

# New North Coaching



# What is **New North Coaching**?

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“You are never too old to set another goal or to dream a new dream.”

- *C.S. Lewis* -



**Rapid growth of  
Artificial Intelligence**

**Digital disruption  
and transformation**

**Rapid changes in  
Technology**



**Work-Life Today**



**New expectations**

Work-life balance, aspirations,  
individual rights

**Jobs**

made obsolete





# Acquisitions & Mergers



New  
**Leadership**



New  
**Culture & Values**



**New Expectations**

(strategies, focus, priorities, tactics)



Feeling **Vulnerable?**

**Worried** about **Redundancy?**

**Anxious** about being **side-lined**  
and offered **meaningless jobs?**

**UNPREPARED** for Changes



# Affected GROUPS

**Willing** to Learn new skills  
and **prepared** to accept lower status or salary

**Forced to Retire**  
**Wanting to Retire**  
**Unwilling to Retire**

**Willing** to Learn new skills  
and **unprepared** to accept lower status or salary

**Waiting** and hoping  
for generous pay-out



# New North Coaching

is an intentional process to help individuals

reflect on the **Two Pathways**

arising from new realities





# 1 ➔ **Leading to GIVING**

New North Coaching

## **Two Pathways**

# 2 ➔ **Being to TRANSITING**



# Share Experiences

build knowledge to enhance learning



## Leading to **GIVING**



Develop Relationships  
across all levels  
(internal and external)



Be a Mentor, Coach,  
Counsellor



Preparing Others  
(pass on your favorite recipes)



# Being to TRANSITING



Leveraging on  
Experiences  
(while still within the company)



move from  
Leading to  
Supporting ROLE  
(within the company)



Moving OUT  
of the company



many **Unprepared**

need TIME to **Adjust**

extended **Life Expectancy**

sudden **Loss of Identity**

lead to **Mental Illnesses**

Realities of **early retirement**  
~~“redundancy”~~

# **NNC** Helps Individuals arrive at the **Desired Outcomes**

1

## **Re-purposing**

their life thru acceptance of new realities—shedding past habits and perceptions of old identity

2

## **Experimenting**

with and embracing new ideas, interests, or re-discovering past interests and passion

3

## **Re-examining**

long-held values and arriving at what is truly important in life



# Five Phases of **New North Coaching**

1

## Self-Discovery

World View, passions, lifestyle, service-orientation, health

2

## Outside-In

Feedback and Advice from family, colleagues, potential

3

## Current State

At peace, joyful, anxious, helpless, lonely, resentful, bitter?

