



 **LETs**  
**LEAD**  
& LETs COACH by ITD WORLD



Your Leadership & Coaching Culture Ecosystem  
by World #1 Experts





**LETs LEAD** is your leadership and coaching culture ecosystem by world #1 experts to enable leaders to transform and thrive for a better world.



This Super App comes with **10** ***GAME CHANGING SYSTEMS*** to drive talent development in a coaching culture that fosters sustainable growth and competitive advantage.



**LETs LEAD!** Your Leadership & Coaching Culture Ecosystem by World #1 Experts.



# 10

## **GAME CHANGING SYSTEMS**

**LIVE!**

**365**

**TRIPLE WIN**

**STORIES**

**RESULTS**

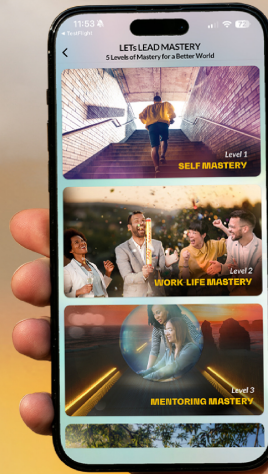
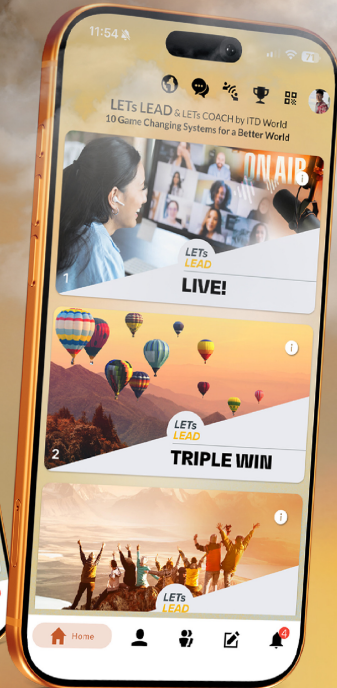
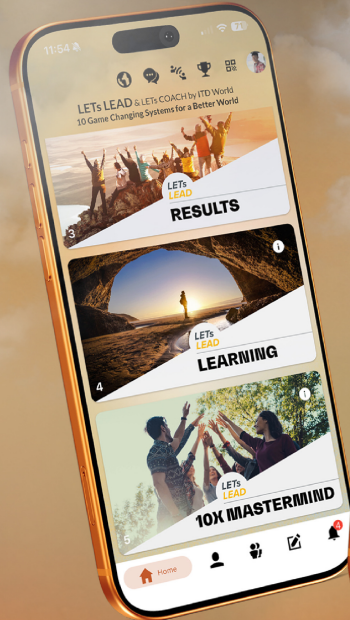
**GAME**

**LEARNING**

**MASTERY**

**10X MASTERMIND**

**MARSHALL AI**



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**LIVE!**

Your Global Movement for a Better World

- Join **LIVE!** sessions to gain wisdom, insights, and best practices directly from global coaching and leadership gurus.
- Experience **LIVE!** demonstrations of cutting-edge coaching tools so can apply them to drive real results and impact.
- Hear the personal journeys of thought leaders, experts, and industry captains to inspire your own path forward.



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**ON AIR**

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LEAD**

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**LIVE!**

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# TRIPLE WIN

Coach and Network for a Better World

- Enables everyone to coach and be coached freely via three modalities: **peer-to-peer exchange**, **value-based reciprocity**, and **pay-it-forward coaching** — making coaching accessible, inclusive, and impactful.
- Users can choose their preferred coaching style, specify expertise areas, and get matched with suitable coaches or coachees for mutually beneficial growth.
- Offers tools for scheduling, communication, sharing progress, and building networks — fostering continuous learning, visibility, and recognition within a global coaching movement.



