



YEE THONG WONG



COACHING EXPERIENCE

Yee Thong (YT) is an executive coach with expertise in leadership and people in transition (e.g. changing roles). His coaching helps people find their purpose, professionally and personally, and the wellbeing of his counterparts is at the core of all that he does. Coaching takes place face-to-face or virtually. YT has coached leaders across multiple industries from technology to brand, marketing, and media, and across diverse groups of people from different cultural backgrounds - from Asia to the US, Europe, and South Africa.

COACHING STYLE AND APPROACH

Specialising in Ontological Coaching, YT integrates language, emotions, and body for client growth. Focusing on belief shifts and life purpose, YT empowers change and Compassionate Inquiry® helps to deepen insights. YT creates a safe space, guiding clients from "What" to impactful "Who." Described as empowering and expansive, YT's style emphasises boundless potential.

BUSINESS EXPERIENCE

With a diverse background in technology, FMCG, and finance, YT specialises in marketing, branding, and strategy. Global roles and collaboration with teams across Asia, Europe, and US, and across functions like HR and Design, give YT a comprehensive understanding of both global and local needs, ensuring effective navigation of diverse, complex business and cultural landscapes. YT's experience guarantees a strategic approach tailored to each industry and context.

AREAS OF EXPERTISE

- Coaching leaders who are new to a role
- Coaching for high performing individuals
- Coaching for wellbeing and enhancing performance
- Coaching in finding one's purpose
- Coaching people in transition (organisation and/or career)

PREVIOUS ENGAGEMENTS

- CEO, Tech Start-up - coaching to help find counterpart's purpose and to navigate transition in career.
- GM, Brand Communications - coaching to manage overall wellbeing for higher and more effective performance.
- Director, Brand Communications - coaching to manage transition in leadership position.

LANGUAGES

English ▪ Cantonese ▪ Bahasa Malay

Yee Thong (YT) blends executive coaching skills with rich global leadership experience, a unique mix of strategy, creativity, and compassionate inquiry, to guide action for organisational transformation and individual transition.

YT spends a lot of quality time with family and friends in Malaysia, travels extensively, exercises (spin classes and strength) and enjoys painting, digitally and beyond (with five online exhibitions and counting).

TESTIMONIALS

YT masters the art of bringing out a clarity of purpose and desire that is often hard to pinpoint on your own. I highly recommend YT's coaching if you want to learn more about yourself personally and professionally.

- BRAND STRATEGIST, LONDON

I've been working with YT for over a year now. This has been a game changer in my life both personally and with work. Everything from figuring out what my "why" is, how to manage ego and hard interactions, to identifying trigger points and how to manage emotions.

- START-UP CEO, US

YT has this capacity of attuning during every single coaching session we had, in a very gentle, unique, and fun way. His ability to actively listen and present deep, challenging, and simple questions, all have remarkably and positively shifted my perspectives.

- REGIONAL TALENT RECRUITER, HONG KONG

QUALIFICATIONS & ASSOCIATIONS

Associate Certified Coach (ACC), ICF • Accredited Coach, Level Three, IECL • Newfield Ontological Coaching by The Coach Partnership • Compassionate Inquiry • Certified Breath Coach by YogiLab