



Biographical Sketch

Sukjae Lee, Ph.D., PCC, CPCC

Sukjae is the founder of COACHALL and a head coach.

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Sukjae Lee, Ph.D., PCC, CPCC is an executive coach. He has a unique blend of seventeen years' experience of providing personal coaching and corporate coaching to leaders as their leadership coach, human resources consultant, mentor coach, and psychologist. He has developed a unique coaching methodology, *Effectiveness Coaching* that will enhance the possibility of achieving effective results. He emphasized on the necessity of holding the link of individual effectiveness to organizational effectiveness in a way of gaining outstanding performance. To study the relationship of effectiveness, he developed three on-line assessment tools: Leadership Multi-rater Assessment, Team Effectiveness Assessment, and Organizational Effectiveness Assessment. The assessment is 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 effectiveness 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 and individuals in a wide variety of industries for over seventeen years. He works with executives, team leaders, and talents to achieve higher levels of performances and growth in career. Additionally he 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.

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

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Coaching Areas of Expertise:

Individual executive coaching for leadership development, Executive coaching for performance enhancement, Group coaching for leadership development, Design and delivery of coaching program to ensure success on their assignments, 360 degree Assessment and Feedback.

Business/Leadership Experience:

Sukjae is currently the business leader of COACHALL and works as a lecturer at Graduate School, Hanyang University and a mentor coach in the supervision of sharpening coaching skills. Previous to COACHALL, Sukjae held leadership and management positions at Korea Leadership Center, National Information Agency, and Korea Information Society Development Institute(KISDI).

Certifications:

Sukjae is a Professional Certified Coach(2008) accredited by the International Coach Federation. He also attained a coaching certificate(Certified Professional Co-active Coach: CPCC, 2007) from the Coaches Training Institute(CTI), Team Coaching Intensive Facilitator by the Team Coaching International, Business Coaching for CEO by the Korea Coaching Center, Essential Communication Facilitator Training by the Corporate Coach U., Harrison Assessments Debriefers & Facilitator by Dr. Harrison, and Certificate of Applied Coaching Course by the Behavioral Coaching Institute.

Publications:

Sukjae is the author of *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*.

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.

Affiliations:

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

Coaching Philosophy:

Sukjae believes that coaching is a powerful action oriented process used to develop the potential of leaders, enable them to set-up bold goals, find possibilities, take complex challenges, and achieve extraordinary results. 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. Sukjae'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.