

## Professional Certifications

- Executive Diploma in Corporate Coaching-Merit (HKU)
- NLP Coach (American Board of Neuro Linguistic Programming Coaching Division).
- Hypnotherapy Practitioner (American Board of Hypnotherapy)
- Time Line Therapy Practitioner (Time Line Therapy Association)
- Certificate in Counselling (St John's Counselling Services)

## Psychometrics & Tools

- ISD-Interpersonal Communication Styles
- Gallup Strengths Finder
- Lumina Spark

## Languages

English (native fluency)  
Cantonese (conversational)

## Education

Diploma in Business Studies, University of Paisley

## Eric Sampson (he/him)

### Executive Coach & Facilitator

**Eric is a specialist in Leadership Development, Executive and Business Coaching, Cross Cultural Communication and Diversity & Inclusion. He has been working as a communications training consultant and executive coach since 2008 and regularly works with senior executives up to 'C' suite level, in both small groups and individually.**



Hong Kong born and raised, Eric moved to New Zealand at the age of 19 and returned 'home' to HK in 1994. With a multi-cultural Eurasian background and 40 years international and local work experience he has developed the ability to engage with people at all levels of seniority; bridging cultural, language and ethnic barriers, and across a diverse range of countries, nationalities, professions and industries. He understands first-hand the many issues that can affect busy executives working in the Asia-Pacific region.

He has developed and delivered a portfolio of training programmes to a diverse range of industries and professions. These included, Speaking as a Leader, Developing Executive Presence, Strategic Story Telling, and Influencing and Persuasion Skills. As well as 1:1 coaching, Eric has also trained small and large groups (in Hong Kong, China, and globally) in Presentation Skills, The Art of Interpersonal Communication, Consultative Selling, Negotiation Skills, and Cultural Intelligence.

### Recent clients include:

Asian Charity Services, Bank for International Settlements, Bain Capital, Blackstone, CFA Institute, Clifford Chance, CLP Power, Credit Suisse, Estee Lauder, Gammon Construction, Hong Kong Monetary Authority, Julius Baer, LGT Bank, MetLife, Morgan Stanley, MTR Corporation, SFC, Schrodgers, and Smith & Nephew.

### Passion, Purpose & Personal

My philosophy is simple. Respect and empathy for people and their needs. I've learned to listen and question, to understand what motivates people and what holds them back, and against a background of cultural differences, to understand that not everyone thinks, communicates and acts in the same way.

When I'm not working, I enjoy life on lovely Lamma Island, walking Lily the dog, enjoying a swim at the beach and when possible, indulging my passion for fishing!

### Testimonial

"[E]ric, your executive coaching has been a very effective tool for my personal and professional development over the years... It's been instrumental in helping me find solutions and strategies for achieving my personal growth ambitions and targets. [I] have become a better listener and hence gained respect as a leader." - *Managing Director, Global Investment Bank*