



MAARGAM



Business Coaching - The Right Way

Become a Business Coach

**Open your doors to
a new life and
career as a
Comfessional**

**A Common person
can also become a
Professional**

Why choose MAARGAM?

Take the first step towards becoming a Certified Business Coach!

- Hands-on, Practical Learning – Experience real-world business coaching scenarios.
- Guidance from Senior Business Coaches – Learn from industry leaders with years of coaching expertise.
- International Collaboration with ISB Germany – Access world-class resources and frameworks.



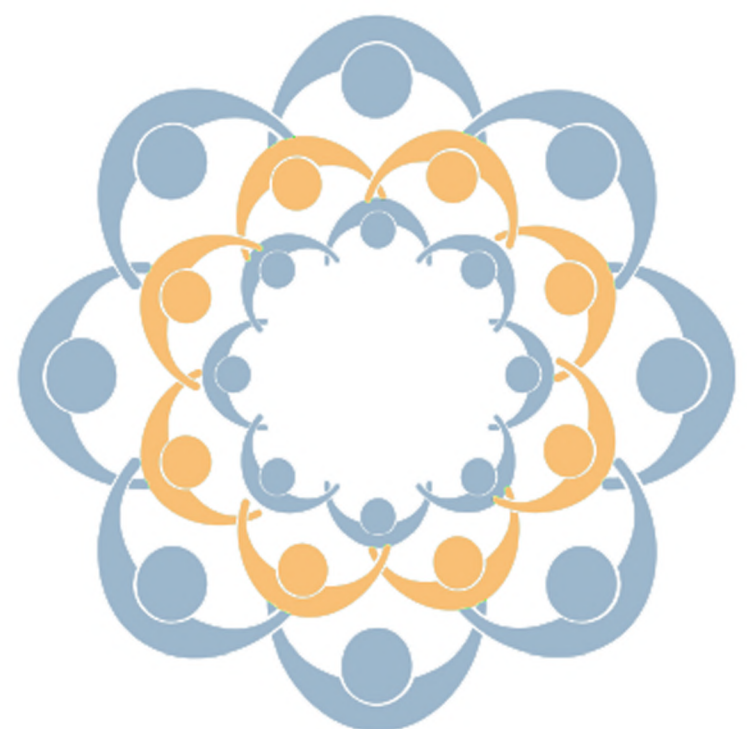
- Accredited by the International Organization for Business Coaching (IOBC) – Gain global recognition and credibility.



Who is this course for?

- **Aspiring Business Coaches** – Build a strong foundation and earn global accreditation to launch your coaching career.
- **Entrepreneurs & Business Owners** – Master coaching techniques to lead teams, make strategic decisions, and scale your business.
- **Corporate Leaders & Managers** – Enhance leadership, boost team performance, and drive innovation through coaching.
- **HR Professionals & Consultants** – Develop expertise in talent development, leadership coaching, and business transformation.
- **Corporate Trainers, Counselors & Psychotherapists** – Expand your practice with business-focused coaching for long-term organizational success.

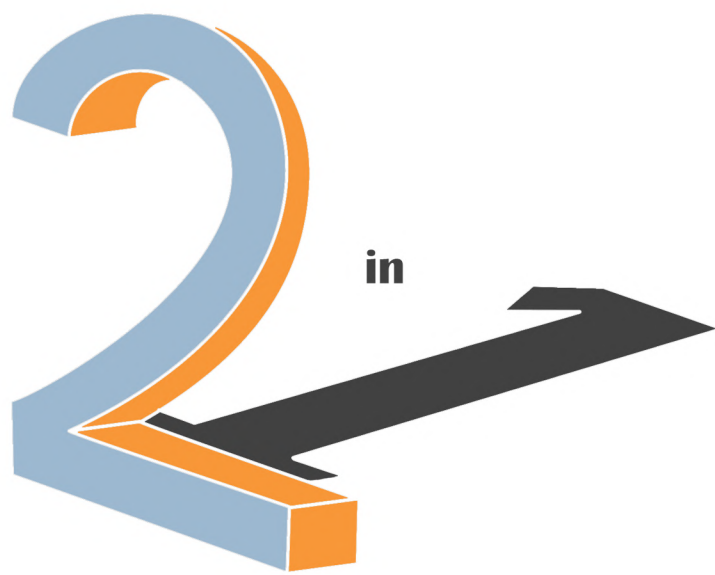
The Mission of the course



**Building a Network
and the Networth of
Coaching Professionals**

What Competencies Will You Gain from Maargam?

The Maargam Business Coaching Certification Program is designed as a structured, step-by-step learning journey, ensuring you gain both foundational and advanced business coaching skills.



Integrated Course for Business Coaching and Organizational Development

LEVEL 2

- Use Self as a Tool for Coaching Intervention – Leverage personal insights to deepen coaching effectiveness.
- Expand Coaching Interventions Across Multiple Levels – Guide teams, leaders, and organizations seamlessly.
- Understand How Personality Influences Roles – Decode behavioral patterns and their impact.
- Differentiate Polarity Management from Problem-Solving – Navigate paradoxes instead of just fixing issues.
- Coach Groups as Part of the Organizational Structure – Guide teams for cohesive growth.
- Manage "In-Betweenness" to Foster the "We Quotient" – Strengthen collaboration across roles and teams.
Initiate Simultaneousness in the Organization – Enable agility and alignment across departments.
- Clear the Murk – Simplify complexity and create clarity in business challenges.
- Develop Anchors Within the Organization to Sustain Change – Implement long-term mechanisms for continuous growth.

