



J.S. CHOE

ASSOCIATE

J.S. is passionate about self-learning and coaching. In 2001, he was amongst the first batch of executive coaches in Korea certified by the International Coaching Institute. Since 2002, J.S. has provided executive coaching services and has facilitated over 200 leadership development workshops.

J.S. is steadfast in his personal life goal - "To become a renowned human capital development consultant in Asia.". He has co-authored four books on self-coaching and leadership development.

TESTIMONIALS

"I have come to greatly admire his breadth and depth of knowledge as well as his professional dedication and reliability. A particular strength of J.S. is his unwavering commitment to individualize development of his clients. I hold J.S.'s services in the highest regards. He is truly an invaluable and highly qualified executive coach and career consultant. And as such, it is with great pleasure, and with strong confidence in the value of his professional services, that I recommend J.S."

- PROFESSOR, DEPT. OF POLITICAL SCIENCE & INTERNATIONAL STUDIES, UNIVERSITY

QUALIFICATIONS & ASSOCIATIONS

Certified Coach, International Coach Federation ▪ Certified facilitator, Challenger Sales ▪ PhD, Finance Management & HR Management, Soongsil University ▪ MBA, International Management, Graduate School of Management, Yonsei University ▪ M.Ed. Course completed, Graduate School of Seoul National University ▪ B.A. English (major) and Economics (minor), Seoul National University ▪ Memberships: Korean CEO's Association of Multinational Corporations, American Institute of Certified Public Accountant

DIAGNOSTICS

MBTI ▪ STRONG, KPIT ▪ Human Synergistics LSI/GSI/OCI/OEI ▪ Genos EI

COACHING EXPERIENCE

Since 2002, J.S. has been instrumental in providing coaching services mainly to C-level executives of Fortune 500 corporations in Korea and the Asia Pacific. A major part of his portfolio has been individual one-on-one coaching and group coaching for senior managers and junior executives. J.S. has previously facilitated team development workshops for team leaders and cross-functional teams.

COACHING STYLE AND APPROACH

Prior to determining any concrete coaching action plan, J.S. always seeks to understand and prioritise his counterpart's expectations, whilst seeking input from stakeholders to gather contextual factors for the coaching engagement. J.S. then adapts his coaching style to suit his counterpart's preferred communication style and utilizes active listening and structured questioning skills to assist the counterpart in finding their own solutions.

BUSINESS EXPERIENCE

J.S. gained extensive business experience by working in international business development and purchasing roles within Korean and international companies. For over a decade, J.S. also held the roles of Sales Director and Country Manager in a globally renowned telecommunications multinational. Following this, J.S. developed his passion for executive coaching and leadership development, and since 2000, he has held Senior Partner, Managing Director and CEO roles at leading human capital development firms.

AREAS OF EXPERTISE

As a result of working in both Korean and multinational firms, J.S. has an excellent understanding of the critical cultural factors affecting global business environments. J.S. has deep expertise in strategic planning, marketing, sales, finance, operations, human resources, and leadership development, gained through a career covering a wide spectrum of industries such as trading, engineering & manufacturing, information & communication technology, and human capital. J.S. is certified facilitator of Challenger® Sales & Coaching to Challenger® by CEB and a member of AICPA.

PREVIOUS ENGAGEMENTS

- **The Presidential Office of the Republic of Korea (a.k.a. the Blue House)** - delivered a workshop for competency based interviewing and coaching skills, including developing a curriculum and manual for senior officers.
- **C-level Executive, Textiles** - coached on strengthening leadership skills to prepare counterpart for a Country Manager role. Also, designed and delivered cross-functional collaboration workshops for high potential senior managers.
- **Country Manager, Conglomerate** - coached an expatriate Country Manager assigned to Korea, to develop locally hired seniors into becoming globally recognised leaders and executives, working effectively at the corporate head-office.
- **Korea & North Asia Country Manager, Investment Bank** - coached to motivate and inspire his senior executives more effectively by applying greater emotional intelligence and improved interactive people skills.
- **Korean Country Manager, Entertainment** - coaching (one of the top 7 global leaders) enhanced executive presence and smooth management of dynamic business challenges.