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**TRIPLE WIN**

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# RESULTS

Rapid Progress for a Better World

- ❖ The Toolkit offers a powerful, continuously updated set of coaching tools to enable leaders and coaches to tackle challenges, unlock solutions, and drive meaningful conversations for positive impact in work and life.
- ❖ **EXPERT GUIDANCE** from experienced and master coaches to enable effective and powerful coaching conversations.
- ❖ Enable fast and fruitful coaching conversations with **SPEED COACHING**, and a comprehensive collection of coaching tools that is continuously updated for coaching every time, everywhere, and everyone.
- ❖ Document the actionable strategies, tactics, and actions from coaching conversations in the **COACHING LOG** that becomes an invaluable resource for positive impact in work and life.



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**RESULTS**

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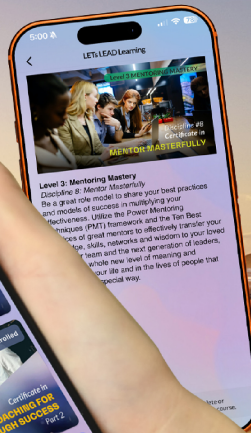
# LEARNING

Profound Learning for a Better World

- Accelerate your coaching and leadership competencies with the LETs LEAD Super App.
- Structured courses build confidence and competence to empower the coaching and leadership journey.
- Unleash the potential and genius of people to drive impactful change with the power of coaching!



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**LEARNING**

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# 10X MASTERMIND

Exponential Synergy for a Better World

- ❖ This system enables diverse leaders in a purpose-driven peer coaching group to enable meaningful breakthrough results through shared growth, trust, and contribution to others.
- ❖ Unlocks innovative, game-changing results by blending inclusive perspectives, bold strategies, and proven coaching tools and approaches to tackle real-world challenges collectively.
- ❖ Powers individual and collective momentum through structured support, mutual accountability, and the LETs LEAD Toolkit that creates ripple effects to elevate teams, organizations, and communities.



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# **10X MASTERMIND**

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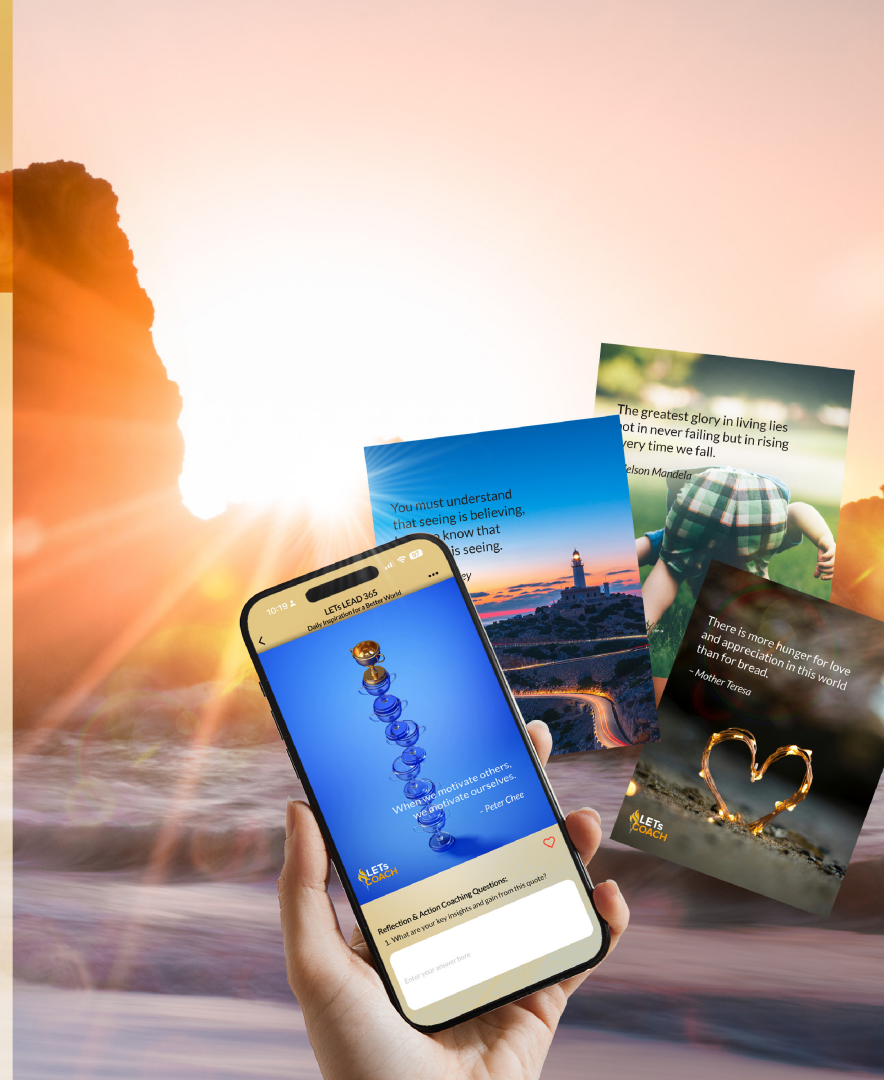
# 365

