



## SOMNUK WIWATANA

Somnuk is a highly skilled and professional Certified Coach (PCC) with International Coach Federation (ICF). With a remarkable record of empowering CEOs and top management to achieve their goals and sustain business growth, she is a catalyst for success in the corporate world.

Somnuk believes in cultivating genuine partnerships with her clients and is renowned for her attentive listening skills and innate talent for recognizing potential. As a talent finder, she excels in discovering and developing hidden strengths, leading to accelerated performance, and lasting positive growth.

Somnuk is an avid traveler, exploring new horizons and embraces diverse cultures worldwide. Her passion for self-improvement extends to her personal life, where she dedicates time to practice Yoga, Chi Gong, and Pilates, nurturing her physical, emotional, and spiritual well-being.

### TESTIMONIALS

"Somnuk has been an invaluable guide for me. With her exceptional coaching techniques, I gained profound insights into effectively managing both my work and personal life. Her passion for guiding individuals in discovering their true selves and making the most out of it is truly inspiring. Thanks to her guidance, I feel more empowered and motivated to take charge of my life."

- MD, FINANCIAL BROKERAGE FOR FUTURE MARKET

"Coaching with Somnuk has been a transformative experience, one of the most powerful journeys in my life. Beyond being an attentive listener, she provided me with invaluable tools to navigate through challenges, helping me determine what I truly want and need in any situation. Her coaching has significantly contributed to my personal growth and enabled me to face life's complexities with confidence and clarity."

- CHIEF HR OFFICER, FINANCIAL INSTITUTION

### QUALIFICATIONS & ASSOCIATIONS

Professional Certified Coach (PCC), ICF • Certified Master Facilitator, INIFAC, USA • Accredited Coach, Level One, IECL • Diploma of Life Coach, TCI, Australia • Certified Stakeholder Centered Coaching, Marshall Goldsmith • Certified StrengthFinder, Gallup USA • Certified Positive Psychology, Whole being Institute, USA • Certified Action Learning, WIAL • NLP Master Practitioner • MSc. International Securities, Investment and Banking, ISMA Centre, Business School of Financial Markets, University of Reading UK • MBA, Thammasat Business School, Thailand

### DIAGNOSTICS

TLC • Zenger Folkman's extraordinary leader 360 • Clifton StrengthFinder • FACETS • Extended - DISC • Barrett Value CTT



### COACHING EXPERIENCE

Somnuk is a highly qualified and credentialed coach with extensive experience in guiding leaders towards self-transformation since 2011. Having coached hundreds of leaders and accumulated over 2,000 hours of expertise, she possesses unparalleled abilities to catalyse growth and success. She partners with executive and senior leaders, as well as their teams, to ignite transformations in performance, engagement, leadership capacity, and organizational culture. Her diverse coaching experiences span across various cultures and industries, including banking & finance, automotive and mobility, property development, refinery and petrochemical, and digital tech etc.

With extensive practice in both face-to-face and videoconferencing settings, Somnuk's business and executive coaching skills drive positive outcomes for her clients. Her profound impact extends to conducting transformative group and team coaching sessions with numerous FMCG and local leading organizations. These sessions focus on critical aspects of employee and customer engagement, culture transformation, and leadership development, enriching industries in both public and private sectors.

### COACHING STYLE AND APPROACH

Somnuk possesses practical business experience that aids her counterparts to find realistic solutions. Her passion lies in unleashing the full potential within individuals, helping them discover their greatness. She has worked in true partnership with CEOs, managing directors, and senior executives to enhance their authenticity as leaders, understanding their strengths and capabilities, thereby creating more value for their teams and organizations. Her approach includes practices in positive psychology, strengths-based methodologies, appreciative inquiry, Satir Transformation Model, and Process Work psychology.

### BUSINESS EXPERIENCE

Prior to starting her career as an executive coach, Somnuk was a successful leader, holding senior roles in leading conglomerate financial services. With over 20 years of practical experience in business and financial management, she has worked across various industries, including insurance, financial services, oil and gas, transportation, government agencies, and the Stock Exchange. Throughout her diverse roles in different organizations, she gained a deep understanding of the business context in areas ranging from financial management, investment, marketing, risk management, audit, and compliance matters. Moreover, she has acquired diverse experiences with different national cultures and practices. In addition to running her own business, she has also served as an invited lecturer at a top Business school in Thailand.

### AREAS OF EXPERTISE

- Coaching for promotional candidate senior level
- Coaching for international leadership development program
- Coaching for team conflict transformation.
- Group coaching for culture transformation
- Group coaching for transformational leadership program
- Group coaching for employee engagement and customer experience

### PREVIOUS ENGAGEMENTS

- Automotive client - employee and customer experience program (Field Mentor and Lead Coach, 25 dealerships) - 6 years
- Refinery and Chemicals client - culture transformation program
- Property development and hospital client - culture transformation program
- Mobility manufacturer client - promotional candidate senior level
- Cash and carry service stores client - team conflict transformation
- International versatile energy provider client - international leadership development program

### LANGUAGES

English • Thai