



THE OFFICIAL NEWSLETTER OF THE ASIA PACIFIC ALLIANCE OF COACHES

future of coaching: adapting through integration

APAC Waves

Leading Through Presence: Coaching in Action
at the APAC Coaching Conference 2025

APAC Family

Executive Committee (2025-2027)

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A Farewell Message



“What an incredible two years it was for me, weaving this beautiful tapestry of growth, service, and shared experiences in APAC coaching community with you.”

Dear APAC Colleagues,

What an incredible two years it was for me, weaving this beautiful tapestry of growth, service, and shared experiences in APAC coaching community with you.

My heartfelt gratitude goes to the EXCO team, ambassadors, and committee members. Some have institutional knowledge of APAC I truly respected, and some whom I personally recruited on this adventure, thanks for stepping forward courageously.

For the many generous senior coaches who walked alongside and contributed so wholeheartedly with your knowledge, war-stories, and your Being, you have inspired and enriched us.

To both our new and long-time members, your presence and support have uplifted us during trying times of juggling personal and work priorities, while volunteering here. This is the power of community.

The eco-system is not complete without the industry partners, thanks for jointly organising events, taking up pro bono coaching and experimenting team coaching with us. You made the impossible possible.

From the bottom of my heart, thank you for co-creating this space that I hold dearly. As I pass the baton to the new APAC President, Suyin, and the incoming EXCO team, I have every confidence that their passion and dedication will guide them to new heights, to create a journey they too will one day look back on with full and grateful hearts, as I do now. Be blessed!

Warmly,

A handwritten signature in black ink, appearing to read 'Irene Chia', with a long, sweeping underline.

IRENE CHIA
Immediate Past President, APAC

President Speaks



“Let us move forward with courage, compassion, and clarity. Collectively, we will amplify the voice of coaching across Asia Pacific—and ensure it speaks in every dialect, every tradition, and every heart.”

Dear colleagues, fellow coaches, and partners across the Asia Pacific,

Our Alliance has always stood for more than just professional development—it is the **Coaching Voice of Asia Pacific**, a collective heartbeat that resonates across time zones, languages, and traditions. As we step into this new chapter, our mission is clear: **to bring the power and value of coaching into every workplace and every home.**

While Western models of coaching have shaped much of our professional landscape, we must also honour the deep roots of mentoring, guided learning, and relational wisdom that have long existed in our cultures. From the Confucian traditions of teacher-student harmony to the Pacific Islander principles of communal growth, coaching in Asia Pacific is not a transplant—it is a transformation. The Asia Pacific is a region of extraordinary diversity—of cultures, languages, and leadership traditions.

Modern coaching here is a blended practice: one that integrates global standards with local nuance, and that adapts to the social, emotional, and spiritual contexts of our communities. It is coaching that listens deeply, respects cultural rhythms, and empowers individuals to lead with authenticity.

As we step into this new chapter, we do so at a pivotal moment in human development — where **artificial intelligence is reshaping how we learn, lead, and connect.** In the Asia Pacific, where ancient wisdom meets cutting-edge innovation, we have a unique opportunity. AI is not here to replace the human touch of coaching—it is here to **amplify** it. From smart journaling tools to real-time language translation, AI offers us new ways to **scale impact, deepen insight, and democratize access** to coaching. But with this power comes responsibility. Together, we will explore how to **integrate AI ethically and inclusively**, ensuring it supports—not supplants—the relational essence of coaching. We will draw on our region’s collective wisdom to shape a future where technology enhances, not erodes, our humanity.”

Together, let us:

- Champion **inclusive, culturally attuned coaching practices**.
- Foster **collective learning** that reflects our regional diversity.
- Build platforms for **cross-border collaboration and wisdom-sharing**.
- Advocate for coaching as a tool for **resilience, leadership, and wellbeing**—not just in boardrooms, but in families, schools, and communities.
- Explore how we can **blend AI-enhanced tools with our region's coaching traditions**—creating a model that is both future-ready and culturally rooted.

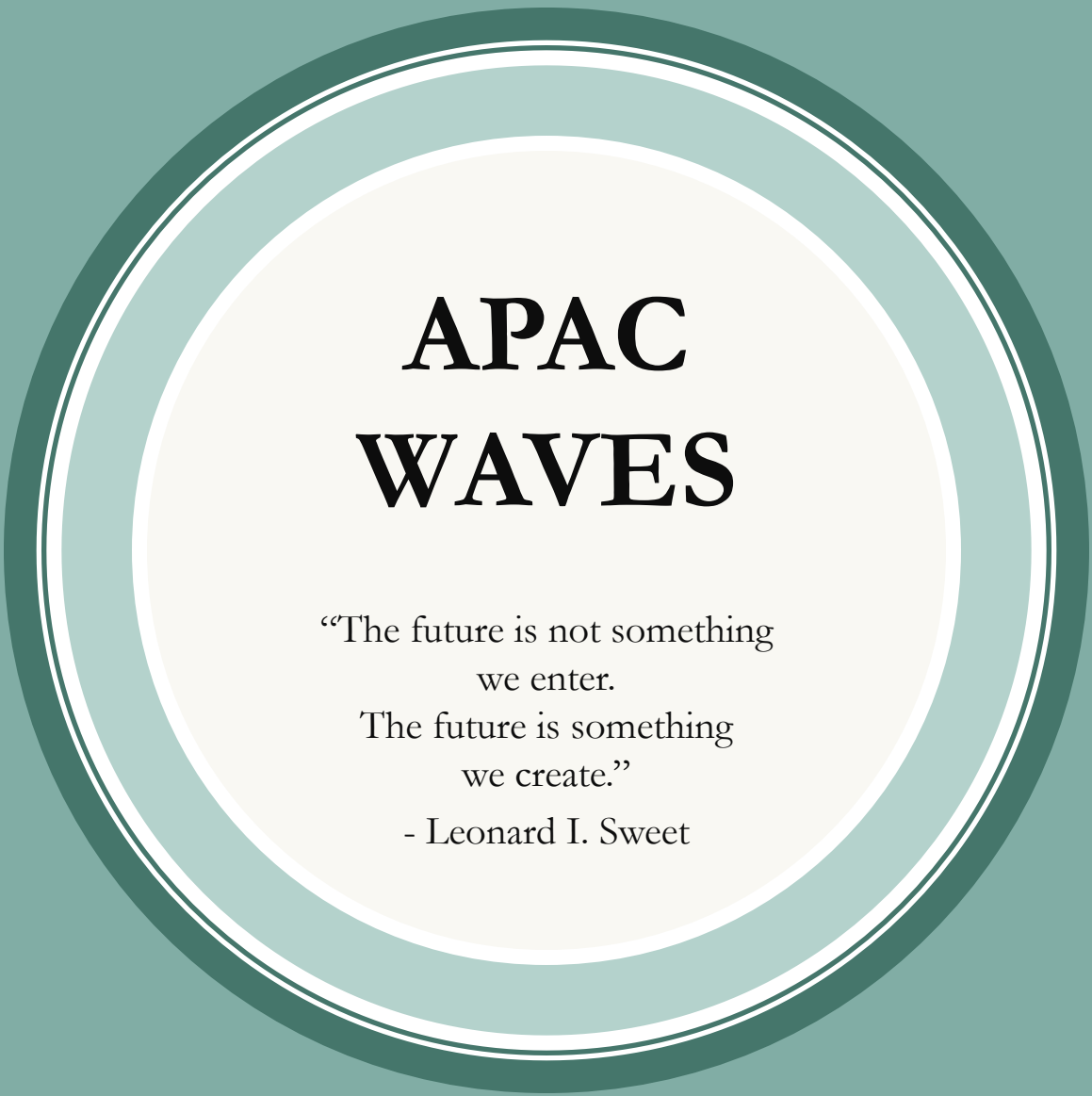
Let us move forward with courage, compassion, and clarity. Collectively, we will amplify the voice of coaching across Asia Pacific—and ensure it speaks in every dialect, every tradition, and every heart.

