

## PROFILE OF TRAINER

***Hwang Siew Ling***



University of Cambridge, Communicating for Influence and Impact

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. She coaches students to prepare them for their scholarship or school entrance interviews, and also coaches executives, including C-Suite Level executives from various industries including cyber security, digital marketing, 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, 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 (NLP) 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. These skills have also driven Siew Ling's ability to build rapport with clients and engage workshop participants.

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 youths seeking to secure scholarships as well as entrance to local and overseas educational institutions and boarding schools. Siew Ling also specialises in coaching in the areas of career guidance, personality and behavioural assessments and has conducted workshops in the areas of Educational and Career Guidance, Life Skills, Emotional and Social Intelligence, Positive Psychology, DISC, Managing Conflict and Stress, Entrepreneurship, Leadership 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*
- *ITE College East*
- *Villanova University, USA*
- *Victoria Junior College*
- *Majlis Ugama Islam Singapura (MUIS)*
- *Nanyang Academy of Fine Arts*
- *Raffles Girls Secondary School*
- *St Nicholas Secondary School*
- *Bartley Secondary School*
- *CHIJ Toa Payoh Secondary School*
- *Changkat Changi Secondary School*
- *Jurongville Secondary School*
- *Yuan Ching Secondary School*
- *CHIJ St Joseph's Primary School*
- *Zhonghua Primary School*
- *Queenstown Primary School*
- *Qihua Primary School*
- *St Anthony Primary School*
- *White Sands Primary School*