Personal Success Definition
- Clarity of goals in the areas of Money, Career, Relationships and Health
- Ultimate Self Discovery
- Driving Forces of Success
- Master your inner world & outer world
- Reprogram your inner DNA
- Create your mastermind of success
- Overcome fear & Take Action

# 2

## Coaching for Leaders & Top Management



Coaching has a direct impact on individual performance of leaders, enabling them to become more effective, self-aware, strategic, empower themselves and those in their teams, give a fresh perspective to make meaningful and lasting changes, positively impact a leader's confidence and help them achieve better work-life balance leading to better performance, retention and increased job satisfaction. The Benefits of coaching are not only limited to individual development, they extend to the entire organisation.

In this coaching program, participants will Discover, Develop & Unleash their very own Signature Success Blueprint that will empower them with a mindset and 5 formulas that will enable them to fast-track their success in both career and personal life.

### The program will cover

- Ultimate Self Discovery
- Reprogramming your inner DNA
- Happiness Formula
- Decision Making Formula
- Creating Personal Signature Success Formula
- Learning from past failures
- Mastering Time & Work-Life Balance
- Champion Formula to set clear outcomes for the next 5 years.



# 3

## The Leader as a Coach



In the face of rapid, disruptive change, companies are realising that managers can't be expected to have all the answers and that command-and-control leadership is no longer viable. As a result, many firms are moving toward a coaching model in which managers facilitate problem solving and encourage employees' development by asking questions and offering support and guidance rather than giving orders and making judgments.

In this coaching program following coaching skills are covered:

- Empathy
- Active listening
- Constructive feedback
- Building Rapport
- Being non-judgemental & open-minded
- Asking empowering questions
- Paraphrasing & Summarising
- Strength spotting
- Identifying & unlocking limiting beliefs
- Resisting the temptation to Advice





# 4 The Proactive Leader How to Overcome Procrastination & be a Bold Decision-maker

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Being able to make the right decisions at the right time is a crucial part of leadership. Too often, however, lack of a proactive attitude gets in the way, causing not only decisions getting delayed but leaders failing to effectively resolve key business challenges. Ultimately, a lack of proactive leadership can have profound effects on an organisation.

- Psychology Behind Procrastination
- Psychology behind indecisiveness
- Reasons behind procrastination
  - Forces within
  - Forces outside
- Effects of your personality type
- Visualisation Activity
- Limiting Beliefs
- Decision Making Formula
- Practical application of the Decision Making Formula
- Types of procrastinators
- Overcoming procrastination
  - Power of written goals
  - Bringing future in to the present through planning & scheduling
  - Prioritising based on value (IPA vs IRA)
  - Task-prioritising grid
  - Delegation
  - Using tech
  - Accountability
  - 80:20 rule
  - Minimising distractions (15 min rule)





# 5

## Money Mindset for Sales Professionals The #1 Tool Needed to Become a Master Closer

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In sales, the money mindset is the key determinant of how successful a sales professional will be. Without the right mindset, sales staff turn up to battle each day, with one hand tied behind their back. It will be a constant struggle and each win will be hard to come by. This is especially true in sales.

In this coaching program, participants will learn:

- Money belief questionnaire
- Converting limiting beliefs in to empowering beliefs in the area of money
- Personal definition of financial freedom
- Mindset different between poor, rich & wealthy
- My purpose for Money —
- Money association exercise
- Being the right person to attract money
- Process of Manifestation —
- Daily priming
- Identifying Money Belief Sources —
- Money & Emotions
- Reframing the past
- Make money , Help people
- Money Declaration



# 6

## How to Lead & Coach Millennials & Gen Z Employees

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Millennials are the largest generation in our workforce. And expected to represent 75% of the workforce by 2025. The Gen Z population is on track to become the largest generation by the year 2034. Both these generations have very unique characteristics in comparison with other generations. Hence, organisations need to equip leaders to effectively motivate, coach and engage these young professionals thereby increasing their level of leadership influence & bringing out the best out of young professionals entering the workforce.

In this coaching program we will cover:

- The misunderstood millennial/GenZ
- Learn how millennials & gen Z employees see themselves and how others see them
- Uncover your generational bias.
- Discover what they want and need from leaders
- Learn common skill gaps for young professionals entering the workforce
- Understand the approach to work, increase your leadership competency and level of influence with these generations
- Tips for leaders on how to connect the company needs with the needs of young professionals.
- Tips for leaders on becoming a more effective coach to them
- How to coach them for better performance.



# 7

## Reboot Stress Relief Workshop for Top Management

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R

With everything that's going on in the country, it is normal for your team members to feel overwhelmed & stressed. Higher stress levels can cause lowered productivity levels and poor decision making or lashing out at the workplace which can result in affecting an organisation's performance negatively.

In this coaching program we will cover:

- Understanding the mind and the concept of stress
- Learning physical & physiological effects of stress
- Learning how to be mindful and calm your mind even amidst chaos
- Learning how to control thoughts and emotions to manage stress
- 54321 technique
- Experience Serene guided visualisations
- Guided gratitude meditations
- Converting emotions to art
- Stress relief through art & painting





# 8

## Personality Tests for Interviews and Promotions

1-1

Personality tests reveal an employee's personality traits of emotional intelligence, preferences, extroversion or introversion, the ability to work in teams, adaptability, work ethics, motivation, how they think, feel and act under different circumstances etc. A pre-employment personality test can enable organisations to look beyond CVs and interviews and gain a holistic understanding of the candidate, enabling them to make better decisions.

On the other hand, selecting the right candidate for the right job role can make a big difference to a business and its performance. Personality tests will help organisations to see beyond what lies at a surface level and add another layer of insights in selecting the right candidate for the right role.

- Optimise the hiring process with the right candidates
- Save time during the hiring process
- Select the right candidate for the right job role
- Identifying skills and competencies based on the personality type
- Understand the inherent weaknesses and potential threats of a candidate
- Identify areas of growth and align training & development plans to make the most out of the employees

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