

Clients' Testimonials for Executive Coaching Engagements of CEOs and C-Suite Leaders

Transforming CEOs & C-Suite from 'Good' to 'Great' in the Disruptive and Digital-Driven Era of the Fourth Industrial Revolution (Industry 4.0)

Manager as Coach

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Executive & Performance Coaching



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2023



**EXECUTIVE
OF THE YEAR**

SBR Management Excellence Awards, 2019

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442 5th Avenue #1588 New York, NY 10018, United States

1 August 2023

Prof Sattar Bawany, CMEC
CEO & C-Suite Master Executive Coach
DISRUPTIVE LEADERSHIP INSTITUTE LLC
Global Headquarters:
442 5th Avenue #1588
New York, NY 10018
United States

Dear Prof Sattar,

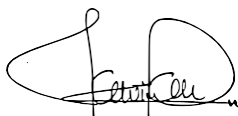
CEO & C-SUITE EXECUTIVE COACHING PROGRAM

I want to take a moment to express my deepest gratitude for the exceptional and personalized executive coaching and mentoring you provided me over the last year as I prepared to take on the role of Medical Director at Jurong Community Hospital.

Your coaching style was very engaging, and the sharing of your in-depth knowledge of leadership made the sessions very authentic and helped me understand my personal leadership style. You were incredibly insightful on the skills I need to acquire and improve to succeed as an executive leader. I appreciate your availability to be a sounding board for complex and strategic decision-making when challenging changes occur in my hospital. It sharpened my strategic thinking and improved my articulation of thought processes and stakeholder management.

I have benefitted immensely from your coaching and have been using these skills to enhance the care I provide for my staff and patients. I pray that you will continue to bless and inspire new executive leaders with your coaching abilities to be incredible leaders and contribute to making the world better for all.

Yours sincerely,



Dr. Kelvin Koh Wee Boon
Medical Director
Senior Consultant, Department of Post-Acute and Continuing Care
Jurong Community Hospital
National University Health System

Jurong Community Hospital
1 Jurong East Street 21, Singapore 609606 | UEN: 53238509L
Tel: (65) 6908 2222 Fax: (65) 6716 5500 www.jch.com.sg

MEMBERS OF THE NATIONAL UNIVERSITY HEALTH SYSTEM

National University Hospital • Ng Teng Fong General Hospital • Alexandra Hospital • Jurong Community Hospital • National University Polyclinics • Jurong Medical Centre • National University Cancer Institute, Singapore • National University Heart Centre, Singapore • National University Centre for Oral Health, Singapore • NUHS Diagnostics • NUHS Pharmacy • NUS Yong Loo Lin School of Medicine • NUS Alice Lee Centre for Nursing Studies • NUS Faculty of Dentistry • NUS Saw Swee Hock School of Public Health

13 August 2023

Prof Sattar Bawany, CMEC
CEO & Certified C-Suite Master Executive Coach
CENTRE FOR EXECUTIVE EDUCATION PTE LTD
DISRUPTIVE LEADERSHIP INSTITUTE LLC (DLI)
442 5th Avenue #1588, New York,
NY 10018, United States

C-Suite Executive Coaching

Dear Prof Sattar,

I want to take a moment to express my sincere thanks for the exceptional, personalized executive coaching and mentoring you provided me in 2015 when I was the HR Business Partner Lead in the National University of Singapore. As an Executive Coach, you have been able to quickly get at the core of issues and worked with me and the Vice President of Human Resources to develop an extensive set of actionable recommendations. Working with you has amplified my strengths and improved my areas of development.

Your coaching style was very engaging and motivational, and the sharing of your in-depth knowledge of leadership and critical thinking made the sessions helped me understand my personal leadership style. You were incredibly insightful on the skills I need to acquire and improve to succeed as a Business Partner Lead. I appreciate your availability to be a sounding board for complex and strategic decision-making when challenging changes occur in my organisation. It sharpened my strategic thinking and usage of the GROW model to improve my articulation of thought processes and stakeholder management. I am also appreciative of your sharing of knowledge with the rest of the Business Partners.

I have benefitted immensely from your coaching and have been using these skills to enhance the service I provide for my stakeholders, colleagues, and team members even in my new role in Office of the President.

I hope that you will continue to inspire new executive leaders with your coaching abilities to be incredible leaders.

Yours sincerely,

Clara Peh

Clara Peh (Ms)
Deputy Director
Agility Office
Office of the President
National University of Singapore

13 August 2023

Prof Sattar Bawany, CMEC
CEO & C-Suite Master Executive Coach
Disruptive Leadership Institute LLC
Global Headquarters:
442 5th Avenue #1588
New York, NY 10018
United States

Dear Prof Sattar,

I express my sincere thanks to you for being my executive coach.

You were generous with your time and resources, always taking the effort to provide me with useful articles and sharing your leadership framework.

You helped me to understand the role of a senior leader and what is required to perform at the senior management level.

You have also shared useful skills on building a high performance team.

Thank you for being a sounding board where I could bounce my ideas off you, and for sharing your insights and experience to help me in my leadership journey.

Yours sincerely,



Teresa Foong
Director
Allied Health Services and Pharmacy Division
Khoo Teck Puat Hospital and Yishun Health

Karim Derouiche

**Grüneburgweg 72, 60323 Frankfurt am Main,
Tel. +49 69 95524027, Fax +49 69 95524028,
Mobile +49 151 10830871, E-Mail: derouiche@gmx.de**

12 August 2023

Prof Sattar Bawany

Prof Sattar Bawany, CMEC
CEO & Certified C-Suite Master Executive Coach
DISRUPTIVE LEADERSHIP INSTITUTE LLC (DLI)
442 5th Avenue #1588, New York,
NY 10018, United States

Dear Prof Bawany,

CEO EXECUTIVE COACHING PROGRAM

I would like to express my heartfelt thanks to you as my executive coach in my previous role as ***Managing Director of Novartis (Singapore) Pte Ltd.***

As a senior healthcare executive, I faced unique industry pressures and demanding leadership responsibilities. I am pleased that you as my executive coach not only understood these dynamics but also provided tailored guidance to enhance my leadership effectiveness.

My experience with executive coaching has been transformative. Your ability to delve into my leadership style, identify blind spots, and provide actionable steps for improvement has been instrumental in streamlining the operations, enhancing communication across the organization, and creating a more resilient and adaptable company culture. Navigating the healthcare industry's complexities was a daunting task. Executive coaching provided me with a confidential space to explore challenges and opportunities with an experienced guide. Your insights into stakeholder management, risk assessment, and ethical leadership have been instrumental in steering my then company toward sustained success!

Executive coaching was an invaluable investment in my professional growth, and I would highly recommend you as an Executive Coach to any CEO or C-suite leader looking to take their career to the next level.

Yours sincerely



Karim Derouiche



Inspiring Leaders & Transforming Organizations

12 August 2023

Prof Sattar Bawany

Prof Sattar Bawany, CMEC
CEO & Certified C-Suite Master Executive Coach
DISRUPTIVE LEADERSHIP INSTITUTE LLC (DLI)
442 5th Avenue #1588, New York,
NY 10018, United States

Dear Professor Bawany,

It was a pleasure to work with you as an executive coach in my previous role as ***Regional General Manager, InterContinental Hotels Group in Singapore.***

As I was transitioning into a more senior role, it was very helpful to work with you through the process of transition, to set myself up for success. Your in-depth experience and effective coaching methods were helpful to develop and sharpen my leadership style. Your vast knowledge and ability to challenge me in an intellectual way were particularly beneficial and were aspects that I enjoyed most throughout my coaching journey.

I enjoyed the coaching journey very much and am thankful for being able to benefit from your experience and expertise.

With best regards

A handwritten signature in blue ink, appearing to read "Shantha de Silva", with a long horizontal stroke underneath.