To our outgoing President, Irene Chia, thank you. Your unwavering dedication, tireless work, and steadfast vision have left an indelible mark on APAC. You have not only guided us through challenges with grace and strength, but you've also inspired us with your integrity, compassion, and commitment to excellence. Taking the beacon from you is both a privilege and a challenge—your shoes are indeed big ones to fill. I now step forward with humility, hope, and a deep commitment to building on the foundation you and the Founder and also the previous Presidents have laid. I will carry forward the light you've all held so brilliantly, and I pledge to lead with the same spirit of collaboration, courage, and care. Thank YOU also to the outgoing EXCO members for their unwavering support and dedication.

Thank you for your trust.

Suyinmh

SUYIN ONG
President, APAC



APAC WAVES

“The future is not something
we enter.

The future is something
we create.”

- Leonard I. Sweet

The Paradox of Becoming: Why True Change Begins With Embracing Who We Already Are

What if change doesn't begin with becoming something different—but with becoming more fully what we already are?

This was the contention of Arnold Beisser, a psychologist whose paradoxical theory of change suggests that true transformation arises not from striving to be something else, but from fully inhabiting who we already are.

Over the years, I've come to see just how accurate this is—not only in my own life, but in the lives of countless clients. Again and again, the most profound shifts have come not from an effort to be different, but from the courage to meet themselves as they are, without flinching.

This may seem counterintuitive. Much of the coaching world, and indeed much of life, hinges on the notion of self-improvement. We are constantly encouraged to strive—towards clarity, towards consistency, towards growth. To become better, more capable, more certain. And these are no bad things but the question is what best supports them to happen? To push away from who we are right now or to embrace who we are?

For much of the personal development world, change is built on the premise of behavioural reinforcement. If we want something different, we need to do something different. Behavioural coaching models often follow this logic, focusing on



repetition, accountability, and incremental progress. But the paradoxical theory of change challenges that assumption. It suggests that true, lasting transformation doesn't come from effort alone, but from insight—specifically, the kind of insight that arises when we stop resisting our current state and meet it with presence.

And so I ask what if the most profound changes arise not from striving, but from inhabiting ourselves more fully? From learning to live with, rather than escape from, our own fallible humanity?

This question sits at the heart of a paradox I've been living into for many years. It has reshaped how I understand transformation—both in coaching and in life—and it continues to challenge some of the core assumptions we carry about what it means to grow, evolve, and thrive.

THE FALLACY OF FORWARD MOTION

In the early days of coaching, models like GROW painted a wonderfully neat picture of progress. Define where you are, decide where you want to be, explore your options, commit to action. Done.

And for a while, that worked. It made sense. It resonated with the part of me that likes direction, purpose, movement. But the more I coached, and frankly, the more I lived, the less this linearity seemed to hold.

Human beings are not straightforward. We are deeply ambiguous creatures—contradictory, emotionally inconsistent, full of longing and avoidance, passion and fear, clarity and doubt. We want something, and yet we resist it. We crave change, and yet cling to the familiar. We declare commitment, only to backpedal days later.

This isn't failure. This isn't pathology. This is what it is to be human.

And it turns out that the clean, tidy logic of goal-setting doesn't touch the richness, or the reality, of that.

THE AMBIGUITY AT THE HEART OF EVERYTHING

I used to think the goal was clarity. That if I just asked enough questions, or dug deep enough, or read the right book, I'd find it—that crystalline sense of knowing. Knowing who I was. Knowing what I wanted. Knowing how to get there.

But what I've come to see is that much of life unfolds in not knowing. And not just temporarily, on the way to clarity—but as a permanent feature of the landscape. There is a cloudiness to being human that never quite lifts. A perpetual state of becoming that never resolves into a fixed self.

What if that isn't a problem to be solved—but a truth to be welcomed?

THE PARADOX OF CHANGE

In Gestalt therapy, Beisser wrote of the paradoxical theory of change: that we change most deeply not by trying to become something else, but by becoming more fully who we are.

I've explained this theory many times over the years, but it's only recently that I've really felt its weight. For a long time, I resisted it. Surely change means... change? Movement? Shift? Reinvention?

But here's what I've noticed: the more I try to be different, the more I reinforce the belief that I'm not okay as I am. And from that place, anything I do becomes a rejection of myself—not an expansion, not a deepening, but a subtle act of self-abandonment.

By contrast, when I turn towards the parts of myself I've long tried to outgrow—my indecision, my impulsiveness, my restlessness—I start to see that they are not flaws but features. They are patterns I've lived with for decades. They've shaped my relationships, my business, my choices. They are, in many ways, the thread of continuity that is me.

And when I stop trying to eliminate them, something softens. Paradoxically, it is in this self-recognition that new possibilities begin to emerge.

AUTHENTICITY OVER ASPIRATION

So much of coaching, even when well-intentioned, is infected with a subtle aspirationism. Be your best self. Follow your passion. Set bigger goals. Hack your habits. Shift your mindset. Achieve exponential growth.

It's not that these aspirations are inherently wrong. But they often obscure a deeper invitation: to come home to yourself. To drop into what is already true, already present, already alive in your experience. To meet yourself with less judgement, and more curiosity.

What if transformation isn't about adding more—but about removing what no longer fits? Letting go of who we think we should be, in order to meet who we actually are?

WHAT MAKES US HUMAN

The rise of artificial intelligence has created a curious mirror. The very qualities we once thought uniquely human—logic, creativity, even empathy—are now being replicated in code. But what AI still cannot grasp is ambivalence and uncertainty. It cannot feel these things. It cannot hesitate. It cannot wonder if it's doing the right thing. It cannot sit in the discomfort of not knowing.

And that is exactly where humans live.

We are temporal, emotional, imaginative, contradictory beings. We reflect. We procrastinate. We love and doubt in the same breath. We long for purpose and question whether it exists. We hold onto what we should let go of. We revisit the past. We fear the future. We are, in short, profoundly complex.

And this is the territory of coaching—not the clear, clean road to performance, but the winding, foggy path of inner life.

THE REAL WORK OF THE COACH

As coaches, we are not here to fix. We are not here to push clients to be more productive versions of themselves. We are not here to provide answers, or even clarity.

We are here to hold space for the very complexity that makes us human. To meet the client in their ambiguity, their indecision, their contradictions—and to stay with them there, without rushing to resolve it.

To do that well, we must also meet our own. It requires us to relinquish the safety of expertise, to notice when our questions are veiled suggestions, and to trust that transformation doesn't always look like progress. Sometimes, it looks like stillness. Sometimes, it looks like confusion. And sometimes, the most powerful thing we can do is to wait.

This is not passive work. It is not about tolerating stuckness. It is about creating the conditions in which new insight can emerge—not from the outside in, but from the inside out.

WORKING WITH WHAT IS

There's a subtle but profound shift that happens when we stop thinking of coaching as a way to do

something for the client, and instead see it as a way to be with them. Presence becomes more powerful than intervention. Silence becomes more potent than advice. And what arises from that presence is often richer, deeper, and more sustainable than anything we could have planned.

What I've come to see is that most of the so-called "problems" people bring to coaching are not problems to be solved. They are patterns to be understood. Dilemmas to be explored. Stories to be witnessed.

People don't need to be turned into something else. They need to be seen. Heard. Reflected back to themselves in a way that lets them meet their own experience differently.

The irony is, once that happens, things often do change. But the change is organic. Emergent. Unforced. It arises from alignment, not from pressure.

