



INTERNATIONAL  
COACHING  
CONFERENCE  
KUALA LUMPUR  
2023

**COACHING BEYOND  
PERFORMANCE**

9-10 MAY 2023

5<sup>th</sup> INTERNATIONAL  
COACHING CONFERENCE  
Berjaya Times Square Hotel Kuala Lumpur

# Coaching and the Five A's

AMAL | AKHLAK | ADAB | ADAT | AKRAB

Between Self-Reflection &  
Building Universal Values of  
Trust, Respect & Love

CAPTAIN DR SHAN MOORTHY (Retd.)



The purpose is to highlight **my thoughts** on the **‘The Way of Being’** and to constantly focus on improving & transforming ourselves to be a better leader and first of all a better human being – one that is continuously reflecting on how we can be of benefit to others.

# 5As



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 **AMAL** Good Deeds in Practice

 **AKHLAK** Morality, Character

 **ADAB** Manners, Etiquette or Behaviour

 **ADAT** Culture or and Custom

 **AKRAB** Close Relationship



# Definition

[def-uh-nish-uh n]



International Association  
Of Coaching®

A transformative process for personal and professional awareness, discovery and growth.

# The IAC Coaching Masteries®

- 1 Establishing and maintaining a relationship of trust
- 2 Perceiving, affirming, and expanding the client's potential
- 3 Engaged listening
- 4 Processing in the present
- 5 Expressing
- 6 Clarifying
- 7 Helping the client set and keep clear intentions
- 8 Inviting possibility
- 9 Helping the client to create and use support systems and structures







**kocsi szekér** – cart of Kocs (*a village in Hungary*)



Origins of  
the Word  
'Coach'

**kocsi** – coach; cart; car; auto

*(The Hungarian cart and word has spread to many European countries and languages since its appearance in the 15th century: **cocchio** (Italian), **coach** (English), **Kutsche** (German), **coche** (Spanish and Portuguese), **kocz** (Polish), **koč** (Slovak), **kočár** (Czech), etc.)*

# DIRECTIVE & ENABLING ROLES

Directive  
Content Driven

Enabling  
Process Driven

Instructor **Teacher** Lecturer **Consultant** Trainer **Learning Facilitator** Mentor **Process Facilitator** **Team Coaching** Coach



# 1. Establishing and maintaining a relationship of trust



**AKHLAK**

Morality,  
Character

Trustworthiness



**AKRAB**

Close  
Relationship

Good  
relationship  
through trust



## AMAL Good Deeds in Practice

### Effects

- The client is open to sharing and receiving.
- The client perceives the coach as a personal advocate.
- The client sees transformation and growth as manageable.
- The client has realistic expectations of results and responsibilities of coaching.



# Trust Equation



Source: Trusted Advisor

2. Perceiving,  
affirming and  
expanding the  
client's potential



ADAT

Culture or and Custom

Establishing the culture  
of enablement -  
empower rather

than dictate directions.



**AMAL**

## **Effects**

- The client has a greater appreciation of personal capabilities and potential.
- The client is more willing to act beyond current paradigms or strategies.

### 3. Engaged Listening



ADAT  
Culture or and Custom

Listen well, pay full  
attention



**AMAL**

### **Effects**

- The client feels understood and validated – not judged.
- The client communicates more effortlessly and resourcefully.

## 4. Processing in the present



### ADAB

Manners, Etiquette or  
Behaviour

Focus on others, refrain from  
being self-focus



### AMAL

#### Effects

- The client is free to express and engage with present reality.
- The client is unencumbered by past or future preoccupations or concerns.
- The client benefits from coaching insight and support on all levels.
- The coach is highly attuned to subtle communications from the client.

## 5. Expressing



AKHLAK

Morality, Character

Akhlak - Respect opinions

Adab - Maintain rapport

Akrab - Productive  
relationship



**AMAL**

### **Effects**

- The coaching interaction is enhanced with the client being at ease and trusting.
- The client is open to understanding and/or questioning any communication from the coach.



## 6. Clarifying



Akhlak - not judgmental  
Adat – a culture of openness



## AMAL

### Effects

- The client and the coach move forward in a more directed way.
- Increased possibilities.
- Decreased uncertainty.
- Uncovering the unknown.

## 7. Helping the client set and keep clear intentions



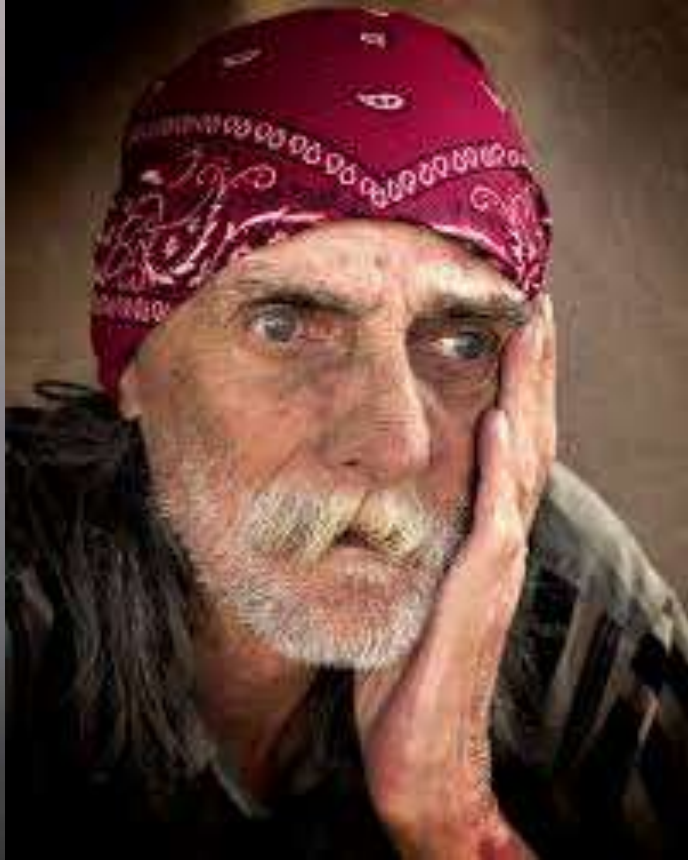
**Akhlak** - remain focus on goals, mindfulness



## AMAL

### Effects

- The client is open to sharing and receiving.
- The client perceives the coach as a personal advocate.
- The client sees transformation and growth as manageable.
- The client has realistic expectations of results and responsibilities of coaching.



PROBLEM!  
MASALAH

## 8. Inviting possibility



Adat - Culture of  
openness



## AMAL

### Effects

- The coach enables expansion of thoughts and actions.
- The client's awareness is expanded.
- The coach helps client transcend barriers.
- The client is willing to leave his/her comfort zone.
- The client has more options.

## 9. Helping the client create and use supportive systems and structures



Adat - Culture of independence



## AMAL

### Effects

The client is confident and secure in moving forward, knowing that resources are available or can be created.



# 5 Key Human Skills to Thrive in the Future Digital Workplace



Empathy



Communication



Coaching



Adaptability



Trust Building



“  
**Leading in the  
Digital World:  
Embrace ‘High-  
Tech’ and focus  
on ‘High-Touch’**  
”

Amalan yang baik jadi ciri,  
*Good deeds become our hallmark,*

Akhlak mulia insan sejati,  
*Noble character is what makes a true person,*

Adab sopan santun kita rai,  
*Courtesy and etiquette we must uphold*

Adat dan akhrab erat di hati.  
*Our customs and kinship close to our soul.*



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