Shantha de Silva

CEO
PLUS ONE PTY LTD

Aleong & Associates, Inc.
Global Consulting & Business Advisory (Life Sciences)

Date: August 9, 2023

Prof Sattar Bawany, CMEC
CEO & Certified C-Suite Master Executive Coach
DISRUPTIVE LEADERSHIP INSTITUTE LLC (DLI)
442 5th Avenue #1588, New York,
NY 10018, United States

Subject: C-Suite Executive Coaching Program

Dear Prof. Bawany,

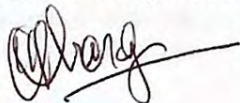
I would like to express my deep appreciation to you for being my Executive Coach while I was employed as Senior Director, Japan Asia Pacific Region for Genzyme Sanofi in Year 2013.

Your coaching, guidance and feedback during a challenging time for me was invaluable. I was able to self evaluate my performance, better understand the perceptions of key internal stakeholders, and the potential for advancement within the organization. I thoroughly enjoyed our coaching sessions, where you supported me with your understanding and empathy. Your skill at asking the tough and difficult questions helped me see events and situations from a different angle.

The Executive Coaching engagement enabled me to have an honest assessment of myself and kept me enthusiastic about the future. You helped me become more aware about the importance of effective communication to Senior Executives. As a high potential internal candidate, I was always striving for perfection. As you recall, I was being considered for a General Management position in the APAC Region, and was disappointed when another candidate was chosen.

Your guidance and mentorship were invaluable to me. With perseverance and implementing the changes of building relationships and driving focus for what matters to the company, it helped me to achieve my objectives. The end result was that I was eventually promoted to General Manager – China the next year.

I highly recommend you as an Executive Coach for any Senior Leaders or C-Suite Executives.



Christopher Aleong
Founder & CEO
Aleong & Associates, Inc.

31 July 2023

**CENTRE FOR EXECUTIVE EDUCATION (CEE)
DISRUPTIVE LEADERSHIP INSTITUTE LLC (DLI)**

442 5th Avenue #1588, New York,
NY 10018, United States

Dear Sirs

C-SUITE EXECUTIVE COACHING & SALES LEADERSHIP DEVELOPMENT PROGRAM

Working with Prof Sattar Bawany has been an incredibly transformative experience that has had a profound impact on both my professional and personal life. Prof Sattar provided me with the support and tools that I needed to navigate through these uncertain times successfully. His coaching style was both insightful and motivating and has helped me develop a clear vision for our sales strategy. Through his guidance, I gained the confidence to lead my team effectively and inspire them to reach new heights.

Working with Prof Bawany as my Executive Coach was a game-changer! His coaching expertise helped me and my sales team refine our sales processes, improve communication, and boost overall team morale. We were motivated by his passion for sales and his ability to share practical and proven techniques.

Through the coaching engagement, I have been able to develop a more focused and results-driven approach, which resulted in a significant increase in sales revenue and we managed to exceed our sales targets consistently and develop long-lasting relationships with our clients.

As the coaching engagement drew to a close, I felt equipped with a newfound sense of confidence and clarity in my abilities as a leader. I am grateful for the remarkable positive change that has occurred during this journey, and I credit much of it to the guidance and wisdom of Prof Sattar Bawany.

I highly recommend executive coaching to any individual looking to unlock their full potential as a leader and achieve personal and professional growth. It is an investment that yields remarkable returns, and I am incredibly thankful for the transformative experience I had with my executive coach.

Kind Regards



Robert (Bob) Yang
Vice President – Asia-Pacific Sales
Seagate Technology

28 September 2022

Prof Sattar Bawany, CMEC
Chief Executive Officer
CENTRE FOR EXECUTIVE EDUCATION (CEE)
EXECUTIVE DEVELOPMENT ASSOCIATES (EDA)
259 Tampines Central
Singapore 915209

Dear Prof Bawany

CEO EXECUTIVE COACHING PROGRAM

We would like to thank you for your excellent executive coaching support for the CEO of one of our subsidiaries.

You have provided the said CEO (coachee) with the understanding and tools to make informed decisions about the future of the organization, her key relationships, and the future of the business. You have guided the coachee through a process of diagnosis and prompting to focus on solutions to the various leadership challenges and enhance the relationship management with key stakeholders.

Through each coaching session, the coachee was able to critically analyze each situation and could quickly develop a plan to achieve the desired results. These strategies proved highly successful, enabling the coachee to focus more of her time on driving the business.

The highly customized CEO Executive Coaching program helps the coachee to perform and transform, rising to the challenges of today and maximizing the future opportunities facing the organization. You have been able to draw on the richest portfolio of assessment tools and combine proven methodologies with a highly tailored approach to meet the needs, expectations and preferences of the coachee. It's a powerful combination that gives you an unmatched ability to enhance the coachee's leadership effectiveness.

It is undeniable that your flexible and objective approach, with the right balance of support and challenge, enabled the coachee to see a clearer path both in solving leadership issues and achieving her leadership and professional development goals.

We would without qualification recommend you as an outstanding CEO Executive Coach.

Yours sincerely

AFFIN BANK BERHAD



Datuk Wan Razly Abdullah
President & Group Chief Executive Officer



30 September 2022

Prof Sattar Bawany, CMEC
Chief Executive Officer
DISRUPTIVE LEADERSHIP INSTITUTE (DLI)
CENTRE FOR EXECUTIVE EDUCATION (CEE)
259 Tampines Central
Singapore 915209

Dear Prof Bawany

CEO/C-SUITE EXECUTIVE & TRANSITION COACHING PROGRAM

We were delighted to engage you as an Executive Coach for one of our c-suite leaders (coachee) who was identified to be the CEO of a new subsidiary of our organization.

You partnered and had regular dialogue with me as the Sponsor for the c-suite executive & transition coaching program which was designed specifically to meet the coachee's professional and leadership development requirements. As a result of your impactful coaching process throughout the sessions, the coachee was able to enhance his inspirational power and relationship management skills which resulted in the improvement of the coachee's effectiveness in his interactions with direct reports, peers, and the senior management team as well as other key stakeholders.

The coachee regularly provides feedback that you were insightful and have a gift for quickly identifying the salient points of any managerial leadership challenge faced by him and formulating a strategy to achieve the best possible outcome. You were able to identify the key issues by listening to what was being said, as well as unsaid and asking tough thought-provoking questions. As a result, the coachee has been able to pinpoint areas for change, think through different approaches, and then focus on acting on them. You always made the effort to accommodate the coachee's ever-changing schedule which we truly valued.

Over a period of 8 months, you have been successful in supporting the coachee's professional development and challenged him to review his interactions with his team and make substantive changes in how he engages them, and then provide them with clear feedback and guidance through the managerial and performance coaching process that you have introduced.

I would highly recommend you to any organization that is looking at developing future CEOs and C-suite leaders.

Yours sincerely

PROJEK LINTASAN KOTA HOLDINGS SDN BHD

Dato' Mohammad Azlan Abdullah
Group Chief Executive Officer



CERTIFIED TO ISO 9001:2015
CERT. NO.: QMS 03693



CERTIFIED TO ISO 14001:2015
CERT. NO.: EMS 00745
CERT. NO.: EMS 00684



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CERT. NO.: OHS 00541
CERT. NO.: OHS 00796



CERTIFIED TO ISO 39001:2012
CERT. NO.: RTS 00114



CERTIFIED TO ISO 37001:2016
CERT. NO.: ABMS 00159

13 September 2022

Prof Sattar Bawany, CMEC
Chief Executive Officer, CEE
C-Suite Master Executive Coach, EDA
Centre Of Executive Education (CEE)
Executive Development Associates (EDA) Inc.
8 Eu Tong Sen Street #14-94, The Central,
Singapore 059818.

Dear Prof Bawany,

CEO/C-SUITE EXECUTIVE COACHING SUPPORT

I wish to express my gratitude and heartfelt thanks to you as my executive coach in my role as CEO.