LIVING THE PARADOX

In my own life, I continue to be surprised by how little I've changed at the deepest level. My impulses, my inconsistencies, my love of multiplicity and disdain for neat conclusions—they're all still here.

But my relationship to them has shifted. I no longer see them as challenges to overcome. I see them as companions on the road. Some days, they make life harder. Other days, they make it richer.

This is what I wish more coaching conversations allowed for: the possibility that you don't need to be different. That your patterns are not problems. That your ambiguity is not a weakness. That thriving doesn't mean fixing yourself—it means learning how to live with yourself.

TOWARD A COACHING OF ACCEPTANCE

There is a radical dignity in choosing to accept ourselves as we are. Not as an endpoint, but as a beginning. As the ground from which all true transformation grows.

And for coaches, this requires a shift. A willingness to question the assumptions that shape our questions. A commitment to working at depth, even when it's uncomfortable. A capacity to hold space not just for insight—but for confusion, contradiction, and complexity.

It asks us to embody unknowing. To resist the urge to steer. To allow what is already there to speak—and to trust that in doing so, something new may emerge.

Because, in the end, the deepest change doesn't come from becoming someone else. It comes from becoming more deeply ourselves.

And that, paradoxically, is the work of transformation.

By **Nick Bolton**. Nick is the founder of Animas Centre for Coaching and the International Centre for Coaching Supervision, pioneering transformative coaching that moves beyond performance-based approaches to facilitate deep, lasting change.

A Personal Reflection on Organising APAC 2025

“I’ll do it!”

I recalled that moment clearly when Irene Chia, President of APAC 2023-2025 asked who wanted to be the Conference Chair for the biennial APAC 2025 Conference.

Looking back, I honestly didn’t realise how much of a journey it would be — not just of planning an event, but of growth, connection, and deep learning.

Our theme, **“Future of Coaching – Adapting through Integration,”** felt like a mirror reflecting back to us what we were all going through — as coaches, as teams, as individuals navigating change. Integration wasn’t just an idea we talked about; it became something we lived, day after day, as we worked to bring this conference to life.

WORKING HAND IN HAND WITH TCI

This year was special because it was our first time co-organising with a local partner, **Teamcoach International (TCI) Malaysia**. From the very first conversation, I could sense their warmth, professionalism, and genuine enthusiasm for making this event meaningful.

We spent hours on calls — brainstorming, aligning, laughing, sometimes worrying — but always supporting one another. There were moments of uncertainty, times when plans shifted unexpectedly,

and yet, every challenge somehow brought us closer. The partnership became more than collaboration; it became a friendship. Together, we found our rhythm — and in doing so, lived out what “integration” truly means: blending perspectives, honouring differences, and creating something new together.

THE COUNTLESS CHOICES ALONG THE WAY

Every part of this journey involved choices that carried weight — from the long search for sponsors who believed in our vision, to the careful selection of speakers who could bring our three sub-themes to life:

- **Restoring Wholeness in Self** — because every great coach starts by being grounded in their own wholeness;
- **Leveraging AI as a Strategic Partner in Coaching** — because the future asks us to be courageous and curious when encountering technology;
- **Bridging East and West for Coaching Wisdom** — because wisdom grows when cultures and philosophies meet.

Each decision felt like adding a brushstroke to a much bigger picture.

FINDING THE RIGHT HOME FOR THE CONFERENCE

Choosing the **Sheraton Kuching** as our venue wasn't just a logistical decision — it was a feeling. The moment I stepped into the space, I could picture the energy of the event: the laughter in the hallways, the quiet reflections after deep sessions, the reunions amongst old friends.

I remember standing in that ballroom before the first day began, the room set up, the lights softly glowing, and thinking... *We're ready. It's happening.*

THE HEART OF IT ALL: CONNECTION

Behind the scenes were countless conversations — late-night WhatsApp messages, last-minute tweaks, encouraging words when fatigue set in. Through it all, one question guided us: *How do we make this conference something people will remember, not just for what they learned, but for how they felt?*

We wanted people to **reconnect with old friends, find new ones, and leave with hearts full** — inspired, recharged, and reminded why they chose this profession in the first place.

WHEN IT ALL CAME ALIVE

24th September 2025 finally arrived. Watching the people stream in — their faces lighting up, the first handshakes, the hugs, the excitement — was the moment it all came together. The room buzzed with conversations that crossed borders, generations, and ideas. I remember standing quietly for a moment, just taking it all in, feeling both exhausted and deeply grateful.

It wasn't perfect — no event ever is — but it was real. It was human... but that's what made it beautiful; that's what APAC conferences are all about.

LOOKING BACK WITH GRATITUDE

Organising APAC 2025 has changed me. It reminded me that leadership isn't about control; it's about trust. It's about letting go enough for others to shine and believing that the whole will be greater than the sum of its parts.

As I look back, what stays with me most were the people — my incredible team, our partners at TCI, our sponsors, our speakers, and every single attendee who showed up with openness and heart.

Together, we didn't all just attend a conference. We were the conference. The creation of a living, breathing expression of integration. For me, that's the true future of coaching — one where we keep learning, evolving, and connecting — not just through ideas, but through each other. To be the voice of the Asia Pacific coaching community.

By **William Tan**. William was the 2nd Vice President of APAC and the APAC2025 Conference Committee Chair. He is a transformation coach/consultant who makes strategy feel like discover. With a sharp analytical eye and a passion for learning, William helps teams cut through complexity and uncover what really drives progress.

Leading Through Presence: Coaching in Action at the APAC Coaching Conference 2025

When people think about leading a regional conference, they often picture strategy, project plans, and logistics. But for me, leading the **APAC Coaching Conference 2025 in Kuching, Sarawak** was not about management — it was about *coaching in action*.

It was a live experiment in what happens when coaching principles are not confined to a conversation, but infused into the design, decisions, and dynamics of an entire event.

DESIGNING WITH AWARENESS AND INTENTION

From the earliest concept discussions, I knew this wasn't just another conference. It was an opportunity to model what we, as coaches, teach every day — *how presence, alignment, and awareness* can transform not only people, but systems.

Our intention was simple but ambitious: create an experience that mirrors the essence of coaching — where participants don't just listen, but discover; where they don't just attend, but transform.

That meant designing everything — from the UI/UX of the website to the stage flow — with *intention*. Every visual, word, and moment had to feel aligned, coherent, and purposeful. As a coach, I've learned that awareness is everything; and in

leading a large-scale project, it was the same. When awareness deepens, alignment follows — and flow becomes possible.

HOLDING SPACE FOR THE UNSEEN

Behind every seamless experience lies the unseen labor of coordination, problem-solving, and energy management. In moments where things could easily spiral — delays, last-minute changes, or tech hiccups — I reminded myself of the same principle we use in coaching: *stay present, stay curious, stay grounded in purpose*.

Instead of reacting, I listened. Instead of controlling, I partnered.



That shift changed everything. The team responded with clarity and calm because they felt seen and trusted. Facilitation wasn't just something that happened on stage — it was alive in every internal meeting, every WhatsApp chat, every cross-functional decision.

Leadership, at that point, felt less like directing and more like *holding space* — for people, for possibilities, and for transformation to emerge organically.

CONVERSATIONS THAT BECAME DESIGN

Throughout the journey, I found myself applying coaching micro-skills everywhere — in conversations with designers, partners, speakers, and volunteers.

When the team debated creative directions, I listened for what wasn't being said — the needs, fears, and hopes behind the words. When collaboration slowed, I asked questions that reconnected us to purpose: *"What are we really trying to create here?"*

These weren't management tactics; they were coaching moves. They shifted the dialogue from tasks to meaning — and from compliance to commitment.

