



ANITA LI

ASSOCIATE

Anita is a Professional Certified Coach (PCC), with the ICF. She has a strong banking industry background and has been in senior leadership positions. Her expertise helps clients achieve sustainable success.

Anita has a curious mind and embraces lifelong learning. She is a cat lover, enjoys travelling and is passionate about great food and movies.

TESTIMONIALS

"I enjoyed the coaching with Anita, helping me to be clear of what I want and alternative approach I might have. It is invaluable to my work and personal life. It is a life-changer."

- **DIRECTOR OF IT, HOTEL**

"The coaching experience with Anita is very fruitful. I am now more proactive in expressing my views to the CEO and manage the team effectively with new skills."

- **CHIEF FINANCIAL OFFICER, INFORMATION TECHNOLOGY**

"Anita has enlightened and inspired me in different ways. I feel empowered to take up new challenges as a senior leader"

- **CHIEF FINANCIAL OFFICER, MARKETING**

"Anita helped me bring out my passion and seeing the landscape. I feel more resourceful and empowered to lead the changes."

- **DEPUTY DIRECTOR, UTILITIES**

QUALIFICATIONS & ASSOCIATIONS

Professional Certified Coach (PCC), ICF ▪ Accredited Coach, IECL ▪ Masters in Counselling, Monash University ▪ BA (Hons) Accountancy ▪ Accredited NLP Master Coach (ABNLP) ▪ Fellow member of Hong Kong Institute of Certified Public Accountants

DIAGNOSTICS

DiSC ▪ Genos EI



COACHING EXPERIENCE

Anita has experience in developmental, performance, skills, career, and life coaching. She has coached managers and senior leaders across different industry sectors including banking, insurance, hotel, marketing communication, power supply and universities. Anita also provides counselling services to individuals to get through their life challenges.

COACHING STYLE AND APPROACH

Anita respects individual differences and embraces authentic leadership. She helps counterparts to maximise their potential, connect their values and exercise signature strength. Counterparts are empowered to dream for the future and transfer the passion into committed action plan. Anita's focus is to draw out the best from counterparts to achieve sustainable success and have a fulfilling life.

BUSINESS EXPERIENCE

Anita is a professional accountant. She worked for several top tier investment banks as Finance Director, China Chief Financial Officer and Country Treasurer. In her 16 years with Morgan Stanley, she led multicultural teams of 50 people to support the Asia strategic growth. Under her leadership, the teams consistently delivered high quality results and received the Bank's CFO awards four times.

AREAS OF EXPERTISE

- Developmental coaching for sustainable leadership and improved leadership impact
- Transition coaching for leaders new to the organisation or role
- Coaching for enhancing performance and wellbeing
- Coaching as part of leadership development or cultural change programs

PREVIOUS ENGAGEMENTS

- **700 People Managers, Banking** – part of the leadership and cultural change program. Coaching fostered new corporate culture and embedded learning.
- **Group Chief Financial Officer, Fashion Retail and Distribution** – senior leader facing organisational changes. Coaching helped leader to have a new vision to re-strategise and lead the team through change.
- **Deputy Director, Utilities** – leader facing challenges in leading through change. Coaching helped leader see new identity and feeling empowered to bring out the changes.
- **Chief Financial Officer, Information Technology** – developmental coaching resulted in greater leadership impact and proactive engagement with senior leader.
- **Chief Financial Officer, Marketing** – leader newly promoted. Coaching resulted in successful transition and improved leadership skill.
- **Regional Finance Director, Insurance** – leader new to the country. Coaching enabled greater wellbeing, improved leadership flexibility, increased team, and stakeholder engagement.
- **Director of Information Technology, Hotel** – leader facing life challenges. Coaching helped develop stress management skill, build resilience and reignited work passion.

LANGUAGES

English ▪ Cantonese ▪ Mandarin