Your coaching engagements were holistic and I believe succeeded to bring out the best in me as a leader and also the team that I am entrusted to lead. Your technique is a combination of years of intensive research and experience as a CEO yourself. It was overwhelming at times but it helped provide the support and guidance I needed to be an independent leader and to take charge. I have now, resources that you have kindly shared with me as a refresh and reference. I am grateful that you remain supportive of my personal goals to improve further and become a great leader as well as a better person. Your dedication, commitment and support goes beyond a conventional coach, in my view.

Thank you for recommending the results based sales leadership 2-day workshop to train senior relationship managers. As a result of the pandemic in 2020 which created a VUCA environment, the coaching you tailor made for my team, helped revitalize the energy and drive that was missing to hit targets. They themselves were guided to become managerial coaches for their direct reports to groom them as business leaders of the future. You provided the foundation for me to create a team high performance organization culture which the Bank is aspiring towards.

In a disruptive and possibly destructive environment to navigate through each day, a coach with impeccable qualities is what is required by all business leaders and organizations. Having had the privilege of having you as my coach, regardless of what it takes, you never swayed in your commitment to achieve our goals, which is to transform us to become great leaders. As such, I would not hesitate to recommend you as an Executive Coach to any business leaders or organizations looking to perform at the highest level and enhance their leadership capabilities.

Thank you.

Yours sincerely,



DATO' MONA SURAYA DATO' KAMARUDDIN
Chief Executive Officer



28 September 2022

Prof Sattar Bawany, CMEC
Chief Executive Officer
C-Suite Certified Master Executive Coach
CENTRE FOR EXECUTIVE EDUCATION (CEE)
EXECUTIVE DEVELOPMENT ASSOCIATES (EDA)
8 Eu Tong Sen Street, #14-94, The Central
Singapore 059818

Dear Prof Bawany

C-SUITE EXECUTIVE COACHING PROGRAM

Developing leadership skills is difficult and takes practice. It requires learning how to deal with myriad personalities and understanding the best techniques to use at each turn. As an Executive Coach, you have been able to quickly get at the core of issues and worked with me to develop an extensive set of actionable recommendations. Working with you has amplified my strengths and improved my areas of development.

The depth of the work that you and I get done goes to the heart of how I think, perceive, and act. You have helped me to see that leadership is not just about my job: it's about who I am. I have learned to see myself more congruently—what I do at work, who I am at home, and what leaders do.

You are a consummate professional with profound knowledge of executive development strategies with extensive resources provided at each session. Even more important, you are not the typical coach who gives you only theoretical advice. Your advice has always been practical and effective, and you know what you are talking about because you have been there. Thanks to you, I am reaching higher levels of excellence because I've learned how to redefine what "doing my best" means.

Prof Bawany, you are an incredible Executive Coach that I would recommend to leaders at all levels looking to hone their strategic leadership effectiveness skills.

Kind Regards

Philip Panaino

Global Head of Cash Management
Transaction Banking
Standard Chartered Bank

27 September 2022

Prof Sattar Bawany, CMEC
Chief Executive Officer
C-Suite Certified Master Executive Coach
CENTRE FOR EXECUTIVE EDUCATION (CEE)
EXECUTIVE DEVELOPMENT ASSOCIATES (EDA)
8 Eu Tong Sen Street, #14-94, The Central
Singapore 059818

Dear Prof Bawany

C-SUITE EXECUTIVE COACHING PROGRAM

As my Executive Coach, you have quickly become a confidant who I could trust to give an open and very honest assessment of my strengths and areas of development, advice on how a senior leader needs to position himself, and insight into the myriad of insurmountable challenges both current and yet to be encountered.

The Stakeholder 360 Degree Feedback got my attention. Having specific feedback from my immediate boss, team members, and peers enabled me to create a coaching plan I knew would work. My team has noticed the change in my leadership style and is now raising the bar in terms of their performance. Coaching gave me the confidence to improve as a leader and also help improve my team's performance.

Your sound advice on how to resolve issues at the board and senior management level, how to implement these changes, and coaching on how to build relationships and drive focus in the company were excellent. The result was an increase in self-confidence and a sharper focus on what can make a difference to the business.

Prof Bawany, you act as a dynamic sounding board, not merely reflecting thoughts and ideas but challenging them and subtly molding them in such a way that woolly uncertainty is transformed into crisp focus, backed by the confidence that the way forward is both achievable and enhancing for both myself as the coachee and the organization.

I have no reservations about recommending you as a CEO or C-Suite Executive Coach

Kind Regards



Simon Sinclair
Chief Operating Officer, Commodities.
Standard Chartered Bank

Phone: +65 6596 5683
Fonenet: 1 652 65683
Email: Simon.Sinclair@sc.com
Address: 8 Marina Boulevard, MBFC Tower 1, Level #18-00, Singapore, 018981
Website: <http://www.standardchartered.com>

June 15, 2021

Prof Sattar Bawany
Chief Executive Officer
C-Suite Master Executive Coach
CENTRE FOR EXECUTIVE COACHING (CEE)
259 Tampines Central
Singapore 915209

Dear Prof Sattar,

C-SUITE LEVEL EXECUTIVE COACHING SUPPORT

I would like to express my appreciation to you for the personal coaching and leadership program that you carried out for one of my senior leaders. Without a doubt, you have helped to elevate his level of performance and enabled him to be a stronger executive and leader.

You have a very effective style and approach. First and foremost, it comes across clearly that you take this very personally - there is a very strong vested interest in ensuring the individual is successful. You also hold yourself accountable and ensures there is the regular check in with the sponsor to assess and evaluate the level of improvement - these alone gives me full confidence in your commitment to results and excellence.

Certainly, the breadth of your experience is impressive, and provides a very good perspective for the leader that you coached. There is certainly a case to be made about learning from the best, and you have this unique ability to distill your learnings from the best leaders in the regions and pass that on in your coaching program.

There is no doubt that my leader has benefited greatly from his experience with you. Senior leadership roles require a multitude of skills – from creating a strong vision, to clear and crisp decision making to having empathy to connect with the team members. These skills are much more important today than ever given the challenging and evolving world. I have seen my leader improve in all these areas under your coaching and guidance. I have no hesitancy in recommending you as a top tier professional executive coach.

Regards,



BS Teh
Executive Vice President
Seagate Technology



McGraw-Hill Education (Singapore) Pte. Ltd.
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#01-13, The Synergy
Singapore 609917
Tel: +65 6868 1580
Fax: +65 68623354

1st August 2019

Prof Sattar Bawany
Chief Executive Officer, CEE Global
C-Suite Master Executive Coach, EDA Inc.
CENTRE FOR EXECUTIVE EDUCATION (CEE)
259 Tampines Central
Singapore 915209

Dear Prof Bawany

C-SUITE LEVEL EXECUTIVE COACHING SUPPORT

Our global senior leadership team was very supportive of engaging an executive coach to strengthen my professional and leadership capability. Upon interviewing other coaches during the 'chemistry session', I am delighted to have selected you as my Coach.

It is my belief that one should never stop learning. You have challenged my boundaries and expanded my outlook at both a business and personal level. Your incredible understanding of organizations, people and human nature has made me reflect on various issues more deeply and develop the appropriate course of action.

You have provided me with the understanding and tools to make informed decisions about my future, particularly in managing key relationships and the future of our business. Your guidance, through a process of diagnosis and prompting to focus on solutions to problems, especially in managerial leadership challenges, have enabled me to be more effective in my current and future leadership roles.

Your support has been instrumental towards the improvement of my effectiveness in interactions with my employees, peers, and senior management team. In my interactions, you have been able to demonstrate the uncanny ability for quickly identifying the salient points of any situation and partnering with me in formulating a strategy to achieve the best possible outcome. I was able to quickly develop a plan to achieve my desired results. These strategies proved highly successful, enabling me to focus more of my time on driving the business.

We would without qualification recommends you as outstanding Executive Coach to any professional and business leaders who would like to transform their lives and achieve their leadership purpose and values.