One insight stood out strongly: *clarity always precedes creativity*. Once everyone felt aligned on why we were doing something, the "how" flowed naturally.

THE ART OF NON-INTERFERENCE

In coaching, we talk about the power of *non-interference* — trusting the process, the client, and the wisdom that unfolds. Leading this conference reminded me how difficult but necessary that is.

There were moments when I could have stepped in — to micromanage, to push for perfection — but I chose instead to trust the people I had empowered. And that trust paid off.

Our team began anticipating needs, solving problems before they surfaced, and taking ownership with pride. That's when I saw what real collaboration looks like — not coordination, but *co-creation*.

It reaffirmed something I've long believed: when you lead with trust instead of control, people rise.

REFLECTION, CONNECTION, AND RENEWAL

As I listened to our speakers and participants during the conference, I noticed a shared undercurrent — a yearning for authentic connection and human depth, even in this age of automation and AI.

And it's true. Technology can amplify reach, but it cannot replace presence. Efficiency is valuable, but it will never substitute empathy.

As someone who works at the intersection of coaching and digital innovation, I'm convinced the future of transformation lies in integration — where we use technology to scale reach, but rely on humanity to sustain depth.

That balance — between innovation and presence — is what defines coaching in the modern world.

GRATITUDE AND GROUNDING

Looking back, I feel immense gratitude to my incredible team at **Teamcoach International** for their dedication, creativity, and heart. And to our co-organizer, the **Asia Pacific Alliance of Coaches**, thank you for walking this journey with trust and collaboration.

But most of all, I'm grateful for the reminder that coaching is not limited to a session or a client relationship. It's a way of being. It's how we design, decide, and serve — whether leading a project, guiding a team, or facilitating growth on a global stage.

When people ask why I continue to do this, my answer is simple: *because being present in service of purpose never gets old.*

At the heart of it all, this conference was not about logistics or even learning — it was about demonstrating what happens when we lead with awareness, listen with intent, and act with alignment.

And that, to me, is coaching in its purest form.

By **Bravo Looi**. Bravo is a Growth Coach, Trainer, and Facilitator, and serves as an Industry Advisor at Teamcoach International. He helps professionals, teams, and organizations unlock clarity, performance, and meaningful growth through coaching, facilitation, and experiential learning.



Emceeing the Future: Reflections from the APAC Conference 2025

When I first stepped onto the stage at the **Asia Pacific Alliance of Coaches (APAC) Conference 2025**, I introduced myself with a smile and said:

“My role is to facilitate the smooth transition between one inspiring speech and another insightful presentation — and sometimes between you and the scrumptious food.”

The audience laughed, and that lighthearted moment broke the ice. Yet, as I looked around the room filled with coaches, facilitators, and leaders from across the region, I felt the significance of being part of this moment — a gathering of hearts and minds dedicated to growth, connection, and purpose.

This year’s theme, **“The Future of Coaching: Adapting through Integration,”** could not have been more relevant. With its three sub-themes — *Restoring Wholeness in Self*, *Leveraging AI as a Strategic Partner in Coaching*, and *Bridging East and West for Coaching Wisdom* — the conference invited us to explore how coaching evolves while staying anchored in our humanity.

BEHIND THE SCENES: A JOURNEY OF COLLABORATION

For those of us on the organizing committee, the conference was the culmination of months of teamwork, planning, and coordination. We began preparing last year, exploring possibilities, juggling commitments, managing logistics, and refining countless details. There were moments of uncertainty, but when the lights came on that first morning, it felt like a collective celebration of effort, patience, and shared belief. Seeing everything finally come together was a proud and emotional moment.

As the emcee for the main sessions, I had the privilege of witnessing the event’s rhythm up close — the way ideas, cultures, and experiences blended seamlessly into a symphony of learning.

MOMENTS THAT MOVED ME

One of the most inspiring sessions for me was hearing **Dr. Marcia Reynolds**, whose presence was both graceful and grounded. Speaking about the essence of trust as the foundation of every coaching relationship, she shared that receiving appreciation with gratitude is a form of acceptance. Her words were simple yet deeply grounding, a reminder that coaching is, at its core, a relationship built on genuine connection.

Another unforgettable highlight was the **Cultural Night Dinner** — a joyful celebration that brought out the vibrant diversity of our coaching community. Coaches from across the region showcased their cultural heritage through song, dance, and even Tai Chi. The hall was alive with laughter, applause, and unity. Awards for *Best Cultural Costume* and *Free APAC Membership* added to the fun, but the real prize was the sense of belonging we all felt that night.

LEARNING, INTEGRATION, AND NEW INSIGHTS

Among the many rich sessions, one that deeply resonated with me was led by **Captain Dr. Shan**, who shared his insights on **Facilitative Team Coaching**. His session beautifully demonstrated how facilitation and coaching can be integrated to serve groups and teams more effectively. He guided participants through a collective learning and wisdom-sharing process that showcased the harmony between structure and openness, between the discipline of facilitation and the fluidity of coaching.

Watching him facilitate reminded me how powerful this combination can be: the structure of facilitation provides clarity and focus, while coaching invites reflection, creativity, and authenticity. Together, they create a space where teams can engage meaningfully, make informed decisions, and strengthen their sense of collective purpose. It's the way of being!

Another theme that sparked deep conversation was **coaching and AI**, perhaps the most debated topic of the event. While some raised concerns about technology replacing human interaction, the discussion gradually shifted toward a more collaborative vision. AI, when integrated thoughtfully, can become a strategic partner rather than a competitor. It can help internal coaches collect qualitative data, identify emerging patterns, and support reflection through structured questioning. Yet, the heart of coaching remains profoundly human — grounded in empathy, intuition, and connection. The future isn't *AI versus human*; it's *human with AI* — technology as an ally in deepening awareness and impact.

EMPOWERMENT, CONNECTION, AND HOPE

By the final day, one truth stood out clearly: **coaching continues to be one of the most**

empowering and enabling forces in human development. When we hold space for others with trust and respect, we create room for breakthroughs that go beyond what anyone imagined possible. There's no ceiling when human potential is fully expressed.

As I took the stage one last time to close the conference, I felt a deep sense of gratitude — for my fellow committee members who worked tirelessly behind the scenes, for the speakers who shared their expertise so generously, and for every participant who came with an open heart and curious mind.

A FUTURE BUILT ON INTEGRATION

The APAC Conference 2025 reminded me that integration isn't just a theme; it's a way forward. It's about harmonizing East and West, balancing structure and freedom, and blending technology with humanity. Most of all, it's about how we, as coaches, continue to evolve — staying grounded in our purpose while adapting to a changing world.

Because at the end of it all, the future of coaching isn't just about tools or trends, it will always come back to what it has been from the very beginning: **People empowering people. Always people.**

By **Ho Sze Chieng**. Chieng is a Senior Manager of Teamcoach International, member of the APAC Conference 2025 Organizing Committee, and emcee of the event. He is a seasoned leader in human development and has over a decade of experience as a certified coach and process facilitator.

A Reflective Journey into Collective Wisdom and Impact



The energy was high. The vibes were positive. There was a sense of anticipation and openness as coaches come together in Kuching for the APAC Coaching Conference 2025. This was my first conference experience with APAC and the stories, insights and ideas shared ignited my excitement and drive in being a coach in today's BANI (brittle, anxious, nonlinear, incomprehensible) world. I walked away uplifted and inspired by the collective wisdom from the coaching community.

Kicking off the conference was Marcia Reynolds who shared her wisdom in her keynote address. Her emphasis on the “how” in coaching to exude presence is encapsulated simply in this question – “are you coaching from your memory or your presence?”. According to Marcia, mastery is the deepening of presence, not the perfection of skills.

