



CHOY KIEW HO

Choy Kiew is an experienced, credentialed coach. She has a strong corporate background in senior leadership positions based out of Singapore, Japan, and China, prior to becoming a professional coach in 2019. Choy Kiew's coaching expertise covers individuals, groups, and teams.

Choy Kiew is passionate about sharing her experiences with the world and plans to do that through writing articles and authoring books. She also loves cooking and has whipped up many delicious meals for her family, friends, and counterparts too.

TESTIMONIALS

"I would recommend Choy Kiew to anyone who wants an impartial executive coach who is patient and has the amazing ability to sift through important facts from unstructured conversations."

- OPERATIONS MGR, CONSULTING ORGANISATION

"My Coach, Choy Kiew, has been a gem. She listens, she probes but does not intrude. She gives space, always assuring and at times challenges. She relates. She questions. She never doubted."

- HEAD INCLUSIVE DESIGN, EDUCATION SERVICE

"Choy Kiew helped me to seamlessly discover myself and also challenged me during my moments of truth! This gave me the strength to review my journey in perspective and to be bold to accept the lessons from the past as I chose the path of happiness."

- SNR VP, PHARMACEUTICAL RESEARCH

QUALIFICATIONS & ASSOCIATIONS

Professional Certified Coach (PCC), ICF ▪ Advanced Certification in Team Coaching (ACTC), ICF ▪ Master of Science in Medical Statistics, London School of Hygiene & Tropical Medicine, University of London ▪ Certified Shared Leadership Team Coach (Leadership In Motion®) ▪ Certified Meditation Teacher

COACHING EXPERIENCE

Choy Kiew had her first coaching experience when she was assigned an executive coach to enhance her leadership capabilities. This experience ignited her passion for coaching, prompting her to delve deeply into various coaching disciplines such as performance and team coaching. Over a decade, she honed her skills as an internal coach and facilitator within the corporate sector. Her journey culminated in her transition from the corporate realm to establishing herself as a dedicated, full-time coach. Choy Kiew facilitates coaching and team development programs for leaders, teams, and individuals across the pharmaceutical, finance, consulting, insurance, and healthcare sectors.

COACHING STYLE AND APPROACH

Choy Kiew works with leaders to live a life of authenticity at the workplace and at home. She coaches executives to develop and maximise their leadership to the fullest potential. She works with teams to achieve high performance through effective collaboration and communication, where the culture and values of the organisation are built into the core of every employee. She creates a challenging, yet rewarding environment for executives and leaders, helping to accelerate development and to achieve sustained change. Coaching with Choy Kiew is results-focused.

BUSINESS EXPERIENCE

Choy Kiew has more than 30 years' working experience in senior leadership positions across the Asia Pacific, Europe, and South Africa, primarily in the Research & Development function within the pharmaceutical industry. She has lived and worked in Singapore, Japan, and China and has taken on roles of increasing levels of seniority. Choy Kiew is recognised for her skills in spearheading strategic business initiatives within a highly regulated environment. She has been credited with developing, mentoring, coaching, and motivating individuals and teams to excel in their performance and in delivering outstanding value to the business. She initiated and built a coaching culture when based in Japan and China. Choy Kiew is co-author of a book titled "Into the WILD; Creating a Coaching Culture in the Workplace".

AREAS OF EXPERTISE

- Developmental coaching for sustainable leadership development and improved leadership impact
- Coaching for enhancing performance and wellbeing
- Coaching as part of leadership development or cultural change programs
- Coaching teams to optimize their contribution to the organisation and to develop their capacity for continuous learning and personal growth
- Cultivating self-awareness, wisdom, and self-mastery through integrating both the soft and hard skills of emotional intelligence and business acumen

PREVIOUS ENGAGEMENTS

- Senior Leaders (approx. 40), Finance Division, International Bank - designed and delivered two half-day workshops on Leading Hybrid Teams.
- Vaccines & Immunotherapy Leadership Team, Pharmaceutical - designed and delivered a 2.5-day workshop for the leadership team to nurture team cohesion and instil a spirit of shared leadership.
- Singapore SME - designed and delivered a program to create awareness and drive change.
- Senior Women Leaders, Local Singapore Bank – coached senior women leaders within the Finance Division to break the proverbial glass ceiling and discover their full potential.
- Operations Team, International Bank – designed and delivered team development activities for the operations function to achieve high performance and positive stakeholder feedback.
- Senior Leader, Healthcare Industry – coached senior leader within the healthcare sector to effectively manage change during the COVID-19 pandemic in Singapore.