

Peggy Chiu

MCC (Master Certified Coach)
PCC (Professional Certified Coach)
MSW, CPBA, CPVA, CAIA, BSW, BA (Hons)



A solid background

Peggy Chiu became the first person to achieve Master Certified Coach through the accreditation process in Australia in 2003 — the highest level of credentialing awarded by the International Coach Federation.

Peggy Chiu's first degree had a strong emphasis on the human and societal aspect of geography. After graduation, she worked as the first female production technician at Radio Hong Kong and was one of the first female technicians in the English speaking world. Turning to social work, she pioneered with the support of her team, the group and community approach — a forward looking British concept in social work of the time, which in essence was coaching practice applied to both the social work team and the local community it served.

Since settling in Australia, Peggy worked with the Department of Social Security, where in addition to her administrative, consulting and training duties, she also had state-wide responsibility for improving the culture and practice of public contact staff. There she practised her unique coaching approach to achieve ground-breaking results. Peggy was also involved in academic research and in the professional supervision of tertiary students.

For the following 20 years, Peggy created, owned and operated businesses in import/export, wholesale and retail marketing. She helped establish and run a complex practice of health care specialists and has enjoyed success in real estate investment and property development. Her experience has given her real life insight into the business world, and a tried and true platform for her coaching skills.

Building on over 30 years of experience and formal intensive training in coaching, Peggy established her professional, executive, business and corporate coaching practice and now enjoys sharing the success of her clients. She has a special interest in working with leaders who wish to enhance their lives and in motivating others, in the course of creating vision, achieving business success, as well as engendering sustained personal sense of fulfilment and growth.

Peggy was selected as a Finalist of the Telstra Business Women's Awards 2002 for her business success.

“Peggy Chiu's executive coaching provided me creative ways and new ideas on how to approach my work. It enhanced effective communication with the people I dealt with including staff and customers and made me think of innovative ways to approach my business and my clients.”

David McDonald, Solicitor/ Managing Partner
MCDONALD AND PYNT

Peggy Chiu's qualifications

- M C C (Master Certified Coach) - International Coaching Federation
- P C C (Professional Certified Coach) — International Coach Federation
- C P B A (Certified Professional Behavioural Analyst) — TTI Performance Systems, Ltd
- C P V A (Certified Professional Values Analyst) — TTI Performance Systems, Ltd
- C A I A (Certified Attribute Index Analyst)
- Licensed Facilitator Corporate CoachU “Coaching Clinic™” and “Essential Conversations for Developing Others®”
- Certified Coach “Retirement Options” and “Life Options”
- Certified Facilitator InnerTalent
- Graduate and Licensed Coach — CoachU
- Professional Certificate in Arbitration and Mediation — University of Adelaide
- M S W (Master of Social Work - Psycho Social Research in Health Sciences) — Curtin University
- B S W (Bachelor of Social Work and Social Administration / Post Graduate) — University of Western Australia
- B A (Bachelor of Arts / Honours) Social Geography — University of Hong Kong

Other accreditations and affiliations

- Accreditation — AASW (Australian Association of Social Workers)
- Accredited Trainer and Resource — YPO (Young Presidents' Organization)
- Associate Member — IAAM (Institute of Arbitrators and Mediators)
- Authorised distributor — TTI™ programmes (Target Training International)
- Authorised distributor — DISC® / PIAV® and Attributes Index behavioural assessments, InnerTalent behavioural assessments
- Authorised distributor—Retirement Success Programmes

Peggy Chiu
COACHING

PROFESSIONAL ■ EXECUTIVE ■ BUSINESS ■ CORPORATE COACH

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Coaching programs

Coaching programs offered by Peggy Chiu are custom-tailored to suit the specific needs of each client. The models listed below are only samples of some of the coaching programs and seminars available.

Peggy Chiu's coaching programs are designed and delivered with a personal approach style from preliminary work through implementation, support and follow-up.

A typical program would incorporate the following basics:

- Pre-assessment conference with client
- Interviews and discussions with management and team members
- Application of assessment tools
- Group coaching session with designated team members
- Individual coaching sessions as required
- Ongoing support
- Review of outcome
- Plan for the future

Some program models include:

Executive Coaching
Team Coaching
Management Coaching
The Next Step: Coaching for New Managers
Performance Plus

Some seminar models include:

Dynamic Communication™
Your Attitude is Showing™

Corporate CoachU programs

Peggy Chiu will train leaders and managers to use a coaching approach at work and with clients.

Who can benefit from coaching?

Organisations — to enable stakeholders, managers and workers to share the same vision and goals, to function at the highest possible level and beyond, on both the organisational level and personal level, allowing individuals to retain their uniqueness to best contribute to the organisation, yet achieve their own personal fulfilment.

Teams — to enable team members to understand each other's strengths and limitations, to complement one another, tapping into their collective wisdom, which transcends the arithmetic summation of their individual contribution.

Individuals / Groups of individuals — to enable people who want to assess their careers, performance, financial independence, relationships, contribution to significant others and community, and personal fulfilment, to reach their highest potential.

How does professional coaching enhance success?

- Making better and quicker decisions
- Changing behaviour
- Arriving at own creative solutions
- Taking action to effect profound changes
- Attaining desired outcomes according to one's values

Professional, executive, business, team and corporate coaching services are tailored to suit your needs.

“... a great tool for developing self and my corporate team ... coaching can and does work! ... now able to re-focus on individuals and understand my own shortcomings in relation to others ... what I liked most about the program: a great team, no threat and gentle guidance ... will apply the skills learned immediately in corporate personal development, self improvement and team building.

Dr Peter Pratten, Chairman
CAPEL VALE WINES”

“Peggy conducted the College's Group Coaching program during a 6-month time period in 2001 for 11 staff members who make up the Senior Administration Team.

The coaching format involved staff in group, small group and individual sessions designed to develop transferable skills and address personal/professional goals.

Peggy often went well beyond reasonable expectation to support and encourage staff during and after the structured program. She provided thorough documentation and communication concerning the planning, implementation and evaluation of the program.

Peggy has demonstrated outstanding business ethics and impeccable personal integrity.

Dr Ian P M Lambert, Principal
BA, Grad Dip T (Griffith), MA (London)
PhD (Cambridge)
M A C E

Peggy Chiu's mission

is to illuminate, inspire, challenge and support

DOERS

*in making choices and taking actions
that will compel them to follow the paths
that will lead them straight to their dreams
and to their highest level of being.*