



BABARA LEE DRAMINSKY

ASSOCIATE

Babara is passionate about coaching and helping individuals, teams, and organisations transform and flourish. She has worked with managers and leaders at all levels in the private and public sectors across APAC, in industries such as financial services, healthcare, pharmaceuticals, insurance, hospitality, retail, technology, media, legal, education, and government sectors.

A devoted yogi, Babara practises mindfulness and conscious parenting.

TESTIMONIALS

“Babara’s coaching style is dynamic, energetic, enthusiastic, and effective. She listened and gave me space to think and discover for myself. She also challenged me; I had asked for this during our first conversation, and she delivered! Babara is very professional and fun to work with. I really enjoyed being coached by Babara. There’s an easy professionalism that she displays in her coaching – so friendly and personable, and at the same time I always felt in “safe hands” with really good coaching session management. I had more insights and made more progress with Babara than with any other coach I’ve had (on the same challenge). And the progress continues!”

- EXECUTIVE OFFICER, NON-PROFIT

“Babara has been nothing but excellent! I will greatly miss her wisdom, empathy, and the clarity she provides in our weekly sessions. Not only has she been instrumental in helping me broaden my mindset in exploring other avenues when reaching for a solution, she has also instilled in me a desire to empower those around me. By demonstrating how effective and impactful coaching is done, it was easy for me to carry out the same with my team with almost immediate results.”

- DIRECTOR, BANKING

“Babara is an excellent coach, who is always there for you. She gives you the space to explore, and really helps you in your journey. Babara was authentic, insightful, and so very helpful. She was of immense help to me.”

– CONSULTING / ADJUNCT PROFESSOR

QUALIFICATIONS & ASSOCIATIONS

Professional Certified Coach (ICF) ▪ Practitioner (EMCC) ▪ Accredited Organisational Coach, Level Three, IECL ▪ Team Coaching, IECL ▪ Practitioner, Team Coaching, CMI ▪ MSc Applied Positive Psychology & Coaching Psychology, University of East London ▪ Hogan ▪ MTQ Plus ▪ VIA
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COACHING EXPERIENCE

Babara began her coach training in 2015 and worked as Principal for IECL in Singapore until 2021. Having worked in many countries across the globe, she has a strong multi-cultural awareness, and incorporates a systems perspective in her coaching, incorporating evidence-based coaching and positive psychology interventions. She focuses on the development of individual leaders’ personal mastery to teams’ collaborative capability, through alignment of vision and increased systems understanding in the context of all stakeholders. Babara has also worked with various management levels in diverse cultures and industry backgrounds globally, spanning private and non-profit sectors, with focuses on areas such as positive leadership development, communication, leading change, talent development, emotional intelligence, influence, stress management, work life balance, motivation and engagement.

COACHING STYLE AND APPROACH

Babara adopts a holistic approach to coaching which is often goal-oriented, solution-focused, person-centred, and strengths-based. Her coaching style is highly adaptable which enables her to readily build rapport and trust in relationships for a collaborative partnership with her clients. Her approach is open, collaborative, supportive, non-judgemental, respectful, creative, and she challenges adequately to generate self-awareness for change and growth. She customises her coaching approach for each client and creates a safe space that provokes creative and reflective thinking for sustainable change.

BUSINESS EXPERIENCE

Babara has worked and lived in Hong Kong, Taiwan, China, Denmark, Spain, Los Angeles, and Singapore. She has a diverse range of experiences in retail, sales, hospitality, advertising, marketing, public relations, and event management industries, and ran a boutique events management company for over 15 years coordinating a wide range of global international corporate events.

AREAS OF EXPERTISE

- Executive coaching and leadership development
- Group and team coaching
- Transition / succession coaching and leadership onboarding
- Coaching for performance, resilience, mental toughness, and well-being for individuals and teams

PREVIOUS ENGAGEMENTS

- **Head of L&D, Banking** – transition and onboarding coaching to develop communication skills and better understand intercultural differences, improve relationship with stakeholders and elevate career trajectory.
- **General Manager, Hospitality** - coaching for developing positive leadership capabilities, as well as improving overall performance and collaboration of the senior management team.
- **Head of Marketing, Pharmaceutical** – coaching to build strategy, to influence change, and to create a high-performance team culture.
- **Director, Retail** – coaching for succession planning and global brand expansion through developing an innovative and strategic mindset to anticipate gaps for the future.
- **CEO, NGO** – coaching for deeper self-awareness, confidence, and to navigate challenges and building relationship with various stakeholders.
- **Owner/Director, Tech** – coaching for clarity and vision on company’s direction post Covid-19, and for enhancing leadership skills with the emphasis on people management and retainment.

LANGUAGES

Fluent in English, Mandarin, and Cantonese. Conversational in Danish and Spanish.