Yours sincerely
McGraw-Hill Education (Asia)

A handwritten signature in black ink, appearing to read "Joseph Chong", with a horizontal line underneath.

Joseph Chong
Managing Director

18 January 2019

Prof Sattar Bawany
Chief Executive Officer, CEE Global
C-Suite Master Executive Coach, EDA Inc.
CENTRE FOR EXECUTIVE EDUCATION (CEE)
259 Tampines Central
Singapore 915209

Dear Sirs,

C-SUITE LEVEL EXECUTIVE COACHING SUPPORT FOR BANK MUAMALAT MALAYSIA

In 2018, our Bank has identified the need for an Executive Coach for several of our C-Suite leaders. Our Human Capital Division set out to find the best of the best and identified an initial pool of coaching providers and coaches and finally selected **Centre for Executive Education (CEE)**.

Through the series of meeting with the Centre for Executive Education (CEE) and also subsequently between yourself and the nominated C-Suite leaders, I was made to understand that they have selected you as their Coach because they strongly felt that they have found a 'sparring partner' whom will act as a good "objective sounding board" to monitor how they develop their 'gravitas' or executive presence to the Board of Directors, along with "best practices" of how to manage the various stakeholders as well as to lead and engage their teams towards achieving Bank Muamalat's success.

Based on the feedback from the C-Suite leaders, as well as from my own observations, both CEE and you as the Coach have delivered our expectations for such a coaching engagement.

Today, the C-Suite leaders have someone they can talk to, discuss facts with, and get clear, concise, "right-on" feedback that they can take and immediately implement. Your advice is always spot on! They have learned to have confidence in your counsel because it works. Both CEE and your approach is all about results and relationships and keeps them focused on these high leverage areas. Your invaluable insights come from the rare combination of being a seasoned and successful global executive development practitioner, having solid academic credentials, and a strong track record of coaching and consulting experience as evidenced by others that you have helped.

We would highly recommend you as an Executive Coach to any organization that would like to transform their senior leadership team and developing a next-generation leadership pipeline.

Yours sincerely,
Bank Muamalat Malaysia Berhad (6175-W)

DATO' HJ. MOHD REDZA SHAH BIN ABDUL WAHID
Chief Executive Officer



28th August 2019

Prof Sattar Bawany
Chief Executive Officer, CEE Global
C-Suite Master Executive Coach, EDA Inc.
Chief Coach Assessor & Examiner, IPMA UK
CENTRE FOR EXECUTIVE EDUCATION (CEE)
259 Tampines Central
Singapore 915209

Dear Prof Bawany

CEE PARTNERSHIP WITH JOHOR CORPORATION IN DEVELOPING COACHING CULTURE

Our leaders, including managers and supervisors, are key drivers of organizational culture, which influences everyone in the workplace. We believe that developing a coaching culture delivers a great promise including a high-performance environment that holds employees accountable for delivering results while fostering a climate of full engagement, personal development, and mutual support.

In partnering with the Centre for Executive Education (CEE), we have taken the necessary steps to make it happen within Johor Corporation and the dividends have been exponential. As a result, the employees are engaged and motivated to put forth the discretionary effort; which in turn drives higher productivity, stronger customer loyalty, and a healthier bottom line.

Traditionally, many businesses have been characterized by a command and control style of management that is rapidly becoming less relevant and less effective in today's highly disruptive and increasingly digital-driven workplace.

CEE's **Professional Coaching Training Programme (PCTP)** certified by the **International Professional Managers Association (IPMA)** offers a solid foundation in the theory and practice of managerial coaching where our participants have been able to fulfill their leadership purpose to help their team members and others to realize their potential and assist them to take actions that align with mission and vision of our organization. The participants have been able to demonstrate key competencies that lead to meaningful and productive conversations through the application of highly effective coaching methodologies to support positive and sustainable changes in others.

We would highly recommend CEE and the PCTP for any organization which intends to help their internal managerial coaches and leaders acquire the necessary skills to deliver impactful and sustainable results towards developing and sustaining a coaching culture within their organizations.

Yours sincerely
JOHOR CORPORATION

Ungku Harun Al'Rashid bin Ahmad
Vice-President, Group Human Resource Management Division

JOHOR CORPORATION

LEVEL 11, MENARA KOMTAR, JOHOR BAHRU CITY CENTRE, 80000 JOHOR BAHRU, JOHOR, MALAYSIA
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T: +603 - 2787 2692 F: +603 - 2787 2700

Jakarta, 31 July 2018

Prof. Sattar Bawany
CEO & Master Executive Coach
Centre for Executive Education Pte Ltd
259 Tampines Central, Singapore

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F: +62 21 7883 5666
www.astrazeneca.com

Dear Prof Sattar,

At the outset, I would like say a big thank you for an excellent and tailored executive coaching service rendered to one of our senior leadership team member.

Based on our various interactions and mentee feedback, its amply clear that the engagement was highly value-adding in terms of self-reflection about leadership styles and learning techniques to adapt them based on different people and situations. Your open, honest, direct style of interaction has been very helpful in quickly gaining relevant insights. At the same time, your support in sharing and applying critical tools to manage different levels of influence and impact has also been helpful to shorten the learning curve in the mentees' leadership development journey. I am very confident that this engagement and steer will help immensely in driving incremental value not just for the mentees' personal contribution but also helping me and my leadership team to march confidently towards driving and delivering AstraZeneca's bold ambition to make more meaningful difference to many more Indonesian patients with our innovative science and medicines.

I would highly recommend your service to whoever is keen for tailored coaching/mentoring engagements for senior leaders who need to hone their leadership style to be able to manage the emerging complexities in today's uncertain business & people environment and drive exceptional results. Thanks again for your deep commitment and support.

Your Sincerely,
AstraZeneca Indonesia



Krishnanand Atreya
President Director



PT. Asuransi Jiwa Generali Indonesia
Cyber 2 Tower, 30th Floor
JL HR Rasuna Said Block X-5 No.13,
Jakarta 12950
T +62 21 2996 3700
F +62 21 2902 1616
generali.co.id

Edy Tuhirman
Chief Executive Officer

17 February 2015

Prof Sattar Bawany
Chief Executive Officer, CEE Global
C-Suite Master Executive Coach, EDA Inc.
CENTRE FOR EXECUTIVE EDUCATION (CEE)
259 Tampines Central
Singapore 915209

Dear Prof Bawany

C-SUITE LEVEL EXECUTIVE COACHING SUPPORT FOR GENERALI INDONESIA

I wanted to take a moment to personally thank you and place on record our utmost appreciation for the excellent executive coaching support for a member of our C-Suite / Senior Leadership Team.

Based on the feedback that I have received as well as from my own observations, you certainly possess a unique gift for assessing very complex issues and quickly boiling them down into their essential elements. Your critical and strategic observations are delivered with panache and aplomb which resonated with a member of our senior team. You have been instrumental in bringing focus, and providing actionable tactics, to noticeably increase the effectiveness of the said Coachee.

Coaching has provided him with a new perspective on his role in the business as a senior leader and enhances his capability and capacity to change and challenge the systems used today to help grow them into tools to support our ever changing business. As a leader, I feel that he is now able to better handle on how to drive accountability with the senior leadership team as well as impact and influence as well empower his immediate team members to grow beyond their current role and duties.

I would highly recommend you as an Executive Coach and Business Advisor to any senior executive who takes on a new assignment in our increasingly fast paced and VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) world!

Yours sincerely
GENERALI INDONESIA

Edy Tuhirman
CEO/President - Director

Any information in this letter is confidential and may be legally privileged or protected by law. It is intended solely for the use of individual or entity to whom it is addressed and others authorized to receive. Unauthorised use, copying or disclosure of any part is strictly prohibited. If you are not the intended recipient, please contact the sender immediately.

PT Asuransi Jiwa Generali Indonesia accepts no responsibility for any opinions, statements and other information contained in this letter that do not relate to the business of the Generali group.