So, what is the meaning of presence? Is it my definition of presence or my client's? In my opinion, presence is a felt sense of “I matter” and being seen, an embodiment of being here just as-is without being judged, to be witnessed as simply a human being experiencing life. As Thich Nhat Hanh said, ““The most precious gift we can offer others is our presence.” Imagine the impact we offer with presence as a coach, and how wonderful if this is also a way of being in how we show up for people around us, not just in coaching sessions.

Another takeaway from Marcia's keynote was that presence enhances the process, keeping in mind that coaching is a process as is transformation too. Pondering over this, I can relate to my own transformation journey. Indeed, as the process unfolds, the journey continues and along with it, the fears of unknowns and the joys of possibilities. The ambiguity, the not knowing – these can stir us up as coaches. Yet, by walking along with the ambiguity and unknown, trusting the process and trusting the client, direction can be found.

A couple of breakout sessions that I attended were also connected to presence from the angles of somatics and spirituality. Sari Marsden's session on somatics highlighted the body as part of the system in coaching, and evoking awareness and curiosity from the inside-out. By tuning in into our bodily sensations, emotions and movements, we can cultivate presence by noticing without judgment on what's arising in our internal system. This connection brings a client back into the here and now, beyond the story they may be telling themselves – a power reminder of the wisdom within our body.

In Ram Ramanathan's session on systemic spiritual sensory coaching, he shared about alignment of self, system and spiritual and invited us to experience a sensory energy awareness technique. The inquiry and exploration into our senses, body, emotions tap into our wisdom that lives within. It is diving below the surface, beyond the masks and stories that we tell ourselves, into a deeper unknown and knowing. A powerful experience indeed.

Another major topic of discussion at the APAC conference was Artificial Intelligence. It was a mix of concerns and excitement about AI amongst the coaches. Since ancient times, humans have always created and used tools for various purposes. Technology is one of these tools. I believe AI can be a strategic resource for coaches to harness when used ethically and effectively.

Jaye Lee's sharing on integrating AI and authentic wisdom highlighted that "AI does not coach but prepares the coach" and invited coaches to ponder how AI can help free up the coach to be more fully human. I like this perspective as it opens the possibility of expanding and extending ourselves and our presence, akin to AI as the lubricant to smoothen and spread our wings to take flight.

The above reflections that I gained was just the tip of the iceberg of the generosity of the knowledge and insights shared by coaches at the APAC conference. There is so much richness in the collective wisdom of the coaching community, and I'm grateful to have the opportunity for the time and space to slow down, to listen, to soak in.

As coaches, we can leave an imprint, a collective impact on the BANI world often driven by speed, performance and outcomes. Impact doesn't always come from what we say or ask. Sometimes, it comes from the openness to go deep into presence, the courage to stay with the discomfort of the unknown, and the collective wisdom beyond self. So, this is an invitation for all of us to continue our journey of exploration – of our collective wisdom, of the potential of collective impact, of the unknown.

By Khoo Yin. She is a certified emotional intelligence coach and trainer passionate about working with emerging leaders and new managers to inspire living guided by the heart with authenticity, compassion and purpose.

Gems of Thoughts From Kuching

Being in the same room with coaches, breathing in the same air with the amazing Asia-Pacific coaches at APAC Kuching 2025, was a quietly profound experience. There was something sacred in that shared space — the energy of hundreds of hearts devoted to one purpose: human growth. The conversations, the laughter, even the silences carried meaning. Engaging with such a diverse group of people felt like collecting tiny sparks of light — ideas, insights, and energies that we could bring home and nurture in our own communities.

As someone who works in the field of people-growth, navigating this rapidly changing world shaped by both human complexity and the speed of AI, the theme of the conference couldn't have been more timely. It was as if the collective pulse of this era — with all its uncertainty and promise — was distilled into one shared inquiry: How do we stay deeply human while the world becomes increasingly technological? The organizing committee did not just craft an event; they created a container for transformation.

The opening with Marcia Reynolds was more than a keynote — it was a homecoming. Her invitation to be present with ourselves landed deep in the body. She reminded us that wholeness is not a theory we talk about, but a way of being. It shows up in how we breathe, how we sit with our coachees, how we hold space for discomfort. Perhaps, as she said,

“Mastery lives in presence.” Those words have stayed with me ever since — not as an intellectual note, but as a gentle echo each time I take a deep breath before a coaching session.

Her invitation to shift from fixer to coach, from remembering to forgetting, was paradoxical yet freeing. It's a reminder that true mastery is not about accumulation — not more techniques, more frameworks, more doing — but about releasing what no longer serves, and trusting that presence itself heals.

Then came the question from Wai K. Leong, MCC, that sliced through all layers of pretense: How to be masterful in mastery? The simplicity of his inquiry carried profound depth. He reminded us that being human — with our flaws, doubts, and longing to belong — is not a weakness in coaching; it is the very essence of it. He spoke about how, in the age of neuroscience and AI, we must not only be skilled or competent, but soulful. That word — soulful — stayed with me. It reframed mastery not as perfection, but as integration: of wisdom and humility, logic and intuition, head and heart.

Someone in the room raised an interesting reflection: being a master and having an MCC credential are two different things. There was a collective stillness after that — a pause that felt almost sacred. Because it was never about choosing one over the other; it was about remembering why we pursue mastery in the first place. Perhaps it's not about arriving at the top, but about deepening our presence at every step of the climb.

Every breakout session, every hallway chat, every coffee conversation felt alive with meaning. There was learning not only in the content, but in the connection. Coaching, after all, is not just about words or questions — it's about energy exchange. The conference became a mirror, reminding me that we grow not through teaching or listening alone, but through resonance — the moment when two human systems meet in authenticity.

The cultural night was just as transformative. The colors, music, dances, and laughter were expressions of wisdom as ancient as the lands we come from. Each costume, each rhythm, each smile was a living testament to identity — to how culture is, in itself, a form of collective intelligence. Technology may evolve faster, but it will never replace the way human beings express meaning through art, ritual, and story. I found myself thinking: perhaps human culture is the oldest technology of all — designed to preserve connection, memory, and love.

On the second day, Captain Shan Moorthi's presence filled the room — calm yet commanding. His words carried the strength of leadership and the gentleness of awareness. And then, in a breakout session, Ram S. Ramanathan offered a sentence that still rings in my ears: "You cannot solve a problem with the same level of awareness at which it was created. You need a higher level of awareness."

That line, to me, wasn't just about coaching — it was about life. We cannot meet today's challenges with yesterday's consciousness. To coach well, we must keep elevating the quality of our awareness — not by working harder, but by being more awake. Coaching, at its highest level, is not merely a profession. It is a practice of consciousness, a lifelong devotion to clarity, compassion, and courage.

As the conference came to an end, I looked around the room — faces lit with new insights, laughter echoing through the hallways, hearts a little more open than when we arrived. I knew that each of us would carry a piece of this gathering home. The wisdom. The energy. The human connection that no algorithm could replicate.

