



WILSON LI

### COACHING EXPERIENCE

As a Coach, Wilson leverages his 30 years of corporate experience in various leadership roles to partner with clients to be the best version of their authentic self. Wilson has over 1,100 hours of coaching with clients from various industries and across 30 nationalities (including, high-potentials, middle managers and C-Suite leaders), coaching topics such as: developing one's own leadership brand, preparing for promotion, navigating a career in complex organisations, managing teams, strategic/growth mindset, improving work-life-balance, career transition, networking, conflict management, managing stress, improving relationships and improving self-confidence.

### COACHING STYLE AND APPROACH

Wilson's coaching principles centre around being present and partnering with executives and leaders as their 'thinking' partner - developing trust and rapport, but also being open and frank when there are potential blind spots and opportunities for his counterpart's growth.

Wilson's personal career development background within MNC environments in leadership positions across geographies and functions, allows for a natural connection with counterparts who are in business leadership environments. Counterparts feel a sense of ease knowing that Wilson has faced many similar challenges as them. Moreover, Wilson's non-judgemental approach allows counterparts to feel additional comfort and confidence during the coaching conversations.

### BUSINESS EXPERIENCE

Wilson brings 30 years of corporate experience leading teams in functions such as general management, sales & operations, brand & marketing, consultancy, channel management, change management, business development and strategy - managing businesses with over \$1Bn in revenue via teams of over 1000 people.

Wilson's business acumen includes 20 years with Shell (global energy organisation), with assignments throughout the Asia Pacific Region, Middle East, and Europe. He brings a wealth of experience in leading people and teams through operations, strategy, business development, managing stakeholders, business turnaround, and transformation. Helped by his own diverse background, he has invaluable experience in effectively leading teams and stakeholders in diverse markets and situations.

### AREAS OF EXPERTISE

- Coaching successful managers to make the next step in leadership
- Coaching first-time leaders
- Coaching individuals and teams going through significant change (internal and external)
- Coaching for individuals in a new environment (e.g., new country/new function/new discipline)
- Career coaching

### PREVIOUS ENGAGEMENTS

- Coaching for C-Suite Leaders (incl. Deputy CEO) from Regional Asian Bank
- Coaching 15 Middle Managers from one of the world's global banks
- Coaching potential CEO for a Global Hotel Chain
- Country CEO, International Insurance Company - coaching to build on existing leadership skills to allow the CEO to continue to inspire, motivate and engage the team.

Wilson is a senior executive and leadership coach with an extensive professional background managing businesses and teams in multinational corporate environments.

Wilson is a versatile leader with extensive experience working at both strategic and operational levels, gained across several diverse markets. Wilson's principles in his approach to business are based on customer-centricity and nurturing talent.

### TESTIMONIALS

"Wilson is a very good listener but pushes me to think outside my norm in a challenging but comfortable style."

- COUNTRY CEO, INTERNATIONAL INSURANCE COMPANY

"In my mind I was under the impression that I really didn't need coaching and that I had most things under control. Little did I know that the ensuing sessions with Wilson would shift my mindset at work to a different place all together."

- GLOBAL SENIOR MANAGER, INTERNATIONAL BANK

"Wilson helped me see my priorities, choices, and the different directions I could take. All of this was done with zero judgement and complete empathy."

- GLOBAL HR DIRECTOR, INTERNATIONAL BANK

### QUALIFICATIONS & ASSOCIATIONS

Professional Certified Coach (PCC), ICF ■ Accredited Coach, IECL Level Three

Mathematics and Statistics (Bachelor of Science with Honours) ■ Chartered Institute of Marketing Diploma ■ UK Qualified Squash Coach

### DIAGNOSTICS

Harrison Assessment  
Hogan Assessment  
Genos EI