

Hwang Siew Ling, Founder, Discovering Potential



University of Cambridge, Communicating for Influence and Impact

MIT-Sloan School of Management, Interpersonal Communication

Certified Advanced Behavioural Analyst

Certified Behavioural Analyst and Career Consultant

Certified Practitioner of Neuro Linguistic Programming (NLP)

Certified Practitioner of NLP Coaching

Certification in MBTI Global Step I and Step II

Certified Practitioner of Time Line Therapy

*Bachelor of Commerce (Economics and Finance), First Class Honours,
University of Melbourne*

Siew Ling is the founder of Discovering Potential and she specialises in providing Interview Skills Coaching and Communication Skills Coaching to youths and adults. Her experience includes both workshop coaching and 1-on-1 coaching for clients that come from a wide range of industries and age groups. Siew Ling coaches students for their Primary 6 and JC DSA interviews as well as university entrance interviews in many areas including medicine, dentistry, physiotherapy, law, business, accounting, renaissance engineering and more for both local Singapore universities and overseas universities. She has also coached students for internship opportunities in several of the large consulting firms and financial institutions, as well as scholarship interviews including PSC scholarships, SAF scholarships, MOH scholarships, MOE scholarships and others.

Siew Ling also coaches executives, including C-Suite Level executives from various industries including cyber security, fraud assessment, digital marketing, business development, information technology, management consulting, logistics, law, healthcare, risk management, engineering, retail, fashion and design, finance, accounting and many more.

Siew Ling started her career as an Investment Banker with JPMorgan, executing merger and acquisition deals in the South East Asian region. She then went on to serve with the Civil Aviation Authority of Singapore in the Commercial Management department, managing the retail segment of Singapore Changi Airport. Siew Ling then joined Temasek Holdings as an Associate Director on their Investments team, executing investment deals in Transportation and Logistics, before joining the Human Resource department, specialising in Training and Development.

She has since built up three companies of her own, and has honed entrepreneurial, leadership and people skills in developing and managing these companies over the last decade.

Siew Ling's combination of knowledge in communication and interview skills, personalities, neuro-linguistics programming as well as her experience from the corporate and entrepreneurial world makes her a unique trainer who is able to bring forth the best in people and coach based on effective and

practical methods that drive positive changes for clients to succeed with their career and life goals. She leverages on the use of her skills in NLP and personality tools to provide in depth evaluation and coaching of behaviours, responses, habits and use of language and non-verbal communication to enhance the Interview Skills Coaching program.

Siew Ling is an ASEAN scholar and graduated with a Bachelor of Commerce (Economics and Finance), First Class Honours from The University of Melbourne, Australia.

Training experience

Siew Ling provides 1-on-1 interview skills and communication skills coaching to a wide range of private individual clients including adults seeking to secure job opportunities and career advancement opportunities. Siew Ling also specialises in coaching in the areas of career guidance, personality and behavioural assessments and has conducted workshops in the areas of Interview Skills, Educational and Career Guidance, Facilitation Skills, Leadership, Life Skills, Emotional and Social Intelligence, Positive Psychology, DISC People Keys Assessments, Managing Conflict and Stress, Entrepreneurship and others. Siew Ling has also worked with educational institutions in developing course content in the areas of Entrepreneurship, Social Entrepreneurship, Career Preparatory Programs and Internship Preparatory Programs.

Siew Ling is a MOE-registered trainer and has worked with the following schools / establishments.

- NUS Business School
- Ngee Ann Polytechnic
- Nanyang Polytechnic
- Singapore Polytechnic
- ITE College East
- Villanova University, USA
- Anglo Chinese Junior College
- Victoria Junior College
- Jurong Pioneer Junior College
- Majlis Ugama Islam Singapura (MUIS)
- School of the Arts Singapore (SOTA)
- Nanyang Academy of Fine Arts (NAFA)
- National Library Board (NLB)
- Raffles Girls Secondary School
- Dunman High School
- CHIJ St Nicholas Girls' School (Secondary)
- Tanjong Katong Secondary School
- Bartley Secondary School
- CHIJ Toa Payoh Secondary School
- Jurongville Secondary School
- Meridien Secondary School
- Junyuan Secondary School
- Singapore Boys Home
- Singapore Girls Home
- CHIJ St Joseph's Primary School
- Zhonghua Primary School
- Queenstown Primary School
- Qihua Primary School
- St Anthony Primary School

- White Sands Primary School
- Ahmad Ibrahim Primary School

In the media:

- Read Siew Ling's interview where she discusses the Immeasurable Potential of Communication [here](#)
- Siew Ling discusses the Utility of Effective Communication. Read the interview [here](#)
- Have a look at Siew Ling's advice on helping kids break out of their shells [here](#)

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