When I unpacked my notes a few days later, I realized that what I truly brought home wasn't information — it was inspiration. A deep remembering that coaching is not about doing more, but about being more. About listening not only with our ears, but with our whole nervous system. About

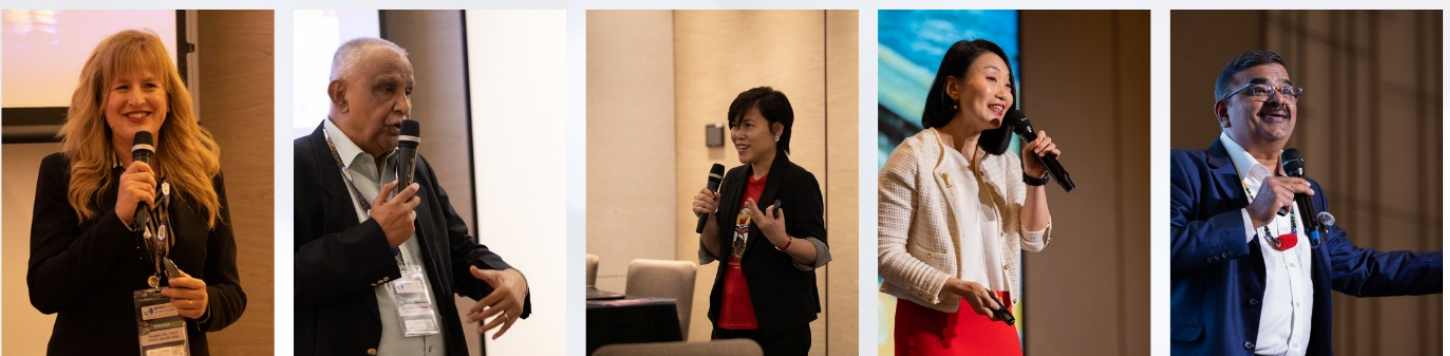
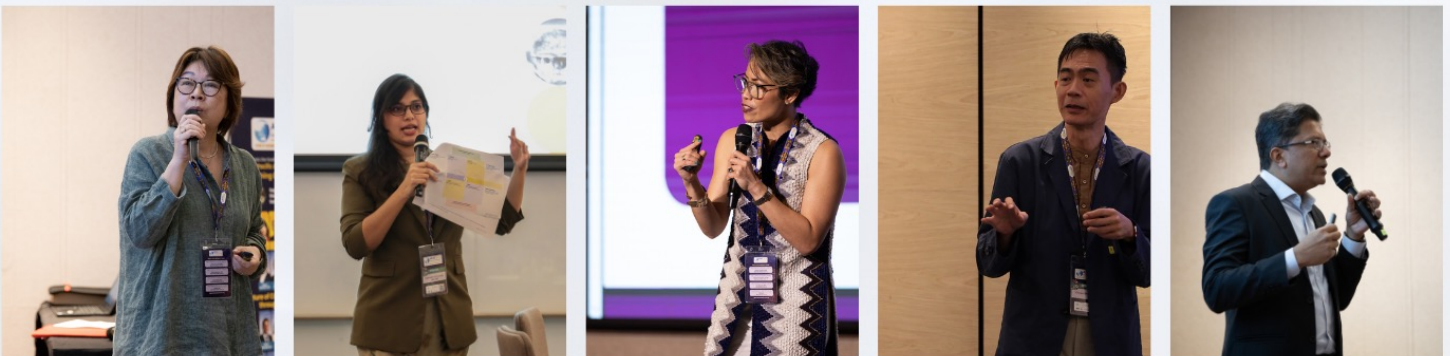
staying rooted in presence, even as the world spins faster.

APAC Kuching 2025 was more than an event. It was a collective pause — an inhale before the next wave of transformation. And as I exhaled back into daily life, I carried this gentle truth: Mastery is not the destination. Mastery is the way we walk.

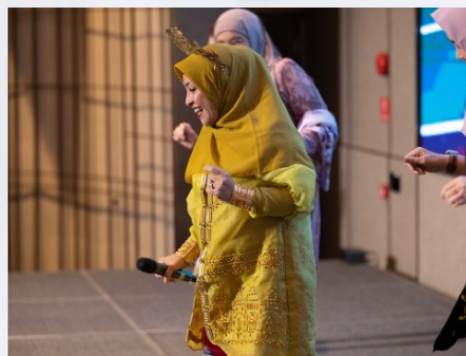
By **Rima Olivia, LCACC**. She is a professional coach, author, and trainer with a focus on the Psychology of Excellence.

APAC2025 Coaching Conference Recap









AI Tools As Your Coaching Companion From Business Partners to Supervision Support

MEET MY NEW BUSINESS PARTNERS [SPOILER: THEY'RE NOT REAL PEOPLE!]

When you run a coaching business, you sometimes wish for the perfect partners. One who is conservative and analytical, and another who is endlessly optimistic, always seeing opportunities in every twist and turn.

Well, I went ahead and "hired" them. They are AI personas I created.

Say hello to Conrad, my spreadsheet-loving risk assessor, and Opal, my sunshine-through-the-clouds idea generator. (Yes, if you have teenage daughters, you'll recognise these names from 'The Summer I Turned Pretty' and Taylor Swift's latest album. If I'm creating fictional personas, why not have fun with them?)

Here's why I did this: I had business ideas swirling in my head, but I kept going in circles. I created Conrad and Opal in AI to talk things through. Think of it as an information dump with a personality twist. Conrad would caution, "That's risky. What's the ROI?" Opal would counter, "But imagine the possibilities!" This banter helped me untangle thoughts and focus on actionable next steps.



BEYOND BUSINESS PARTNERS: AI TOOLS IN PROFESSIONAL DEVELOPMENT

While Conrad and Opal proved valuable for business strategy, my AI experimentation didn't stop there. As a PCC coach, a mentor coach and currently, a coach supervisor in training, I began exploring how AI could support my professional development, particularly in supervision and mentor coaching.

This is where the real revelation happened.

I started uploading anonymised transcripts of my supervision sessions to Claude, asking it to analyse my presence, identify patterns in my questions, and highlight blind spots referencing the supervision framework of my school. The feedback was surprisingly nuanced. It pointed out when I might be leading versus following the client's agenda, when my questions became too solution-focused, or when I missed opportunities to deepen exploration.

What struck me most was the objectivity. Unlike human supervisors who might have their own biases or coaching philosophies, AI offered a neutral mirror. It didn't replace my human supervisor, as nothing can replace that relational wisdom, but it gave me an additional layer of reflection between supervision sessions. Again, I gave my AI supervisor several personas to play, ranging from a strict “by-the-book, no-nonsense” supervisor to one who is nurturing and encouraging. The feedback from the former stung, but it provided me with areas to fine-tune and pay more attention to, whereas the encouragement from the latter softened the blow of the former.

SOME PRACTICAL WAYS COACHES CAN USE AI

As we look toward the future of coaching, AI isn't replacing the human element. It enhances our capacity to serve clients and develop our craft. Here are practical applications:

For Session Preparation and Analysis:

- Use transcription tools like Otter.ai or Fireflies.ai (with client consent) to capture sessions, then analyse patterns in your coaching style
- Upload session notes to AI for reflection prompts you might have missed
- Identify recurring themes across multiple clients to inform your practice areas

[I personally use the in-built Zoom AI Companion in my Zoom calls, where consent is provided by my client to do so.]

For Professional Supervision:

- Prepare for supervision by having AI analyse your session summaries and generate reflection questions
- Use AI to spot your habitual coaching patterns. For example, the questions you default to, the metaphors you overuse, the moments you might be projecting
- Generate hypotheses about client dynamics to explore with your supervisor

[I use various open-sourced AI tools such as ChatGPT, Claude, Gemini and Perplexity.]

For Business Development:

- Create AI personas (like my Conrad and Opal) to stress-test business ideas from different perspectives
- Draft marketing content, then refine it with your authentic voice
- Analyse client feedback themes to identify niche opportunities

For Continuous Learning:

- Role-play challenging coaching scenarios with AI before encountering them with real clients
- Practice specific ICF core competencies by having AI observe and provide feedback
- Explore different coaching models by having AI explain and demonstrate various approaches

What I found useful when I use the AI tools is to prompt it specifically to take on a persona such as a business partner, a marketing consultant, or an ICF supervisor. The more details you provide, the better the output.