Daily Inspiration for a Better World

- ❖ Get inspiration delivered straight to your device with **LETs LEAD 365!**
- ❖ Each quote highlights key coaching and leadership elements, offering daily learning and practical insights.
- ❖ **LETs LEAD 365** is your daily pick-me-up to sustain your drive for results.



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**365**

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# STORIES

Uplifting Souls for a Better World

- Stories from real-world experiences of how coaching touches the heart, soul, and spirit to enable positive transformation.
- The narratives showcase the deep impact of coaching on lives to provide inspiration and practical lessons.
- Contains lessons, best practices, insights, and reflections for coaches and leaders to apply in their coaching conversations.



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**STORIES**

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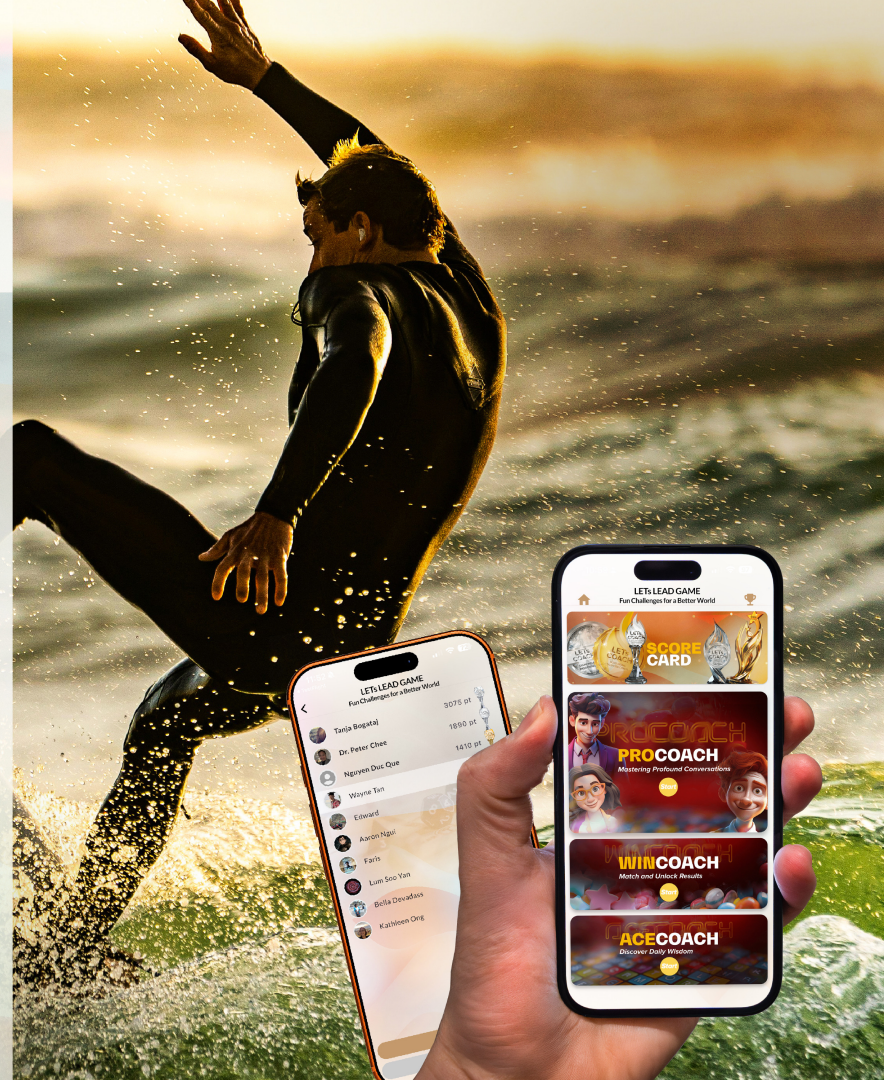
# GAME

