

**“Don't ask yourself what the world needs. Ask yourself what makes you come alive, and go do that. Because what the world needs is people who have come alive” -Howard Thurman-**

**Sook is an entrepreneur, a creator and an executive coach.**

She is passionate about helping women move up the corporate ladder to management slots, leadership roles, executive positions, and ultimately the boardroom. She focuses on strategies to navigate women in leadership through the organizational, interpersonal, and individual challenges and barriers hindering their advancement. She helps them see and connect with their inner core beliefs and strengths, building their confidence to reach for and realize their aspirations.



There are many factors contributing to the “glass ceilings” hindering women's advancement. But some business cultures are beginning to shed traditional biases, beliefs, and long-standing habits. While progress is frustratingly slow, more women are beginning to be included in management/leadership hierarchies – in some industries and fields more than others, and far too few overall. Of the multitude of challenges women face in advancing their corporate careers, Sook has singled out and focused on one barrier in particular: navigating and managing a woman's dueling responsibilities of the company, and the family – of business and personal demands.

She sees her role as coaching women in how to successfully juggle these two all important, and often conflicting aspects of a professional woman's life. She believes that if this crucial obstacle can be overcome, the path to advancement and achievement for professional women can be eased and accelerated. And along with it, a woman's increased level of life's fulfillment.

*It starts with me* That belief has played the role of “North Star”, guiding Sook in her quest to achieve her life's aspirations. It is a belief that has worked for her in her three decades of working experience in customer service, operations, human resource acquisition and talent development. It is a philosophy she recognized and applied at an early age.

### **Professional Experience**

Born in post war South Korea, Sook realized early on that as a woman in a traditionally paternalistic society, where women were restricted to narrow, culturally secondary roles, her goals and dreams of personal and professional achievement were not possible in the beloved birth place. So, upon graduation, she moved to Hong Kong to pursue a career with Cathay Pacific. Over the years she advanced up through the company and realized with a strong frame of mind, confidence, problem solving skills and the development of strong leadership abilities, women could position themselves to take advantage of, and thrive in the changing trends of gender inclusion in corporate boardrooms. So that's what she decided to devote her career: to instilling those qualities in women and helping them move up in the corporate world.

Her goal is advancing women's' position of influence, power, governance, and general stakes in the corporate world – and the world in general – would be a better place for everyone.

### **Qualifications & Accreditations**

- Master of Science degree in Leadership & Innovation from the Edinburgh Napier University (UK)
- Inspiring Leadership programs from the Case Western University (via Coursera)
- PCC Credential from the International Coach Federation (under progress)
- Certified in DISC and MBTI personality assessment
- Certified in Global Leadership 360 assessment
- HKU Space Corporate Coaching
- Certified Professional Transformation Coach from Coach Masters Academy