LEVEL 1

- Assess Coaching Potential in Business – Identify where and how coaching can create impact.
- Set Coaching Goals for Clients – Align objectives with business challenges and opportunities.
- Understand Sources of Power in an Organization – Recognize how decision-making and influence function in business structures.
- Elicit Patterns from Problems Using a Systemic Approach – Identify underlying causes rather than symptoms.
- Identify Leverage Points for Change – Pinpoint areas where small interventions lead to significant transformations.
- Hold Multiple Realities Using the Dialogic Method – Foster open, diverse, and constructive conversations.
- Manage Transition by Embracing the Grey – Help businesses navigate uncertainty and ambiguity effectively.
- Gather Relevant Data to Validate Change – Use data-driven insights to track and sustain business transformation.



Learn and Earn with Conviction

Meet Our Senior Business Coaches

Visionaries Behind Nibbana Institute – Geethan & Anuradha

At the heart of Maargam is the leadership of Geethan Anandan and Anuradha Kannan, two pioneers shaping the future of business coaching in India.

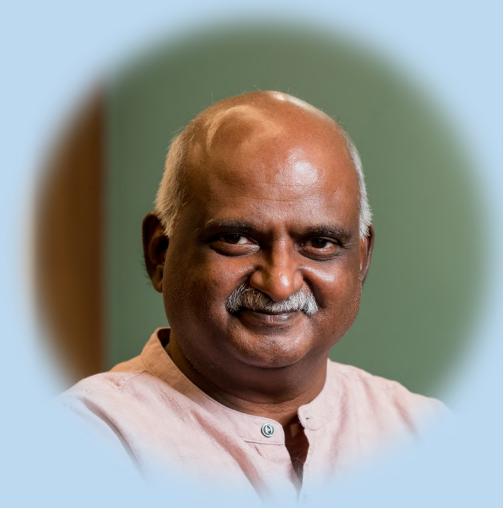
With over 30 years of combined experience in organizational development, they bring a unique blend of psychological insight, strategic thinking, and business acumen to their coaching. Their mission? To democratize business coaching, making it accessible, structured, and deeply impactful for professionals across industries.

Both Geethan and Anuradha are the first in India to hold the elite and prestigious title of Senior Business Coaches certified by the International Organization for Business Coaching (IOBC), Germany.

Their systemic coaching approach at Nibbana moves beyond individual leadership training—focusing on the roles, relationships, and hidden structures that drive organizations forward.

Together, Geethan and Anuradha blend innovation and structure, strategy and psychology, clarity and adaptability—creating a powerful coaching framework that is practical, insightful, and transformational.

GEETHAN



Geethan is known for his ability to navigate complex business challenges with a structured yet creative approach. His coaching empowers leaders to see beyond

long-term opportunities, and create impactful change.

His versatility, foresight, and innovative mindset help organizations develop dynamic strategies that adapt to changing business landscapes.

ANURADHA

Anuradha – Precision Meets People-Centric Coaching

Anuradha's approach is engaging, interactive, and designed to foster collaboration. She makes complex transitions feel natural and effortless for teams.

With sharp focus, deep planning, and unwavering clarity, Anuradha ensures that organizations stay on track for long-term success.



Geethan and Anuradha design structured courses to empower individuals to “learn and earn with conviction.” They’ve trained over 80 mental health counselors through Nibbana Institute’s PG diploma - NICCS. They have also successfully developed an internationally recognized business coaching program. Committed to excellence, they take pride in nurturing talent.



More about the Course

Maargam is designed to provide an immersive learning experience, delivered in a live online format. To ensure personalized attention and effective coaching, each batch is limited to a maximum of 15 participants.

Level 1

Foundations of Business Coaching

The course includes **90 Hours** of training
(60 hours of facilitated learning + 30 hours of presentations)

Duration: **5 months**

20 modules - once a week (3 hours each)

5 full day sessions - once a month (6 hours each)

Level 2

Advanced Business Coaching Mastery

Level 2 will have a similar structure as Level 1. For a detailed overview, please refer the website.



Upcoming Batches for Level 1

Batch 1

Start Date: 24th June 2025

Weekly Sessions: Tuesdays | 6:00 PM – 9:00 PM

Monthly Immersive Sessions:

1st Saturday of every month | 10:00 AM – 5:00 PM

Batch 2

Start Date: 28th August 2025

Weekly Sessions: Thursdays | 6:00 PM – 9:00 PM

Monthly Immersive Sessions:

3rd Saturday of every month | 10:00 AM – 5:00 PM

**Become a Business Coach
without disrupting your routine.**

Eligibility Criteria:

Bachelor's degree in any discipline with minimum 5 years work experience

Owners of an active Business

Self-employed consultants or trainers with a minimum of 3 years of professional experience.

Program Fee (Level 1 only): ₹3,25,000 (+18% GST)

Program Mode

Live Online Interactive Sessions

All sessions are recorded, allowing participants to revisit and reinforce learning at their convenience.

Learn and Earn with Conviction
at

MAARGAM

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