31 July 2015

Prof Sattar Bawany
CEO & Master Executive Coach
Managing Director, EDA Asia Pacific
Centre for Executive Education Pte Ltd
259 Tampines Central
Singapore 915209

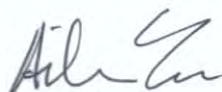
Dear Professor Bawany

Thank you for designing and facilitating our inaugural workshop for HR Business Partners in NUS. You certainly have broad knowledge and you were able to provide practical application and focus for our participants. I did find your ability to introduce thought-provoking insights in the workshop especially helpful as we seek to build deeper capabilities in the area of business partnering.

As we embark on our transformation journey, your generosity in acting as a sounding board and executive coach to our HR Leads is especially commendable and definitely something we would recommend to others. It has been a great pleasure working with you, and we look forward to further collaborating with you in the future.

Wishing you every success.

Yours sincerely



Aileen Tan
Vice President (Human Resources)

20 June 2019

Azim Selva Abdullah
Chief Risk Officer
Bank Muamalat Malaysia Berhad

Professor Sattar Bawany
CEO & Master Executive Coach
Centre of Executive Education Pte Ltd
259 Tampines Central, Singapore

Dear Professor Sattar,

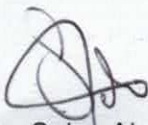
COACHING PROGRAMME

It has been a pleasure to have you as my coach for the last six months. To be candid, I was initially having doubts about your engagement as I had developed a negative bias against "coaching programmes" in general based on my own previous experiences as well as experiences related to me by my friends and colleagues. Although I tried my best to conceal it, you may have noticed some reluctance on my part during our first meeting. However, that "First Meeting" quickly changed my perception and it dawned on me that perhaps this time the "coaching" would work!

All this due to the coaching methods employed, including the breaking-in phase where I was made to feel assured and convinced that this would benefit me, and it did. Your willingness to listen and candid honesty has helped me understand areas that I could improve on and the coaching methods employed helped me actually improve.

For this, I thank you Professor Sattar. I would definitely recommend your services to anyone as I believe that you would be able to bring out the best in them.

Yours sincerely,



Azim Selva Abdullah

16 November 2016



Prof Sattar Bawany
CEO & C-Suite Executive Coach, CEE Global
Master Facilitator, Action Management Associates
CENTRE FOR EXECUTIVE EDUCATION (CEE)
259 Tampines Central
Singapore 915209.

Group Executive Coaching Support for High Potential Leaders

Dear Prof Sattar,

I am writing in appreciation of the support that you have rendered us in the implementation of our Country Talent Programme for financial year 2015/2016.

The level of professionalism and quality of advisory provided by you during the execution of the programme was a critical success factor in enabling our talent cohort to perform at their best during the project implementation phase and at the final presentation to our management team.

The talent cohort has benefited tremendously from your group and personal coaching sessions and from your generous sharing of insights and knowledge. In particular, the cohort had enjoyed the numerous intellectual sparring sessions and the way you challenged their thought processes to come up with innovative and yet pragmatic solutions to address the current business situations and issues that they were facing. In addition, the exchanges were often tempered with a high level of emotional support and encouragement from you which really helped them to remain focused when the going got tough.

I believe these are important developmental lessons which will stay with our talent cohort throughout their careers.

Thank you once again for your contribution towards the development of our future leaders.

Warmest regards,

A handwritten signature in black ink, appearing to be 'John Augustine Ong', written over a horizontal line.

John Augustine Ong
Regional Learning Lead

Our Ref : PRASARANA/GMD/013-2014

26 August 2014

Prof Sattar Bawany
Chief Executive Officer, CEE Global
C-Suite Master Executive Coach, EDA Asia Pacific
CENTRE FOR EXECUTIVE EDUCATION (CEE)
259 Tampines Central
Singapore 915209

Dear Prof Bawany,

**EXECUTIVE COACHING SUPPORT FOR PRASARANA MALAYSIA BERHAD'S
(PRASARANA) SENIOR LEADERSHIP TEAM**

We would like thank you for the excellent partnership over the past year in delivering the executive coaching support for our Senior Leadership Team (SLT).

The "Managerial Coaching Skills" Workshop which you had successfully facilitated has allowed the SLT members to leverage on a fully developed coaching model which enable them to immediately implement in the workplace resulted in the development of a coaching culture within Prasarana.

The Group Executive Coaching sessions as well as Individualised Executive Coaching for selected members of the SLT members have raised their standards for constructive, collaborative conversations with their respective teams, and they have developed practical, business-based skills and competencies. This has not only shaped the individual leader's performance but also, increasingly build broader organizational capacity.

I highly recommend you as an Executive Coach to any organisation that requires effective executive development support for their senior leadership team.

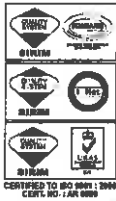
Thank you.

Yours sincerely,

PRASARANA MALAYSIA BERHAD



DATO' SRI SHAHRIL MOKHTAR
Group Managing Director



Prasarana Integrated Management & Engineering Services Sdn Bhd (564200-P)
B-20-1, Level 20, Menara UOA Bangsar, No.5, Jalan Bangsar Utama 1, 59000 Kuala Lumpur.
Tel : 603-2299 1999 Fax : 603-2299 1960 Website : www.myrapid.com.my

Our Ref.: PRIME/CEO/022-2015

21 December 2015

Prof Sattar Bawany

Chief Executive Officer, CEE Global

C-Suite Master Executive Coach, EDA Asia Pacific

CENTRE FOR EXECUTIVE EDUCATION (CEE)

259 Tampines Central

Singapore 915209

Dear Prof Bawany,

C-SUITE EXECUTIVE COACHING SUPPORT

I would like to express my sincere thanks to you for the impactful and meaningful executive coaching support over the PAST 12 months in both roles as CEO of Rapid Rail and later that of CEO of PRIME.

Your coaching was invaluable. I learned to identify the barriers and key performance issues that have been holding me back. You allowed me to take an honest non-defensive view of myself through the eyes and perceptions of my executive team members and other stakeholders within the organization. You were incredibly skilled at asking the tough questions that helped me see things from different perspectives, and then held me accountable for achieving my goals. You were not only challenging and insightful, but also patient and understanding, with remarkable instincts and knowledge of what it takes for a leader to succeed. You bring a rare combination of seasoned business executive and coach, with unique perspectives and listening skills.

The coaching engagement has allowed me to take an honest assessment of myself and put my goals and aspirations into context for the future. You have helped me to become more aware of the elements of strategic communication and management situations that I could control and change for the better. The end result was that I am now able to change my communication and leadership style for the better so as to lead and engage my team to success. My self-awareness has grown and allowed me to become a much more effective leader and managerial coach to my team.

Your coaching style is a perfect fit for any business leader who wants to perform at a higher level. Hence, I would not hesitate to recommend you as an Executive Coach to any organisation that would like to enhance the leadership capabilities of their Executive Team.

Thank you.

Yours sincerely,

Prasarana Integrated Management & Engineering Services Sdn Bhd (564200-P)

KHAIRANI MOHAMED

Chief Executive Officer

Our Ref. : RR/CEO/0141-2015

26 November 2015

Prof Sattar Bawany
Chief Executive Officer, CEE Global
C-Suite Master Executive Coach, EDA Asia Pacific
CENTRE FOR EXECUTIVE EDUCATION (CEE)
259 Tampines Central
Singapore 915209

Dear Prof Bawany,

C-SUITE EXECUTIVE COACHING SUPPORT FOR LEADERSHIP TRANSITION

Thank you for your excellent guidance and executive coaching support over the past year which has resulted in my successful transition from COO to the role as CEO of Rapid Rail. The fact that the confirmation of my appointment came 2 months earlier is evidence of the achievement.

