



ANITA LI

ASSOCIATE

Anita is a Professional Certified Coach (PCC), with the ICF. She has a strong banking industry background and has held various 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 approaches I might have. It is invaluable to my work and personal life. It is a life-changer."

- IT DIRECTOR, HOSPITALITY

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

- CFO, INFORMATION TECHNOLOGY

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

- CFO, MARKETING

"Anita helped me bring out my passion and to see the landscape. I feel more resourceful and empowered to lead the necessary 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, hospitality (hotel), marketing communication, utilities (power) and universities. Anita also provides counselling services to individuals to help them with life's challenges.

COACHING STYLE AND APPROACH

Anita respects individual differences and embraces authentic leadership. She helps counterparts to maximise their potential, connect to their values and exercise signature strength. Counterparts are empowered to dream for the future and to transfer their passion into a committed action plan. Anita's focus is to draw out the best from counterparts so they can achieve sustainable success and have a more 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 approx. 50 people to support strategic growth in the Asia region. Under her leadership, the teams consistently delivered high quality results and received the Bank's 'CFO award' 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 - coaching formed part of the leadership and cultural change program, helping to foster a new corporate culture and to embed 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 to lead the team through change.
- Deputy Director, Utilities – coached leader facing challenges in leading through change to become empowered to bring out the necessary changes.
- Chief Financial Officer, IT - developmental coaching resulted in greater leadership impact and proactive engagement with senior leadership.
- Chief Financial Officer, Marketing - leader newly promoted. Coaching resulted in successful transition and improved leadership skills.
- Regional Finance Director, Insurance - leader new to the country. Coaching enabled greater wellbeing, improved leadership flexibility, and increased team and stakeholder engagement.
- Director of Information Technology, Hotel - leader facing life challenges. Coaching helped develop stress management skills, build resilience and reignited work passion.

LANGUAGES

English ▪ Cantonese ▪ Mandarin