

Winnie Tam

Winnie specializes in career coaching, experiential training and facilitation. She is dedicated to helping people and organizations open up new possibilities and excel. Her expertise includes team & intergenerational communication, DISC, design thinking, motivation, client / employee experience, and career planning & development.



Bringing together over a decade of corporate experience in financial and professional services, executive search and FMCG, Winnie has work experiences in various capacities from client servicing, business development to HR functions. Her diverse background enables her to cater for different types of businesses and individuals. She also seeks to integrate cross sector knowledge and real cases in her client work.

Winnie's coaching and training take an experiential and playful approach that focuses on the learner's mindset and behaviours. Winnie creatively synergizes a variety of tools and methodologies in different formats to make the learning journey as impactful and sustainable as possible.

Winnie has designed, led and facilitated numerous physical and virtual workshops for MNCs and local businesses as well as not-for-profit organizations. She has also coached a broad spectrum of individuals ranging from C-suite, seasoned leaders, new managers to HIPOs.

A concert-level pianist, percussionist and chorist, Winnie is a classical and jazz music lover and is fascinated by Adlerian psychology. She graduated from The Chinese University of Hong Kong with a Bachelor of Arts in Translation.

Professional Qualifications

- Association Certified Coach (ACC) - International Coach Federation (PCC pending)
- Certified Professional Co-Active Coach (CACC) – The Coaches Training Institute (currently The Co-Active Training Institute)
- ACE Certified Coach – taught by Google's Head of Coaching & ICF Co-founder
- Certified Facilitator with LEGO® SERIOUS PLAY® Methods and Materials
- Everything DiSC® Certified Trainer
- Neuro-Linguistic Programming (NLP) and Time Line Therapy™ Master Practitioner and Master Coach
- Certificate in Foundations of Psychotherapy
- Certified Image Consultant