4


## Commitment to Action

Response to Outside-In and Current State, Specific Action Plans

5

## Review and Re-set

Review in 3, 6 & 12 months, Re-set if necessary



What are the **Benefits?**



Recognised

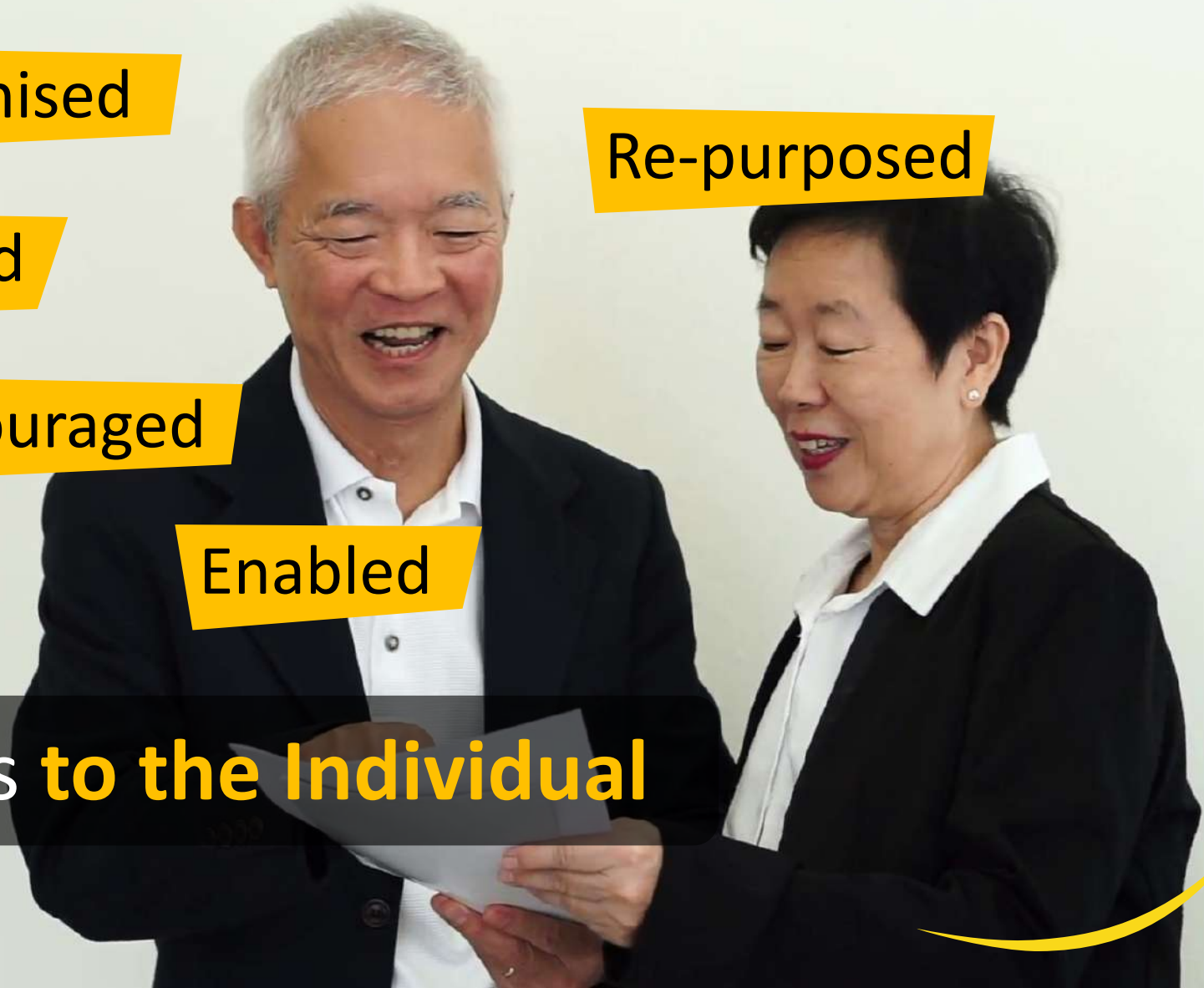
Re-purposed

Energised

Encouraged

Enabled

Benefits **to the Individual**







**Retention** of institutional  
knowledge & values

**Reputation**  
as Excellent & Caring

Improved  
**Mental & Emotional Health**

Long-term  
**Brand building**

Benefits **to the Organization**





**Healthy & More Resilient Society**

**A More Productive Nation**

**Greater Social Cohesion**

**Benefits to Society**

# Your JOURNEY BEGINS NOW!

- 1 You can retire for leadership, **but you don't have to retire from being a leader**
- 2 The concept of being a leader, being in charge takes a new meaning - **the freedom to pursue what is truly meaningful to you**
- 3 Start accepting a new paradigm, a new reality that **this next phase of life can be the best ever**





## THE COACH

**Eric Lee** has been successfully coaching CEOs, managing directors, business owners, general managers and senior functional heads across many industries, including banking and finance, insurance, technology, retail, hospitality, and social service agencies since 2008.

Prior to coaching, he has headed local and international executive search firms, and managed the HR functions of large, reputable, public listed companies and global organizations. He has worked in Hong Kong and the US, and travelled extensively in the region.

Eric is President of the Dyslexia Association of Singapore. He serves actively in his church, in Alpha and community organizations such as Rotary. Previously, he was board member of the then National Productivity Board, a Town Council, and an Employer Panel Member of the Industrial Arbitration Court.

He is a graduate of the University of Singapore (BA Hons), a Certified Professional Coach from Columbia University, New York, and a Certified Consultant of Wholebrain Creativity Assessments. Eric believes everyone is uniquely fashioned to fulfil a purpose in life.



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