THE HUMAN-AI PARTNERSHIP

Here's what I've learned: AI cannot replace the magic of a real human connection, for example, the intuition, empathy, and accountability that coaches



bring. However, it can be a powerful thinking partner.

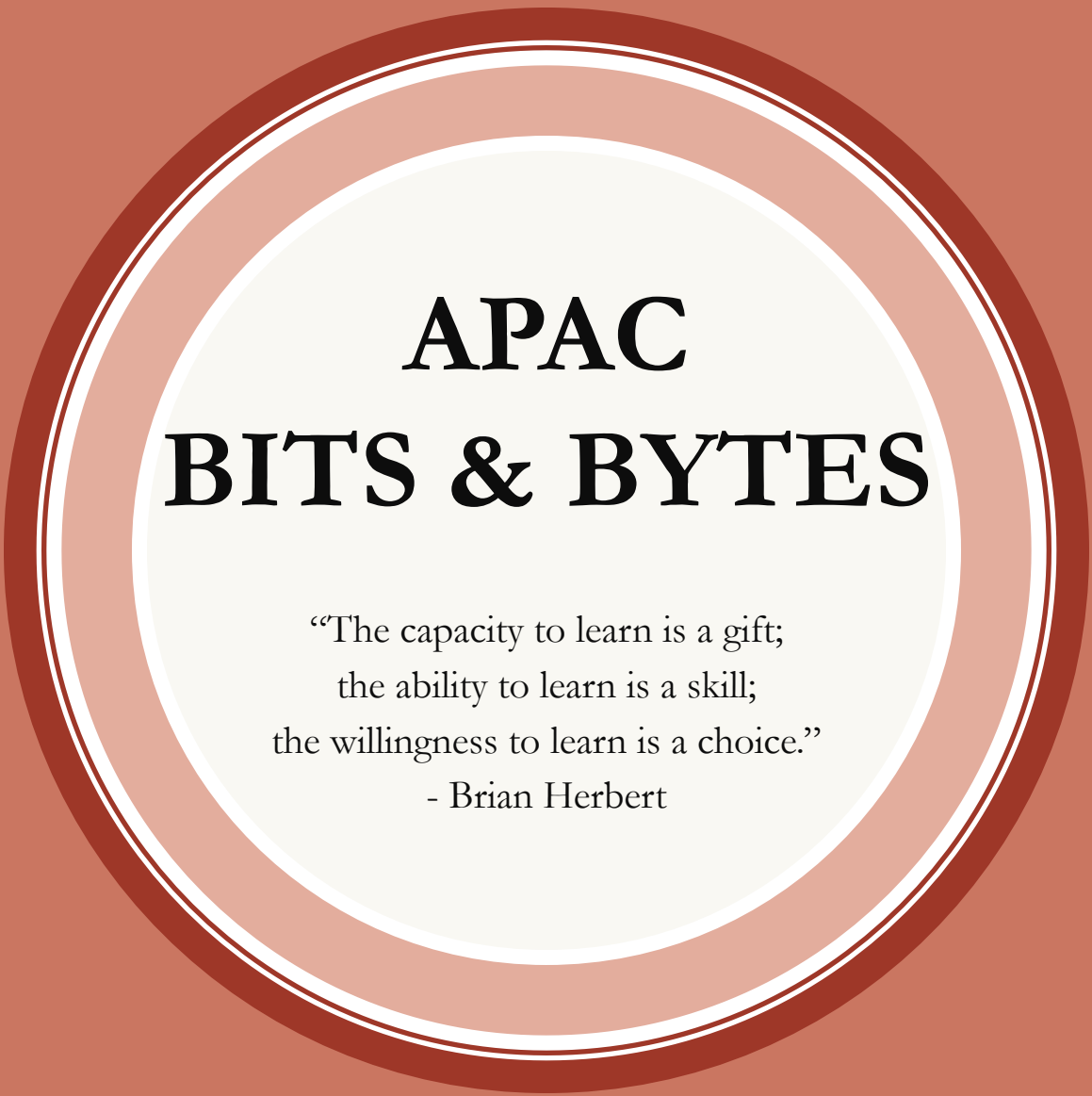
When I work with Conrad and Opal, I'm not outsourcing my thinking. I'm externalising it, giving voice to different perspectives that help me see more clearly. When I use AI for supervision preparation, I'm not replacing my supervisor. I'm arriving more prepared, with deeper self-awareness.

The future of coaching isn't about AI versus humans. It's about coaches who leverage AI to become more reflective, more prepared, and more present with their clients. It's about using technology to handle the analytical heavy lifting so we can focus on what we do best: holding space for transformation.

What are you currently using the AI tools for? Experiment, explore and engage with its possibilities. It might feel quirky at first, but in the future of coaching, this kind of human-AI collaboration might just be the competitive advantage that helps us serve our clients better while maintaining our own well-being and professional growth.

After all, even coaches need thinking partners. At the moment, mine just happens to be named Conrad and Opal.

By **Jenny Toh, PCC**. Jenny runs her coaching practice, River Life Coaching Pte. Ltd. She is also a qualified lawyer in the U.K., Singapore and Malaysia. Jenny is also a certified positive psychology practitioner and holds webinars and trainings on mental and emotional wellbeing.



APAC BITS & BYTES

“The capacity to learn is a gift;
the ability to learn is a skill;
the willingness to learn is a choice.”

- Brian Herbert



APAC Programmes at a Glance

Embrace the opportunities of virtual learning! We invite you to be a part of our upcoming engaging and enriching online programmes: Monthly Talks, Peer Coaching Circle, and Team Coaching Circle, all hosted on Zoom. Read ahead to explore the exciting schedule of our upcoming events.

See our complete list of upcoming events at:
<https://apacoaches.org/events/>

Monthly Talks provide members with lively webinars led by expert speakers from around the world. Learn about trends in coaching, new coaching frameworks, best practices, neuroscience, mindfulness, team coaching, coaching assessment tools, and much more.

<https://apacoaches.org/monthly-talks/>



A learning webinar to build coaching competencies through knowledge-exchange and experience-sharing where you can earn CCEU credits. Minimum attendance applies.

A collaborative platform to support business growth for coaches

A more informal networking session to get to know fellow coaches

POWER HOUR



UNDERSTANDING OF THE SELF AND BEING "ME"

Concept-of-Self and practical
implications for coaching practice

>> POWER HOUR

Topic: Understanding of the Self and Being
"Me": Concept-of-Self and practical
implications for coaching practice

Speaker: Heather Frost, PCC

Join us in this session to explore Concept-of-Self through a blend of content, personal reflection, experiential exercises with other coaches. Grounded in research and filled with practical client examples, this is a thought-provoking session that will challenge your assumptions and enhance your self-awareness of what it means to "be" a reflective practitioner.

When: Wednesday, 26 November 2025,
7PM – 8:15PM SG/HK time

[Learn more and register here >>](#)





Peer Coaching Circle

Experience the enriching opportunity of our Peer Coaching Circle, a practice session to enhance your coaching skills. Connect with fellow coaches in this supportive environment, where you can focus on developing your coaching abilities.

As of 15 January 2025, our Peer Coaching Circle sessions are now open to both members and non-members!

Sign up at:

<https://apacoaches.org/peer-coaching-circle/>

Team Coaching Circle

The purpose of these sessions is to share, discuss and learn team coaching. Team coaches will bring scenarios or questions to each session to learn from one another and the coach supervisor. As a circle, we will engage everyone in the room to contribute to the solutions.

As of 15 January 2025, our Team Coaching Circle sessions are now open to both members and non-members!