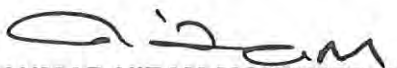
From our regular coaching sessions, you came to know me and my staff intimately. You understood the interpersonal dynamics between me and my staff from our conversations. Your attention to detail and recall of past events and interactions were amazing. As a result of your coaching, I was able to focus on areas in which to improve, but more importantly to build on my strengths. I learned how to communicate on a deep level with my Board members, peers, and direct reports, thereby strengthening my relationships with them and watching their motivation and results soar.

The coaching has had considerable benefits. On an individual level it has enabled me to develop my managerial leadership skills, and increase my confidence in these areas. On an organisational level I have been able to execute management tasks with greater confidence. The monthly coaching session provided a really useful opportunity to review progress, and also look at my future development. Talking things through these issues with you as my coach has enabled me to be clear about my future development needs and direction.

Your valuable insights come from the rare combination of being a seasoned and successful CEO & business leader, having solid academic credentials, and a strong track record of executive coaching and management consulting experience as evidenced by others you have helped. This has certainly been impactful and assisted me greatly in my leadership transition in the First 90-Days as a CEO.

I would highly recommend you as an Executive Coach & Leadership Development Consultant to any organisation that would like to develop their leadership team.

Yours sincerely
RAPID RAIL SDN BHD



AHMAD NIZAM MOHAMED AMIN
CHIEF EXECUTIVE OFFICER

Prof Sattar Bawany
Chief Executive Officer, CEE Global
C-Suite Master Executive Coach, EDA Asia Pacific
CENTRE FOR EXECUTIVE EDUCATION (CEE)
259 Tampines Central
Singapore 915209

4th November 2015

Dear Professor Bawany,

Thank you very much for coaching and working with me on the development of my First 100-Days Leadership Transition Plan. I'm grateful for all the knowledge I acquired and the skills I have started to develop which are already having significant contribution into my leadership journey. Thanks to you, I feel very well prepared to transition into my new role in USA.

I really enjoy working with you because I was able to grasp critical leadership principles and best practices through your insightful and practical coaching style.

I look forward to continue working closely with you over the next months to further expand my learning and leadership skills as I progress in my career.

Kindest regards,



Kevin Mpambou Do-Dang

Head of Operations Asia Pacific



Prasarana Integrated Development Sdn Bhd (938203-U)
Level 6, Menara RKT, No.36 Jalan Raja Abdullah, Off Jalan Sultan Ismail, 50300 Kuala Lumpur.
Tel : 603-2299 1999 Fax : 603-2299 1966 Website : www.myrapid.com.my

8 December 2015

Prof Sattar Bawany
Chief Executive Officer, CEE Global
C-Suite Master Executive Coach, EDA Asia Pacific
CENTRE FOR EXECUTIVE EDUCATION (CEE)
259 Tampines Central
Singapore 915209

Dear Prof Bawany

EXECUTIVE COACHING SUPPORT

I would like to express my sincere and deepest appreciation for your guidance and executive coaching support over the past year.

There's a tremendous sense of liberation to experiment with one's own leadership style and interpersonal communication. You have encouraged for me to reflect on my behaviour at work and to continuously improve my managerial leadership effectiveness. This has impacted my ability to engage and lead my team towards achieving our organisational goals. Your advise and counsel have certainly been impactful and have assisted me in my leadership transition from a role of a CFO to that of a CEO.

I would highly recommend you as an Executive Coach to anyone who would like to develop their leadership effectiveness and especially those whom are in transition from being a functional to that of a business leader.

Yours sincerely
PRASARANA INTEGRATED DEVELOPMENT SDN BHD

DATO' ZAHIR HUSSAIN
Chief Executive Officer



27 April 2016

Prof Sattar Bawany
CEO & C-Suite Executive Coach, CEE Global
Adjunct Professor and Member, Advisory Board, CGSB
CENTRE FOR EXECUTIVE EDUCATION (CEE)
259 Tampines Central
Singapore 915209

Dear Professor Bawany,

Re – Visiting Professor - Curtin Graduate School of Business.

On behalf of the Curtin Graduate School of Business (CGSB) I would like to thank you for visiting our School and giving an excellent and informed presentation “*Transforming the Next Generation of Leaders*” as part of our Business Leaders Forum series held on Tuesday 5 April 2016.

Your excellent presentation and engagement with the audience was extremely well received by our MBA students, alumni and staff in attendance. I would also like to extend a special thank you for your presentation to our undergraduate students in the Curtin Business School, and for meeting with Professor John Cordery, Provost, Curtin University.

On a personal level, your valuable advice as a C-Suite Executive Coach, together with the reading material that you provided to me has made a significant contribution to my ongoing leadership development.

We look forward to your future visits to Curtin University and your continued contribution as a valued member of the Curtin Graduate School of Business Advisory Board.

Yours sincerely,

Professor Milé Terziovski, PhD, MBA, ME (Hons)
Dean, Curtin Graduate School of Business
Curtin Business School

24 November 2015

Prof Sattar Bawany
Chief Executive Officer, CEE Global
C-Suite Master Executive Coach, EDA Asia Pacific
CENTRE FOR EXECUTIVE EDUCATION (CEE)
259 Tampines Central
Singapore 915209

Dear Prof Bawany

C-SUITE EXECUTIVE COACHING SUPPORT

You have been instrumental in providing me with a sounding board for strategic decision making during a time when significant changes were occurring that affected our entire organization. Your experience provided me the benefit of being able to work through important decisions and plans in advance of exposing them to our Board and the executive management team.

During these times of radical change within our business, your coaching was very valuable to me as we moved the company in the right direction.

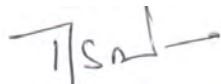
I would recommend you as an Executive Coach to any CEO or C-Suite leaders for your ability:

- 1) to probe for what is really important,
- 2) to listen carefully and non-judgmentally then explore suggestions for actions that were apparent but only became very clear after discussions with you
- 3) to stay focused on what is most important for the Company as a whole and achieve sustainable organisational results, through the actions of the CEO

I have walked away from our engagement with a treasure trove of actions that will drive my approach for a long time to come.

Thank you.

Yours sincerely
TAURUS FAMILY OFFICE



Mandeep Nalwa
Chief Executive Officer

Prof Sattar Bawany
Chief Executive Officer, CEE Global
C-Suite Master Executive Coach, EDA Asia Pacific
CENTRE FOR EXECUTIVE EDUCATION (CEE)
259 Tampines Central
Singapore 915209

4th November 2015

Dear Professor Bawany,

Thank you very much for coaching and working with me on the development of my First 100-Days Leadership Transition Plan. I'm grateful for all the knowledge I acquired and the skills I have started to develop which are already having significant contribution into my leadership journey. Thanks to you, I feel very well prepared to transition into my new role in USA.

I really enjoy working with you because I was able to grasp critical leadership principles and best practices through your insightful and practical coaching style.

I look forward to continue working closely with you over the next months to further expand my learning and leadership skills as I progress in my career.

Kindest regards,



Kevin Mpambou Do-Dang

Head of Operations Asia Pacific



February 27, 2015

Dear Professor Bawany,

Over the past six months, it has been a pleasure to work with you as an executive coach for our regional sponsorship sales director.

You have a high degree of emotional intelligence and deep understanding of the difference between leadership and management. These are often the traits that are so hard to teach to new managers and you certainly have a knack for communicating the often subtle differences.

I look forward to working with you on this and in our corporate governance training in the future.

Sincerely,

A handwritten signature in black ink, appearing to read 'Diana David', with a stylized flourish at the end.

Diana David
Regional Director, Corporate Development
Financial Times Asia



Broadridge®

Broadridge (Singapore) Private Limited
8 Robinson Road
#09-00 ASO Building
Singapore 048544

P + 65 6438 1144 F + 65 6438 1444
www.broadridge.com

6th April 2015

Prof Sattar Bawany
Chief Executive Officer, CEE Global
C-Suite Executive Coach, WJM Associates
CENTRE FOR EXECUTIVE EDUCATION (CEE)
259 Tampines Central
Singapore 915209

Dear Prof Bawany

Thank you for your ongoing executive coaching and personal development programme which has enabled the implementation and employment of practical results into the workplace together with driving broader, wider capability across a competitive and fluid business landscape.

