



## YU DAN SHI



### COACHING EXPERIENCE

Yu Dan is a thought leader in leadership development, optimal performance, and work & life fulfillment. She is a sought-after executive coach and mentor and works with leading Australian and global companies. Yu Dan spends most of her time working with professionals and executives in the public and private sectors, helping people to become effective leaders and to achieve optimal work & life fulfillment.

### COACHING STYLE AND APPROACH

Combining her experience as a C-level executive and expertise in coaching, psychology and leadership development, Yu Dan is renowned for her ability to help counterparts gain insights and clarity. Yu Dan is caring and supportive yet challenging. She knows how to take her counterparts to the next level of thinking, performance, and fulfilment. Her coaching style is energising, results-focused, practical, and inspiring.

### BUSINESS EXPERIENCE

Yu Dan previously held senior leadership roles within Fortune 100 companies. She was the Director of Behavioral Science for CoachHub, Director of Strategy at Adobe and Chief Marketing Officer for Lenovo and Cisco. She also served as an Executive Coach for KPMG partners and led the coaching practice for a global career consultancy. Yu Dan has an MBA and a Master of Coaching. Yu Dan is also the author of the best-selling book *Come Alive – Live a life with more meaning and joy*.

### AREAS OF EXPERTISE

- Developmental coaching for stronger leadership impact
- Coaching for better performance, engagement, and wellbeing
- Executive communication and influencing skills
- Life by design for better work & life fulfilment
- Women in leadership

### PREVIOUS ENGAGEMENTS

- Executive GM, Commercial Bank - coaching enabled greater wellbeing, improved leadership flexibility and creativity in thinking, stronger stakeholder relationships and increased engagement.
- Senior Director, Global Agency – coaching enhanced capabilities including resilience and courage, direction, purpose, and fulfilment.
- Multiple Senior Leaders, Global technology - coaching enabled greater outcomes on personal leadership, communication style and personal brand.
- Multiple Leaders, Commercial Real Estate – coaching enhanced capabilities including shift in mindset and leadership behavior required for greater impact and team performance.
- Director, Professional services – coaching allowed counterpart to discover her strengths and drivers and to incorporate these elements into her leadership role, resulting in a more effective and motivated leader.

Yu Dan is an experienced executive coach. She has a strong corporate background in senior leadership positions prior to becoming a coach. Yu Dan has both executive coach accreditation and holds a Master of Coaching Psychology degree.

Yu Dan loves walking in the beautiful bushlands around Sydney with her daughters and dog. She also finds joy from reading, travelling, and spending quality time with her family and friends.

### TESTIMONIALS

"Yu Dan's coaching is life changing. I now use these learnings in every aspect of my leadership role. I have never felt this confident."

- SENIOR DIRECTOR, REAL ESTATE

"Yu Dan has helped me redesign how I work and lead, I feel lighter, happier and more in control of my career and life."

- DIRECTOR, COMMERCIAL BANK

"Yu Dan's ability to quickly get to the heart of the matter is reassuring. I feel more confident to lead, communicate and take control of my working life."

- GENERAL MANAGER, GLOBAL TECH

"Yu Dan knows how to make you feel comfortable while also pushing you to be your best."

### QUALIFICATIONS & ASSOCIATIONS

Certified Executive Coach, Level Three, IECL ▪ Master Facilitator, Lead Strategy ▪ Master of Coaching Psychology (University of Sydney) ▪ Doctoral Program Recipient (University of Wollongong), MBA (University of Newcastle)

### DIAGNOSTICS

Realise2 Strength ▪ Hogan ▪ SHL ▪ Birkman Method ▪ VIA Character Strength