



EXECUTIVE COACH INTERNATIONAL

LIVE YOUR MARK.



It all started for him as an interest in working with people around him to help them through life's challenges. Through this process, Mr Kelvin Lim found his life's calling and passion: coaching people to help them overcome their challenges and reach their full potential.

As an enterprising coach who believes in constant evolution, Mr Lim started delving into deeper research on coaching by analysing various coaching methodologies, programs and psychological studies. These eventually led him to visit the United States where he received further exposure to life coaching as a way of helping people overcome the obstacles they were facing. Upon returning to Singapore, he focused on refining his coaching techniques and eventually incorporated Executive Coach International in 2004 through his own self-funding.

What started out as a home-based business from his parents' attic quickly become one of the pioneers of the coaching industry in the Southeast Asian region after being in operation for over a decade. However, Mr Lim insists that he does not see coaching as merely a business or a career, but as a way of life, of changing things, and of

developing people. His company focuses on three main areas: coach training, which trains and produces internationally certified coaches; life coaching, which focuses on transformational work in clients' lives; and executive coaching, which connects working professionals to their passions to help them find fulfillment in what they do and improve their work performance.

As the company grew and acquired more clients, Mr Lim began facing structural challenges in his growing business. What was effectively a simply-run organisation now required personnel with different skill sets to handle different aspects of running a company, such as human resources, public relations and accounting. Mr Lim also realised that he had to develop new methodologies and adapt his coaching technologies as the world evolved.

While most new clients hear of Executive Coach International through word-of-mouth recommendations, publicly organised events have also helped raise the company's profile. One such event was the Pick-Me-Up Book campaign in 2008, in which 12 graduates from the company's The Courage to Create programme came together to write a book within 24 hours to raise funds for a beneficiary

from the Make-a-Wish Foundation. The project, an anthology of true stories about overcoming difficult circumstances and turning dreams into reality, soon became known throughout the region thanks to the publicity it received from various local and regional news outlets. The company has gained further recognition as the only Singapore-based organisation that acquired the Accredited Coach Training Program (ACTP) accreditation in 2011 from the International Coach Federation (ICF), a hallmark of excellence awarded only to those who have a tested and proven coach training syllabus.

Mr Lim remains grateful to those who started him on his coaching path – his parents, who were also his first clients, as well as various mentors who have coached him over the years. His personal philosophy remains simple. He believes that people have to keep evolving. "Don't regard yourself as successful even though you know you are successful," he says. He also has words of wisdom for future entrepreneurs, especially those still finding their footing. "Find out what matters to you," he says. "Find a form of it that is valuable to other people, and you will always have a business."