Fun Challenges for a Better World

- Gamifies the coaching experience, making it more engaging and fun.
- Users earn points, badges, and trophies by engaging with the super app, which can be displayed on their LETs LEAD profile.
- Encourages participation in the LETs LEAD community and recognition in the LETs LEAD Hall of Fame.



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**GAME**

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# MASTERY

5 Levels of Mastery for a Better World

- ❖ **LETs LEAD MASTERY** is the complimentary companion system for the 5 Levels of Mastery book by World #1 Strategic Innovation Coach Dr Peter Chee and World #1 Executive Coach Dr Marshall Goldsmith, with Aaron Ngui.
- ❖ Access the 5LM tools in a digitally engaging format to enable your transformational journey for love, happiness, and success.
- ❖ Engage with AI-generated coaching insights from Dr Marshall Goldsmith and leveraged on his expertise.

*Important note:*

*The Marshall Goldsmith AI is on a platform outside of LETs LEAD. ITD World is not responsible for responses generated. What is shown on the LETs Coach app are examples generated at the time of the prompt.*



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# 5 LEVELS OF MASTERY



# 5 LEVELS OF MASTERY



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# MASTERY

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# MARSHALL AI

Mentor Coach for a Better World

- Provides an opportunity to engage with AI-generated coaching insights from Dr Marshall Goldsmith.
- Users can access a list of pre-generated questions and responses, leveraging Dr Goldsmith's expertise.

**Important Note:**

*The Marshall Goldsmith AI resides on a platform outside of LETs LEAD. ITD World is not responsible for responses generated. What is shown on LETs LEAD from Marshall Goldsmith AI are examples generated at the time of the prompt.*



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AI  
MARSHALL



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**MARSHALL AI**



EVERY LEADER CAN  
*Transform & Thrive*  
FOR A BETTER WORLD

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Unlock the full potential of all  
**GAME CHANGING SYSTEMS AND SOLUTIONS**

in LETS LEAD for just

USD 0.71 per day (USD 255 yearly) or

USD 1.42 per day (USD 42.50 monthly)

that costs much less than your one cup of cafe drink



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Web Version



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Google Play





## OUR SUBSCRIPTIONS

### Individual Plan

### Enterprise Plan

#### Monthly

USD 42.50  
(only USD 1.42 per day)

#### 50 to 99 pax

USD 204.00  
(20% discount, only USD 0.56 per day)

#### Yearly

USD 255.00  
(only USD 0.71 per day)

#### 100 to 149 pax

USD 191.25  
(25% discount, only USD 0.52 per day)

#### 150 pax and above

USD 178.50  
(30% discount, only USD 0.49 per day)



## Reports & Analytics for Enterprise Plan

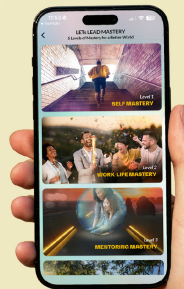
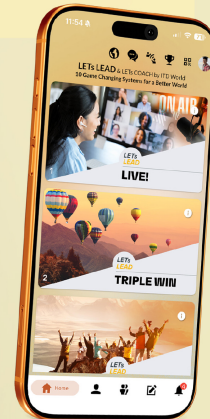
Activity Log Report → hours using the app by users

Point and Rewards Report → number of points, award achieved

Number of Star Ratings Report → number of stars rating

Number of Coaching Sessions Report → number of coaching sessions

Course Taken by Users Report → learning program completed by the user



*Thank you*



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