Specifically in providing positive focus on people development and organisational impact plus shaping and building of leadership skills.

It is my pleasure to recommend you as an Executive Coach to any new and experienced business leaders who wants to make a difference to themselves and their stakeholders.

Best Regards,

A handwritten signature in blue ink, appearing to read 'Akhter Khan'.

Akhter Khan
General Manager, Asia Pacific



DATE August 19th 2013
FROM Alberto Zanata
DEPARTMENT President Electrolux Professional SpA

Mister
Prof. Sattar Bawany
Managing director & Master Executive Coach
CENTRE FOR EXECUTIVE EDUCATION (CEE)
259 Tampines Central
Singapore 915209

Dear Professor Sattar Bawany,

I would like to express my sincere gratitude for your on-going training and coaching for one of our Senior Vice President. Thank to your facilitation our manager could, in his new role, bridge the cultural gap and better work to meet the company expectations. He could feel and understand the impact of cultural differences in his new challenge and he learned how to build good relationship with collaborators emphasizing cooperation, group goals and harmony in his new working environment.

Best regards

Alberto Zanata
President

ELECTROLUX PROFESSIONAL SPA

MAILING ADDRESS
VIALE TREVISO 15

OFFICE ADDRESS
VIALE TREVISO 15

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WEBSITE
www.electrolux.com

E-MAIL ADDRESS
Marina.barro@electrolux.it

VAT NO.
SE663000098901

REG. NO.
556009-4178

11 September 2013

Prof Sattar Bawany
CEO & Master Executive Coach
IPMA Asia Pacific
CENTRE FOR EXECUTIVE EDUCATION (CEE)
259 Tampines Central
Singapore 915209.

Dear Prof Sattar

As the MODEC Singapore EPC Centre continues its business growth, we need to equip our senior manager with sharper management skills to steer the workforce to perform at its next level to manage the bigger business.

Being the Master Executive Coach to our senior manager, you were able to get the commitment to complete the scheduled session despite the busy schedules and frequent travel. Your coaching style was very engaging and you were very knowledgeable; this has helped the incumbent to articulate and work through the issues, in areas such as better communication skills, delegation skills and strategic thinking and practices.

We would like to take this opportunity to show our appreciation for your role in grooming our business leader. Thank you.

Yours sincerely


Mr Soichi Ide
General Manager

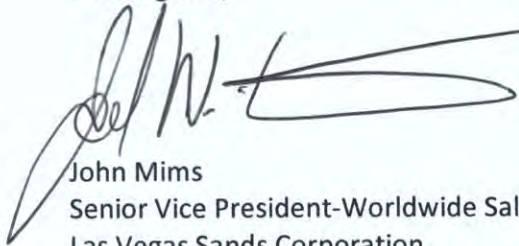
01 July 2013

Prof Sattar Bawany
Managing Director & Master Executive Coach
CENTRE FOR EXECUTIVE EDUCATION (CEE)
259 Tampines Central
Singapore 915209

Dear Professor Sattar Bawany,

Thank you so much for your on-going training and coaching of one of our new Vice Presidents. Your assistance to him in his new role has allowed him to bridge the gap between the expectations of a director and that of a Vice President. It has also provided critical emphasis on people development, presentation skills, and organizational impact. You will no doubt be instrumental in his ongoing progress and ultimate success.

Best regards,



John Mims
Senior Vice President-Worldwide Sales & Resort Marketing Asia
Las Vegas Sands Corporation
Mobile- +65-98583027

C-SUITE CERTIFIED MASTER EXECUTIVE COACH PROFILE OF PROF SATTAR BAWANY - SINGAPORE

OVERVIEW



Professor Sattar Bawany is the CEO of [Disruptive Leadership Institute \(DLI\) LLC, New York](#), and the Managing Director of the [Centre for Executive Education Pte Ltd](#). He is also the C-Suite Certified Master Executive Coach for [Executive Development Associates](#) (EDA Inc.) He has over 35 years of international business management experience, including 25 years in executive coaching and leadership transition coaching, group facilitation, leadership development and talent management, and succession planning with global human resource management consulting firms.

In November 2019, Prof Bawany was awarded the “[2019 Executive of the Year for Human Resources Consulting](#)” at the 2019 Singapore Business Review (SBR) Management Excellence Awards. In July 2023, he was named by CEO Insights Asia magazine as one of the “[Top 10 Best CEOs in Singapore](#)”.

In addition to his business and consulting career, Prof Bawany has over 25 years of concurrent academic experience as an Adjunct Professor, teaching senior executives international business strategies and leadership development courses at various leading universities. He has partnered with CEOs and c-suite leaders in supporting them in their leadership role-to-role transitions, where he applied a holistic transition coaching approach to evaluating the leader's readiness and identifying potential barriers to success in their new roles.

COACHING APPROACH

Prof Bawany tells it like it is, acting as an honest mirror for the coachee (leader being coached) and his team strengths and opportunities with this co-active partnership coaching style will result in the coachee leading an outstanding executive team. His style revolves around developing a high-trust, collaborative relationship so both the coach and coachee can dive into what choices the coachee needs to make. Usually, this means looking at who the coachee is, what he or she feels, how he or she thinks, and how these match—or don't match—what the coachee needs to do.

From the [feedback received](#), he has consistently excelled in assisting CEOs and c-suite leaders to develop their team leadership effectiveness to deliver value, collectively and individually by ensuring a workplace culture where the coachee demonstrates a repertoire of leadership styles that creates a culture of high performance. Characteristics of this culture are collaboration, empowerment, and fulfillment. Collaboration is the most important of these characteristics and this includes having challenging conversations with team members.

BACKGROUND

He has assumed various senior management roles, both globally and regionally with global human resource consulting firms including Hay Group, Mercer HR Consulting, Forum Corporation, and DBM, with a focus on talent management, senior leadership development, organizational development, and transformation. Prof Bawany has worked in and delivered engagements globally with a focus on the Asia Pacific region.

Prof Bawany is an accomplished author and has published [extensive series of articles and books on topics](#) such as Disruptive Leadership, Crisis Leadership, and Leadership Transformation Leadership Transition. His latest book titled “[Leadership in Disruptive Times: Negotiating the New Balance \(2023\)](#)” was published in May 2023 and endorsed by [global thought leaders, CEOs, CHROs, and business leaders](#). His other book titled “[Transforming the Next Generation of Leaders for the Fourth Industrial Revolution \(Industry 4.0\)](#)” was published in July 2019. He is one of the pioneer Executive Coaches in Asia Pacific who were invited to be a contributing author on “[Maximizing the Potential of Future Leader in Coaching in Asia the First Decade](#)” which was published in January 2010.

TYPES OF CLIENTS COACHED

- Board level/Director
- CEO/C-Suite Leaders
- Mid-level Executives/HiPOs



REPRESENTATIVE CLIENTS FOR THE CEO/C-SUITE EXECUTIVE COACHING ENGAGEMENT

- Prolintas, PNB Group, Malaysia
- Johor Corporation, Malaysia
- Bank Muamalat, Malaysia
- Bank Rakyat, Malaysia
- Prasarana Group, Malaysia
- Standard Chartered Bank (SCB)
- Seagate International, USA
- Sime Darby Group, Malaysia
- AstraZeneca, UK
- Generali, Indonesia
- McGraw-Hill Education, USA
- Ministry of Health, Singapore

PROFESSIONAL DEVELOPMENT AND SUPERVISION

- Prof Bawany has been through the prescribed training hours to be a “Trained Coach” by the International Coaching Federation (ICF) and undergone the relevant training to be a Certified Coach by Coach U.
- He is also a Certified C-Suite Master Executive Coach (CEMC) with accreditation from the International Professional Managers Association (IPMA) in the UK.

