



ADRIAN LIM

ASSOCIATE

Adrian is a Professional Certified Coach (PCC) with the ICF and Team Coach (EMCC), with rich APAC experience. He is currently pursuing a Diploma in Coaching Supervision.

In his personal time, Adrian is a commercial events, portraiture, and landscape photographer. He volunteers in education mission trips to Cambodia. Adrian currently lives in Singapore.

TESTIMONIALS

“Adrian is a very patient listener, and I found my session with him to be very valuable. He asked some thought-provoking questions that led to me going deeper into the issues I was facing. Adrian is a highly effective coach and I highly recommend him.”

- **DIRECTOR OF OPERATIONS**

“Adrian is an excellent coach and a pleasant personality. He provides clear and professional guidance and is systematic and thorough in his approach to help his clients.”

- **REGIONAL DIRECTOR, TECH ENTERPRISE BUSINESS**

QUALIFICATIONS & ASSOCIATIONS

Professional Certified Coach (PCC), ICF and ICF Singapore Board Member ▪ Coaching Supervisor ▪ Certified Team Coach (EMCC) ▪ Marshall Goldsmith Stakeholder Centered Executive Leadership Coach ▪ Solution Focused Coach (CSFC)

DIAGNOSTICS

Genos EI ▪ Design Thinking ▪ LEGO® Serious Play ▪ Emergenetics

COACHING EXPERIENCE

Adrian is passionate about building the professional coaching industry in Singapore. He is currently serving his second term as a Board Member of the ICF Singapore Chapter. Adrian is a credentialed Professional Certified Coach (PCC) with the ICF and Team Coach by EMCC. He is currently undergoing training as a Coaching Supervisor.

Adrian has coached over 450 professionals globally from multinationals, small and medium-sized enterprises, not-for-profit organizations, and family-owned businesses, in their leadership development and career journeys. He is presently co-authoring a book titled ‘Into the WILD - Creating a Coaching Culture at the Workplace.’

COACHING STYLE AND APPROACH

Adrian’s coaching philosophy is strengths-based and goal oriented. He applies the Appreciative and Reflective Inquiry Models to engage individuals in self-determined change. He focuses on what is working, rather than what is not working which then leads to individuals co-designing their future. Through his coaching, Adrian encourages professionals to experience the ‘a-ha’ moments, shift mindsets and mental blocks and discover new possibilities.

His systemic approach to executive development and coaching includes a strong emphasis on involvement of stakeholders, implementation of change and follow-through to measure growth in leadership effectiveness.

BUSINESS EXPERIENCE

Adrian has extensive and broad-based corporate career experience across the consumer electronics, telecommunications, and IT solutions industries. He has over 20 years of sales and marketing management experience where he specialised in solution pre-sales, strategic marketing, go-to-market strategy, product management, e-commerce, branding and communications.

Some of his senior level global and regional leadership roles include Regional Director of industry solutions and marketing at LG Electronics, Global Director of go-to-market and product management at Dell. Adrian also served as Head of Marketing at Wincor Nixdorf and REC Solar and had career stints at Motorola, Philips, and Sony.

AREAS OF EXPERTISE

- Team coaching
- Executive and leadership coaching
- Career coaching
- Systemic thinking

PREVIOUS ENGAGEMENTS

- **Regional healthcare provider** – Designed, delivered, and facilitated a series of team workshops and executive coaching for top talent.
- **International Spirits Company** – Delivered and facilitated Coaching for Performance workshops for line managers.
- **Director, Consumer Intelligence Company** – Executive coaching for the region director to support transition to new expanded role.