



## DEANA PENG

ASSOCIATE

Deana is a certified business coach with more than 10 years of coaching experience. She has a strong corporate background in both business and Human Resources, and she is active in partnering with global coaching communities.

Deana enjoys travelling, watching movies and musicals. She is also enthusiastic about future education for younger generations.

### TESTIMONIALS

"The coaching experience with Deana has been extremely fulfilling, as it has equipped me with the skills to effectively communicate with my team and reflect on my leadership abilities. Deana provided a warm and safe yet challenging space for reflecting, confronting, and overcoming my fears and challenges as a leader."

- REGIONAL SALES & MARKETING DIRECTOR,  
IT MANUFACTURING COMPANY

"Deana has this natural ability to connect and build trust. After being coached by Deana, my perspective about myself, my career, and my business has completely transformed. I have regained the same sense of determination and passion that I had when I started my business."

- CEO, CONSULTING COMPANY

"The systemic approach, warm yet astute intervention and insights had brought substantial impact on our leadership team. We gained a deeper comprehension of the urgent need to work collectively rather than focusing on our individual contributions. It was a direct result from Deana's coaching that we were able to successfully launch a new profitable service line and to foster the from "I to we" culture."

- SENIOR SALES VICE PRESIDENT, IT COMPANY

### QUALIFICATIONS & ASSOCIATIONS

Certified Master Business Coach, PHP Institutes ▪  
Certified Team Coach, PHP Institutes ▪ Certified  
Systemic Team Coach, AoEC ▪ Diploma in Coaching  
Supervision, ICCS ▪ Certified Neuro-Linguistic  
Programming Practitioner, The Society of NLP

### DIAGNOSTICS

Hogan ▪ AIIR Team Effectiveness



### COACHING EXPERIENCE

Deana started her coaching career in 2012, and for the first three years worked intensively with next-gen leaders on performance and career coaching. She then extended her practice to senior executives and leadership teams, focusing on leadership and business transformational coaching through one-to-one and team coaching. Deana excels at working with global companies and has extensive experience in the IT industry.

### COACHING STYLE AND APPROACH

Deana's coaching style is warm and caring and she coaches with candour. Her interpersonal skills allow her to rapidly build rapport and trust with clients. She uses a systemic approach and structured frameworks derived from positive psychology, neuroscience, and evidence-based tools to enable clients to transition from "I to we," to explore perspectives from the outside-in, and to envision and plan from the future back.

### BUSINESS EXPERIENCE

Prior to coaching, Deana had a successful 15-year corporate career in the IT industry. She has solid business in-field experiences and has worked in various leadership roles from project management, managing sales and marketing teams to deploying global strategic initiatives across the Asia Pacific region. In 2005, Deana was introduced to coaching when she transitioned to an HR leadership position, contributing as an internal coach and strategic HR partner to senior executives.

### AREAS OF EXPERTISE

- Executive coaching for global executive presence, leadership development, organizational transformation
- Transition coaching for leaders new to the organisation or role
- Coaching for enhancing leadership competencies
- Coaching for teams in strategy planning, culture change, organizational transformation

### PREVIOUS ENGAGEMENTS

- Director, Sales & Marketing, IT Industry - coaching enhanced counterpart's interpersonal skills, executive presence, and self-confidence to advocate their ideas, and embrace, not shy from conflict.
- Senior Executive, Consulting Industry - coaching helped foster desired engagement culture; transformed client's leadership style through greater connection, and more open and honest communication with their team.
- Founder, Start-up Company, HRO Industry - coaching to achieve aggressive business goal. Resulted in enabling counterpart to shift from a "lone wolf" entrepreneur to a visionary leader, fostering trust-based relationships and empowering members to collaborate as an impactful team to sustain rapid growth.
- Diversity & Inclusion Officer, IT Industry - coached for transition to a new organization. Coached the team to create a mission, vision, value, and roadmap, and a recognition that the critical success for the organization lay in building strong partnerships with all stakeholders, especially internally.
- Sales Manager, Marketing Industry - coached a de-motivated counterpart to regain pride and vitality in work. Helped counterpart to deepen self-awareness, remove self-criticism, reflect on their personal meaning of success, enhance self-confidence, and set career goals.

### LANGUAGES

English ▪ Japanese ▪ Mandarin