PROFESSIONAL AFFILIATIONS AND ACCREDITATIONS

- Professor of Practice in Disruptive Leadership and Digital Transformation at IPE Management School, Paris
- Fellow and Member of the Board of Trustees of the International Professional Managers Association, (IPMA)
- Professional Member of the Society of Human Resource Management (SHRM)
- Professional Member of the Chartered Institute of Personnel and Development (CIPD)
- Practising Member of the International Coaching Federation (ICF)
- Practising Member of the Asia Pacific Alliance of Coaches (APAC)

PSYCHOMETRIC AND DIAGNOSTIC TOOLS

- Hogan Assessments Systems for High Potential and C-Suite Leadership Development
- Myers-Briggs Type Indicator™ (MBTI) and Extended DISC®
- Bar-On EQ 360™ and EQ-i™ Certifications
- MRG LEA 360 Assessment
- Centre for Creative Leadership (CCL) Benchmarks® and Skillscope® Assessments

SELECTED CLIENT TESTIMONIALS

“You have a very effective coaching style and approach. First and foremost, it comes across clearly that you take this very personally – there is a very strong vested interest in ensuring the coachee is successful. Certainly, the breadth of your experience is impressive and provides a very good perspective for the senior leader that you coached and transitioned to his new regional senior leadership role. There is certainly a case to be made about learning from the best, and you have this unique ability to distil your learnings from the best leaders in the regions and pass that on in your coaching program. There is no doubt that my leader has benefited greatly from his experience with you. I have seen my leader improve in all areas. I have no hesitancy in recommending you as a top-tier professional c-suite executive coach.” – EVP Global Sales Operations, Seagate International Global HQ, Fremont, CA, USA

“The coaching has had considerable benefits. On an individual level, it has enabled me to develop my managerial leadership skills and increase my confidence in these areas. On an organizational level, I have been able to execute management tasks with greater confidence. Your valuable insights come from the rare combination of being a seasoned and successful CEO & business leader, having solid academic credentials, and a strong track record of executive coaching and management consulting experience as evidenced by others you have helped. This has certainly been impactful and assisted me greatly in my leadership role transition in the First 90-Days as a CEO.” – CEO, Rapid Rail Sdn Bhd, Kuala Lumpur, Malaysia

*“You have provided me with the understanding and tools to make informed decisions about my future, managing key relationships and the future of our business in my **new leadership role**. Your guidance through the process of diagnosis and prompting me to focus on solutions to problems or managerial leadership challenges allow me to be effective in my current and future leadership roles. In my interactions, you have been able to demonstrate the uncanny ability to quickly identify the salient points of any situation and partner with me in formulating a strategy to achieve the best possible outcome. I was able to quickly develop a plan to achieve my desired results. These strategies proved highly successful, enabling me to focus more of my time on driving the business.” – Managing Director, McGraw-Hill Education (Asia), Singapore*

The Testimonials are available for viewing at <https://www.disruptiveleadership.institute/testimonials>.



The International Professional Managers Association

This is to certify that

Prof. Sattar Barwany

having satisfied the competency and skills
requirements of the
**Professional Coach Training Programmes (PCTP)
and Continuing Professional Development (CPD)**

is hereby awarded the designation of

Certified Master Executive Coach


Chairman
Academic Board


Secretary
Academic Board



Issued in England 18th January 2000
Certificate No: 9468



**The International
Professional
Managers Association**

Our ref: IPMA/SG/022/MW

1st August 2016

TO WHOM IT MAY CONCERN

Prof. Sattar Bawany

The above named has consistently demonstrated the relevant competencies and skills as identified by the International Coaching Federation (ICF) and having successfully completed the series of Professional Coaching Training Programmes and Continuing Professional Development in addition to having completed our re-certification processes on a biennial basis since January 2000.

Our Management Committee recognises these competencies and confer upon him the right to use the title "Certified Master Executive Coach"

Michael Wood
CEO

5, Starnes Court
Union Street
Maidstone, Kent ME14 1EB
UK
Tel: 01622 672867
Fax: 01622 755149
e-mail: registrar@ipma.co.uk
website: www.ipma.co.uk



August 1, 2016

To Whom It May Concern:

Prof Sattar Bawany currently serves as Managing Director of Executive Development Associates (EDA) in Asia Pacific and is also a member of the panel of C-Suite Executive Coaches for EDA in Asia Pacific. Since January 2012, Prof Sattar Bawany has consistently demonstrated the relevant competencies and skills as identified by Executive Development Associates and having successfully completed the prerequisites and relevant certification programs, EDA hereby confers upon him the right to use the title of "Master Executive Coach."

Sincerely,

A handwritten signature in black ink, appearing to read "AS", is positioned above the printed name of the signatory.

Amy Sullivan
Managing Director

Certificate of Completion

This is to certify that

Professor Sattar Bawany

*consistently demonstrated the relevant competencies and skills as identified by Executive Development Associates and having successfully completed the prerequisites and relevant certification programs, EDA hereby confers upon him the right to use the title of **Master Executive Coach** this 1st day of August 2015.*



David K. Hyman

Corporate Coach U

The designation of
Licensed Coaching Clinic Facilitator
is hereby awarded to

Prof Sattar Bawany

In recognition of completion of all training requirements
for the Coaching Clinic Licensing Program.

On this the date 24th July 2008

This certificate documents that you have attended an International Coach Federation
approved Continuing Coach Education (CCE) course, and have received 31 hours of CCE.



A handwritten signature in black ink, appearing to read "Cheryl Smith".

Cheryl Smith, MCC
Director, Coaching Clinics and Facilitator Support

The International Coach Federation Certificate of Membership

is hereby granted to:

Prof. Sattar Bawany, EMBA FCIM (UK) FPMA (UK)

Pledge of Ethics

As a professional coach, I acknowledge and honor my ethical obligations to my coaching clients and colleagues and to the public at large.

I pledge to comply with ICF Standards of Ethical Conduct, to treat people with dignity as free and equal human beings, and to model these standards with those whom I coach. If I breach this Pledge of Ethics or any ICF Standards of Ethical Conduct, I agree that the ICF in its sole discretion may hold me accountable for so doing. I further agree that ICF's holding me accountable for my breach may include loss of my ICF membership or my ICF certification.



001031156I

March 31, 2008

A handwritten signature in black ink, reading 'Kay Cannon', is positioned above a horizontal line.

Kay Cannon, MCC
ICF President - 2007

A handwritten signature in black ink, reading 'Lisa Simon', is positioned above a horizontal line.

Lisa Simon
Executive Director



Coaching Lighthouse is dedicated to advancing human consciousness through coaching. Since 2008, Coaching Lighthouse has been a source of exceptional coach education and is a global leader in nurturing a culture of coaching within organizations.

Coaching Lighthouse Certifies that

Prof SATTAR BAWANY

has completed the **ARTISTRY OF COACHING** Training program commenced on 10th November 2016.

This is an International Coach Federation Accredited Coach Training Program (ICF-ACTP) providing 125 hours of training aligned with the ethical guidelines and core competencies of coaching developed by ICF, 10 hours of mentoring and a final coach performance evaluation. The honouree is eligible to apply for the ICF PCC credential through the ACTP pathway.

Coaching Lighthouse honours the holder of this certificate as:

COACHING LIGHTHOUSE CERTIFIED COACH



ALAN MEYNE > Director-Curriculum

PRAGATI GANDHI > Director-Training

Date: 22-02-2018

CC-160200

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 www.facebook.com/ceeglobal

 www.twitter.com/cee_global

 www.slideshare.net/ceeglobal

Transforming NextGen Leaders

CEO *Insights Asia* TOP 10 BEST CEOs FROM SINGAPORE 2023



Prof Sattar Bawany of the Centre for Executive Education (CEE)
Clinches the "Executive Of The Year For Consulting" Award



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