



## STEVE LAWRENCE

Steve is a Professional Certified Coach (PCC) with the ICF, with expertise spanning individual, group, and team coaching. He has extensive global corporate experience in senior leadership positions prior to becoming a professional coach.

Steve was a former competitive swimmer and is a proud father of three children. His personal philosophy is: To build your way forward in life, you must focus on human values, craft for clarity, have a bias for action, embrace experimentation, and radically collaborate.

### TESTIMONIALS

“I was challenged in a number of ways as I started in my new role. My professional success largely would depend on whether I could build internal credibility among key constituents. Thanks to Steve, I built internal trust and confidence quickly.”

- REGIONAL CEO, GLOBAL ASSET MANAGEMENT FIRM (CHINA)

“Steve helped me to move from heroic leadership to shared leadership.”

- CEO, AVIATION GROUND HANDLING (USA)

“Steve’s ability to help us reveal areas of concern, access perspectives from multi-cultural personalities and utilize our strengths to become a cohesive team was amazing.”

- HEAD OF CREW RESOURCE MANAGEMENT, AVIATION (HONG KONG)

### QUALIFICATIONS & ASSOCIATIONS

Professional Certified Coach (PCC), ICF ▪ Accredited Organisational Coach, IECL ▪ Certified Team Coach, IECL ▪ EMCC Global Individual Team Coaching Accreditation, ITCA ▪ Narrative Coach, Certified Practitioner, by Dr. David Drake ▪ EMBA, University of Western Ontario ▪ BA, Boston College ▪ Graduate, Stanford University Executive Education Programme in Design Thinking

### DIAGNOSTICS

Zenger Folkman Extraordinary Leader 360

### COACHING EXPERIENCE

Steve’s coaching experience spans across industries with emphasis on aviation, hospitality, and finance sectors. He has worked with senior leaders and teams across Asia and North America. His engagements focus on helping executives and teams to relate, communicate and collaborate with greater influence and impact. He also works with leaders transitioning or leading organisational change.

### COACHING STYLE AND APPROACH

Steve’s coaching style is highly engaging, experiential, and thought-provoking. He helps counterparts quickly get to the crux of the issue, discover new meaning and shift behaviours in inspired ways. He utilizes a strengths-based and narrative coaching approach. Steve’s approach enables his counterparts to gain clarity, get unstuck, and develop themselves in positive, self-directed, and sustainable ways.

### BUSINESS EXPERIENCE

Steve brings extensive senior management and corporate learning experience to his coaching practice. He was a former Head of Learning & Development for Cathay Pacific Airways and Cathay Dragon. During his 20-year tenure, Steve was responsible for managing training strategy and function. He was also charged to lead frontline leadership development, alignment, and engagement initiatives for both inflight and ground services.

### AREAS OF EXPERTISE

- Coaching for executives who want to lead and develop their teams with greater influence and impact
- Group coaching for creating higher levels of workforce alignment and engagement
- Team coaching for creating shared purpose, improving ways of working, managing conflicts, engaging stakeholders, and building a learning culture
- Developmental coaching for relating, communicating, and collaborating more effectively; and for improving performance, growth, and wellbeing
- Coaching as part of leadership development or cultural change program

### PREVIOUS ENGAGEMENTS

- Regional CEO, Global Asset Management Firm (China) - transitioned counterpart from sales director role into regional head role. Coaching resulted in counterpart building effective internal stakeholder relationships.
- CEO, Aviation Ground Handling (USA) – coached counterpart to navigate change and pivot their business model during COVID. Coaching resulted in counterpart building up and maintaining team resilience and wellbeing.
- General Manager, Food & Beverage (Asia Pacific) - coached counterpart to build trust and enable crucial team conversations without fear of consequence. Built executive presence and leadership confidence.
- Head of Legal, Pharmaceuticals (Asia Pacific) - coached counterpart to repair dysfunctional relationships with fellow senior managers. Coaching resulted in transitioning relationships from toxic to healthy.