



SOOK LENG CHONG



COACHING EXPERIENCE

Sook Leng works one-on-one with senior professionals, including C-Suite Executives in areas of leadership development, culture change and business performance transformation. She has lead teams ranging from five to 50 and has experience working across various sectors from financial institutions, trading, healthcare, manufacturing, automotive, airline, e-commerce, property, education, and not-for profit, as well as with policy regulators. Sook Leng is focused on helping leaders achieve breakthroughs, maximise their potential, and become more effective in attaining organisational goals and objectives.

COACHING STYLE AND APPROACH

Sook Leng's specialisation is in coaching career transitions, and high potentials. This is very much aligned to her own personal career transition from Chief Finance Officer to Change Management and Chief People Officer. Her exposure to different cultures and industries informs her unique coaching approach that addresses the perspectives and change that leaders go through during career and life transition.

She partners with clients to work on their internal story of change and their shift in orientation. She helps them to connect the past to the present and to think more strategically and intentionally, with a greater awareness of their choices.

BUSINESS EXPERIENCE

Sook Leng brings with her deep expertise in financial management, strategy setting, and business transformation. She has successfully managed business turnarounds, organisation restructuring, culture and business transformation, systems automation, succession planning and growth acceleration. In her last corporate role as Change Management and Head HR of an MNC, she led the organization to win the award for Regional Best Culture amongst more than 15 subsidiary companies.

AREAS OF EXPERTISE

- Career transition
- Connection to personal values and purpose to lift confidence and leadership presence
- Creating the shift to strategic thinking and developing relationships and influencing at higher levels of the organisation
- Setting expectations, having the important conversations, and delivering results
- Coaching as part of leadership development or cultural change program

PREVIOUS ENGAGEMENTS

- HR Director, FMCG Retail - transitioning from local to regional role with complex reporting and stakeholder needs. Clarified the key relationships and shift in approach needed with a plan to develop and work through the complexity.
- Director, Engineering - shift from managing one team to leading regional functional teams that required strategic thinking/vision and navigating matrix reporting. Developed plan to grow and expand leadership capacity.
- Senior Manager, Risk, Big Tech - preparing for promotion and development in a few identified competency areas. Helped to lift visibility, and engagement with strategic stakeholders to showcase value and contribution to the organization.

LANGUAGES

English ▪ Malay ▪ Cantonese

Sook Leng is an experienced, credentialed coach and a Professional Certified Coach with the ICF. She has a strong corporate background with over 20 years of senior leadership roles, covering multiple functional areas such as Chief Finance Officer, Chief People Officer, Change Management in the CEO office and Chief Operating Officer, reporting directly to the CEO and Board of Directors. SookLeng's expertise includes individual, group, and team coaching.

She is a proud mother of two adult children, and a cute Shih tzu dog. Outside of work, reading and travel are also high on the priority list.

"Excellent coach, a journey of self-reflection and true personal growth and transformation"

- REGIONAL MANAGER, SODEXO

"I appreciate the way how my coach listens and is able to act as a sounding board which brings me to understand things from different perspectives uncover blind spots and help me to connect the dots."

- SENIOR PROJECT MANAGER, DELL

"Thanks for listening and coaching me picking up on things I haven't considered and getting me to think about better ways of doing things which have had an impactful outcome for me at work and at home with my family. Truly grateful."

- GLOBAL SERVICES MANAGER, F5 NETWORKS

QUALIFICATIONS & ASSOCIATIONS

Professional Certified Coach (PCC) ▪ ICF Gallup Strengths Coach ▪ Neuro Linguistic Programming Coach

DIAGNOSTICS

MBTI ▪ Hogan ▪ GLA 360 by Marshall Goldsmith