



## SERENE MAHAFFY

Serene is an experienced executive coach who is passionate about unlocking individual, team and organisational potential to maximise performance and achieve sustainable success. She is a Professional Certified Coach (PCC) with the ICF and is fluent in English and Mandarin.

Married to an Irishman and having settled back into the melting pot of Singapore from London, Serene and her husband are raising their two young boys to have an appreciation of cultures, travel and golf.

### TESTIMONIALS

"What I like about Serene's coaching style is that she is able to connect to people in a genuine way and be professional at the same time. She has helped me gain clearer perspectives about my difficult situations and opened up options for me. Thanks Serene!" - PARTNER, PROFESSIONAL SERVICES

"Sessions with Serene are often thought provoking. The process makes me reflect inward with myself honestly. She does not impose her views or her solutions but skilfully structures questions which helps me to seek out the answers myself eventually. Serene is a very versatile coach. We covered a variety of topics in our sessions, ranging from professional to personal issues. It was insightful to learn how powerful coaching tools could be applied in such varied areas!" - VICE PRESIDENT, FINANCIAL SERVICES

"Serene asks many insightful questions and digs deep with them, in order for me to come up with my own feedback to a situation and decide on relevant actions with commitment. She is a great listener and takes an organised approach and I always wish we had more time together. I would highly recommend Serene!" - DIRECTOR, FINANCIAL SERVICES

### QUALIFICATIONS & ASSOCIATIONS

Certified Organisational Coach, Level One, IECL ■ Professional Certified Coach (PCC), ICF ■ Financial Risk Manager, GARP ■ Fellow Chartered Accountant, ICAEW ■ Bachelor of Accountancy (Hons), Nanyang Technological University

### DIAGNOSTICS

DiSC ■ Hogan Assessments

### COACHING EXPERIENCE

Serene has coached professionals and entrepreneurs of diverse nationalities and cultures across various industries, including financial services, professional services, technology, media, and real estate. She is equally experienced working with senior leaders and high-potential leaders-to-be of large multinationals, regional organisations and startups. She partners her clients to successfully navigate the complexities in the business environment and attain desired outcomes that balance what they want to achieve and what their organisation needs from them.

### COACHING STYLE AND APPROACH

Serene applies a thought-provoking and empowering approach in guiding clients through a process of self-discovery to uncover new insights and approaches. Leveraging off her vast corporate and management experience, she challenges her clients to explore new ways of seeing difficult situations. She specialises in supporting clients to negotiate organisational changes and workplace challenges, and build resourcefulness, agility, and resilience. Clients value her ability to listen without judgment and are comfortable to share openly in the trusting and respectful environment she creates.

### BUSINESS EXPERIENCE

Serene has 15 years of experience in the financial services industry, working in London and Singapore for multinational organisations like Barclays Investment Bank, Deutsche Bank and PricewaterhouseCoopers. Her role as Market Risk Projects Asia Head saw her relocate from European headquarters to successfully set up and build a core project team in Asia. Her corporate strengths lie in managing senior stakeholders' expectations and leading global teams through change in the VUCA (volatile, uncertain, complex, and ambiguous) environment to deliver strategic business initiatives and regulatory projects on time. She has managed, trained and mentored diverse teams from across the globe, namely London, New York, Singapore and India, in her corporate roles.

### AREAS OF EXPERTISE

- Leading change
- Influence and impact
- Transition coaching
- Women in leadership
- Developing coaching skills

### PREVIOUS ENGAGEMENTS

- Regional CEO of Media, Media – coached senior executive in a multinational media organisation on appointment to the role of CEO of media for APAC. Supported individual through transition challenges to engage diverse strategic stakeholders across different cultural contexts, and successfully drive global media strategy and delivery in APAC and build portfolio of tools and capabilities to maximise effectiveness, relevance and performance.
- Asia Country Head, Health and Nutrition – coached country head in multinational health and nutrition institution to engage and present confidently across diverse audiences from different cultural contexts, and demonstrate strategic thinking, and elevate influence and impact with regional leadership team.
- Diversity & Inclusion Program, Media – coaching for senior women leaders (includes Country CEO, Managing Partner, Group Business Director) to define, develop and extend their leadership style and approach, and navigate their career pathways towards attaining their desired organisational success.