Sign up at:

<https://apacoaches.org/team-coaching-circle/>

TEAM COACH SUPERVISORS



Tan Swee Heng,
MCC



Clémence Blondel,
PCC

UPCOMING SESSIONS

Theme: Facilitating Team Growth

Team Coach Supervisor: Clémence Blondel, PCC

When: Monday, 10 November 2025,
4PM – 5:15PM SG/HK time



Locating APAC Webinar Zoom Link and Recordings

Dear APAC members!

From time to time, members will miss the monthly webinars because they overlook the date, are unable to locate their event Zoom link, or did not know where to find the webinar recordings.

Fret not, here are 2 ways to resolve these issues.

A. Locating your webinar Zoom link:

1. When you register and obtain a Zoom link, click on one of the following links provided in the Zoom confirmation email: **"Add to Calendar(.ics) | Add to Google Calendar | Add to Yahoo Calendar"**. By doing this, the event will be automatically marked in your calendar.
2. If you did not save the date in your e-calendar and need to find the Zoom link, you can easily locate it by searching for the sender's email address: **"Zoom <no-reply@zoom.us>"**.
3. Sometimes, your Zoom link may have been filtered into your "SPAM" or "Advertisement" folder by default. If this happens, retrieve the email from that folder and move it to your inbox so your email system will be able to recognize that these are not spam messages.

B. Locating the webinar recordings:

Recordings of our Monthly Talks are available on the APAC website as one of the exclusive benefits of APAC membership.

Simply log in to the APAC website using your member credentials and navigate to the recordings section under monthly talks:

<https://apacoaches.org/monthly-talks/>

We look forward to seeing you at the next webinar!

Yours faithfully,
APAC Programme Committee



Advertise With Us

Advertising opportunities are available for both APAC Voice (our newsletter) and our website.

If you're interested and for more information, please contact Sonali Bhattacharya at sonali@invictus.expert

View the APAC Ad Guidelines at: <https://apacoaches.org/apac-ad-guidelines/>

APAC VOICE (NEWSLETTER)					
AD SIZE	MEASUREMENTS (in inches)	1x	2x	3x	4x
FOR MEMBERS					
Full Page	8''w by 10.5''h	120	105	100	90
Half Page	8''w by 5''h	60	45	40	35
¼ Page	3.75'' by 5''h	30	25	20	15
FOR NON-MEMBERS					
Full Page	8''w by 10.5''h	200	180	160	140
Half Page	8''w by 5''h	100	88	80	75
¼ Page	3.75'' by 5''h	60	50	40	35

Pricing per insertion/quarter and in SGD. Pricing valid through 31 December 2025.

APAC WEBSITE			
AD SIZE	MEASUREMENTS (in inches)	3 months	6 months
FOR MEMBERS			
Leaderboard (top)	8.13''w x 0.94''h	800	1500
Leaderboard (bottom)	8.13''w x 0.94''h	400	750
Rectangle (medium)	3.13''w x 2.6''h	450	800
FOR NON-MEMBERS			
Leaderboard (top)	8.13''w x 0.94''h	1200	2100
Leaderboard (bottom)	8.13''w x 0.94''h	660	1140
Rectangle (medium)	3.13''w x 2.6''h	720	1200

Pricing per insertion in SGD. Pricing valid through 31 December 2025.



APAC FAMILY

“Community is much more than
belonging to something; it’s about
doing something together that makes
belonging matter.”

- Brian Solis



Executive Committee

2025-2027



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President



Irene Chia
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Deepa Shahi
2nd Vice President



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Sonali Bhattacharya
Chair – Public
Relations



**Sampada
Inamdar**
Chair – Research



Joanne Teh
Chair – Special
Projects



Phillip Choo
Committee Member



A **WARM WELCOME** to the (23) new members who joined us since the last APAC Voice in July to October 2025! We wish you a long and fruitful association with APAC!

Our **SINCERE THANKS** to the introducers as well! Thank you for supporting us in continuously growing this professional, diverse, learning, serving, and engaging community. Your help is highly appreciated!

Individual Membership (23):

LOCATION	NAME	INTRODUCED BY
AUSTRALIA	Lucy Faulconer	Irene Chia
INDONESIA	Rima Olivia	Ina Rizqie Amalia
ITALY	Rossella Pin	Marcia Reynolds
MALAYSIA	Annie Yahaya	Ina Rizqie Amalia
	Christopher Ignatius Choong	Capt Dr Shan Moorthi
	Daniel Gonzaga	APAC2025 prize winner
	Hajar Abdul Hamid	Ina Rizqie Amalia
	Kevin Chow	Wai K Leong
	Kiran deep Kaur	Ram Ramakrishnan
	Nyen Khing Lo	Tan Bak Chai
	Patricia Liaw	Suyin Ong
	Robert Abbanat	Capt Dr Shan Moorthi
SINGAPORE	Jaye Lee	APAC Alliance
	Joanne Teh	Irene Chia
	Kar Yue, Benjamin Ho	Classmate
	Melanie Huang Xian	Yvonne Sia

Individual Membership (cont.):		
LOCATION	NAME	INTRODUCED BY
SINGAPORE	Siew Siew Ng	Khoo Yin
	Yun Chen	Khoo Yin
	Yuting Wong	Yvonne Sia, Melanie Huang
	Yvonne Sia	Kim Pong
THAILAND	Deenij Jittanoonta	Rosalind Wong
UNITED ARAB EMIRATES	Nicholas Bolton	William Tan
UNITED STATES	Marcia Reynolds	Speaker at conference





TOTAL NO. OF APAC MEMBERS

As of 28 October 2025, APAC has 152 members across 18 countries:

Australia	Netherlands
China	New Zealand
Germany	Philippines
Hong Kong	Singapore
India	Taiwan
Indonesia	Thailand
Italy	United Arab Emirates
Japan	United Kingdom
Malaysia	United States

MEMBERSHIP RENEWAL

By renewing your APAC membership, you are supporting APAC in giving impact to society through Coaching.

JOIN US AND HELP APAC GROW!

Share your benefits and recommend your colleagues to join us today! Share your skills and experience and become a sub-committee member! Contact us on membership@apacoaches.org

- Coaching voice of Asia Pacific
- Unique regional community
- Professional development & support
- Pro bono coaching and R&D projects
- Newsletter – APAC Voice
- “Find a Coach” listing
- APAC Coaching Conference

Social Networks



FIND US ON:



Website:

<http://www.apacoaches.org>



LinkedIn Page:

<https://www.linkedin.com/company/asia-pacific-alliance-of-coaches>



LinkedIn (Members-Only Group):

<https://www.linkedin.com/groups/1957098>



Facebook Page:

<https://www.facebook.com/APACoaches>



Facebook (Members-Only Group):

Invitation will be sent upon joining APAC



Instagram:

<https://www.instagram.com/asiapacificallianceofcoaches/>

The Final Say



*“As we move forward,
my hope is that this
newsletter continues to
serve as a living bridge
connecting coaches
across borders,
cultures, and
generations.”*

“New Chapters, Same Spirit”

Stepping into this new role as **Editor and PR Chair for APAC**, I’m reminded that every ending carries within it the seed of a new beginning. I feel a deep sense of gratitude for those who came before me, especially **Michelle Woo**, for her thoughtful leadership and for shaping this newsletter into what it is today.

The reflections in this issue, drawn from the recent **APAC Coaching Conference**, are a testament to the collective wisdom that defines our community. Each contribution reminds us that coaching is not only about guiding others, but also about allowing ourselves to be transformed through presence, inquiry, and shared learning.

As we move forward, my hope is that this newsletter continues to serve as a **living bridge** connecting coaches across borders, cultures, and generations. May it remain a space where stories, ideas, and reflections converge to deepen our understanding of what it means to coach in a changing world.

Here’s to new beginnings, and to the collective wisdom that continues to guide us.

Warmly,

SONALI BHATTACHARYA

Editor & PR Chair, APAC