

Biographical Sketch

Suk-Jae Lee, Ph.D., PCC, CPCC

Suk-Jae is the founder of COACHALL and a head coach.

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Suk-Jae Lee, Ph.D., PCC, CPCC is an executive coach. He has a unique blend of eighteen years' experience as a corporate coach, human resources consultant, mentor coach, and psychologist. He has developed a unique coaching methodology, *Effectiveness Coaching* that help leaders enhance the possibility of achieving their wants. He emphasized the necessity of holding the link of individual effectiveness to organizational effectiveness in a way of gaining outstanding performance. And he developed three on-line assessment tools: Multi-rater Effective Leadership Assessment (ELA), Team Effectiveness Assessment (TEA), and Organizational Effectiveness Assessment (OEA). The assessment tools are beneficial to leaders who want to see the big picture of their leadership, develop their leadership, and enhance their leadership effectiveness. Through *Effectiveness Coaching*, coaching participants become deeply aware of their self, discover their strength, unleash their potential, and get things done more than they dreamed. By taking assessment-based coaching approach, he has helped thousands of executives and professionals to achieve what they really want at work. He is a frequent speaker and workshop facilitator throughout the nation.

Recent coaching experience includes:

He served organizations in a wide variety of industries for over eighteen years. He works with executives, team leaders, and talents to achieve higher levels of performances and growth in career. He also works with companies;

- To help leaders to reframe their leadership perspectives, so they would embrace their direct reports and maintain collaboration with their colleagues.
- To enhance communication skills of leader, so they would be more effective in playing their current roles.
- To design and develop programs on one-and-one coaching, group coaching, and workshop for executives and team leaders.

Education:

His academic credentials include a doctoral degree in social psychology from the State University of New York (Albany), a master's degree from the Seoul National University in social psychology, and a bachelor's degree in education, Hanyang University.

Coaching Credentials and Training Experience:

Suk-Jae is a Professional Certified Coach (2008) accredited by the International Coach Federation. He also attained several coaching certificates, including Certified Professional Co-active Coach by the Coaches

Training Institute (2007), Team Coaching Intensive Facilitator by the Team Coaching International (2008), Business Coaching for CEO by the Korea Coaching Center (2006), Essential Communication Facilitator Training by the Corporate Coach U. (2006), Harrison Assessments Debriefing & Facilitator by Dr. Harrison (2008), and Certificate of Applied Coaching Course by Dr. Skiffington (2005).

Coaching Areas of Expertise:

Major areas are Executive Coaching for Leadership Development, Coaching for Performance Improvement, and Coaching for Organizational Development.

Business/Leadership Experience:

Suk-Jae is currently the business leader of COACHALL and works as a lecturer at Graduate School, Hanyang University and a mentor coach who supervised the mentee's coaching skills. And he held leadership and management positions at Korea Leadership Center, National Information Society Agency (NIA), and Korea Information Society Development Institute (KISDI).

Publications:

Suk-Jae is the author of *Thought Revolution* (2019), *Effectiveness Coaching* (2014), *Behavioral Coaching for Leadership Development* (2006), *Studies in Social Psychology* (1999), and translated *Topgrading* (B. Smart, 2003), *How to improve performance through appraisal and coaching* (D.L. Kirkpatrick, 2004), and *Social Animal* (T. E. Aronson, 2002) into Korean. His academic articles on self management, interpersonal relationship, and aggression appeared in *Journal of Personality and Social Psychology*, *Journal of Applied Social Psychology*, *Journal of Cross-cultural Psychology*, and *Personality and Individual Differences*.

Affiliations:

He is a member of the International Coach Federation, the Korean Psychology Association, and the Korean Coaching Psychology Association.

Coaching Philosophy:

Suk-Jae believes that coaching is a powerful action-oriented process used to inspire leaders to maximize their potential to achieve their wants. Coaching provides a safe relationship in which leaders are encouraged to do experiment with new behaviors, get feedback, make corrections and enjoy the learning experience. Suk-Jae's coaching approach is to work closely with the client on developing their goals while eliminating or minimizing the impact of those things that might interfere with the leader's progress. He shuttles back and forth with the client from a system's perspective to an individual/interpersonal perspective to meet their specific individual needs. He likes to have fun while learning so he brings his good spirit to every coaching engagement.

Major client list:

His client list includes: SAMSUNG Electronics, SAMSUNG Seoul Medical Center, LG Electronics, LG Innotex, LG Display, Doosan Infracore, GS Caltex, Hyundai Motors, POSCO, Allegan Korea, Amway Korea, Dupont Korea, Glaxo Smith Kline Korea, IBM Korea, Motorola Korea, Organon Korea, Lafarge Korea, Novartis Korea, Pfizer Korea, Roche Korea.