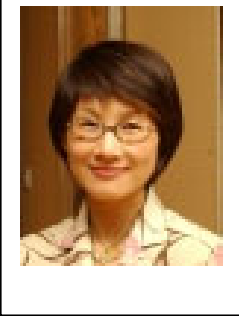


Coach Bio



Noelle Zhuang

Corporate Coach

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Noelle is a corporate coach to senior managers in China. She has worked with individuals who take key roles in the organization to realize their potential through leadership development.

Professional Expertise/Services

Noelle is a corporate coach with previous experience in training development, performance management and competency assessment. Her clients include line managers in the consumer products, manufacturing and sales & marketing sectors of international companies in China. She has experience in communication on performance, people development planning and feedback coaching as well.

Noelle has worked with clients on identifying the leadership competency model that is linked and rooted in the client's company culture. She is an experienced assessor in linking behaviours with the competency in an assessment centre program. She enjoys working with the candidates and providing feedback coaching on their development needs.

Noelle is personally active in a consumer products business where she leads a team of distributors through performance management, time management and leadership. This is achieved through face-to-face communication and adds on to her coaching skills.

Noelle has delivered training for many multinational companies for over 10 years both as an internal training manager and as a freelancer. Her clients include FMCG, Pharmaceuticals, Manufacturing, and Electronics industry. They are Amway (China) Corporation, Meidi Group, Kohler Company, Electrolux, Hyster Forklift Company, Shanghai IT Club, just to name a few.

Recent Coaching Assignments

- Development coach to sales manager of a large MNC. This individual was leading a sales team in Southern China and was seen as high potential but not perceived to be leading effectively. Through a reflective approach, he was able to see that he needed to improve his communication style and also control his temper to build trust with his people. By prioritising work more effectively he was able to find more time on the overall strategy and on people development.
- Development coach to a manager of one of the world's leading advertising companies who was seen as a potential candidate for a much larger position. His challenge was that despite that he felt a great passion for people; his people did not see his actions demonstrating passion for their development. With several conversations face to face supported by phone calls, the coachee came to understand that as a leader, he needed to demonstrate

Noelle Zhuang

how he felt for his people to see that he cared. The coachee was committed to making this shift even though it was not easy.

- Development coach to customer service manager of an MNC. The coachee had been an experienced engineer for many years before assuming a manager role. His challenge was to build and lead a team instead of a group of engineers. Through questioning and probing for deeper reflection, the coachee was able to list a few things that he would do that would gradually build him up to manage people instead of manage things. The impact was that he became more influential and more confident in people management.

Career History**Tecwit Consulting Ltd.
Senior Consultant, Co-founder**

In November 2001, Noelle co-founded Tecwit Consulting Ltd, a Human Resources Management and talent development service in Shanghai.

Freelance Trainer

From October 2000, Noelle worked as a training consultant with multinational clients in the area of training systems, selection and interviewing skills, performance management, leadership, and personal skills as well including presentation skills, facilitation skills, team building and communication.

**PepsiCo Food Co., Ltd. 1996-2000
Manager, Organization Development**

Noelle was organization Development Manager from 1996 to 2000. Her major role was to support the HR Director in leadership and management development issues. Her tasks included initiating training activities through training needs survey and communication with function heads; delivering in-house training programs and managing the administration involved. Noelle was personally actively involved in the Fast Forward programs for Sales Team as a trainer and program coordinator for China. During her assignment, Noelle also worked directly with the HR Director in rolling out Performance Management system and People Planning Process, a succession planning process for future business leaders in China.

**Development Dimension International (DDI)
Marketing Executive**

Noelle was marketing executive at DDI's first office in mainland China, when her roles were defined to support sales.

**Johnson & Johnson (China) Co., Ltd.
Training Supervisor**

Started as Training Coordinator and later promoted to Training Supervisor, Noelle took responsibility for supporting the HR Manager in implementing J&J internal training programs through networking with other J&J divisions in Shanghai.

**Education and
Professional
Affiliations**

- BA and MA from Shanghai Normal University, majored in English language and literature
 - Certified trainer of Interaction Management at DDI
 - Accredited training and administrator of Selection and Assessment Centre for managers at Frito Lay Europe
Accredited administrator of MBTI
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