



Empowering Minds, Shaping Future

CORPORATE TRAINING & COACHING SERVICES

Service Brochure 2026

EDGE Leadership Program

Workshops

Executive Coaching

Transformative Coaching

Helping organisations build self-driven, future-ready people in the Age of AI.
Delivered by Sandra Fung in Cantonese, Mandarin and English.

www.mindatwork.co • Sandra@mindatwork.co • linkedin.com/in/sandra-fung

THE HUMAN EDGE IN THE AI ERA

Are our people ready — mentally and emotionally — to thrive in the age of AI?

Fear, uncertainty, and passive “wait and see” attitudes are quietly eroding performance, engagement and innovation. Organisations pulling ahead are those whose people have made a fundamental shift:

Reactive	Proactive
Anxious	Adaptable
Externally driven	Powerfully self-led

Mind at Work supports forward-thinking organisations across Asia to deliver training and coaching to unlock their human strengths that no technology can replicate. All our programs are designed and delivered by **Sandra Fung**, one of Asia’s most experienced empowerment trainers and coaches.



MEET YOUR TRAINER AND COACH

19 Years. Thousands of Breakthroughs. One Mission.

18+ years of senior corporate experience at IBM, Standard Chartered and HSBC

18+ years as seasoned empowerment trainer and coach

We bring rare corporate credibility and deep human insight to every programme we deliver.

In Cantonese, Mandarin, and English. For teams at every level.

TRUSTED ACROSS ASIA IN

Banking

Insurance

Retail & Services

Technology

Public Services

OUR SERVICES AT A GLANCE

01

EDGE Leadership Flagship Program

2 – 5 day workshop or modular series for leaders

02

EDGE Workshops

Nine focused solutions across E, D, G and E, from 1 to 3 days

03

Executive Coaching

One-on-one coaching for senior leaders over 4 to 12 months

04

Transformative Coaching

Deep-level coaching to shift beliefs, assumptions and values

“All programmes are fully customisable to your organisation’s specific context, challenges, and goals.”

THE EDGE FRAMEWORK

The EDGE Framework

The four capabilities leaders need to succeed in the age of AI



Leveraged on her diverse corporate experiences and the powerful tools and concepts in applied psychology, Sandra aims to bring empowering trainings to ignite the authentic drive and power in leaders and teams to excel. All our trainings are tailored to your specific needs, so as to bring you the optimal desired empowerment in your talents.

E

Emotional Resilience

Developing the self-awareness and emotional regulation to perform under pressure, navigate uncertainty and leading others through ongoing changes.

D

Driven Mindset

Shifting from fear, resistance and fixed thinking to curiosity, openness, and driven growth — the winning foundation to thrive through changes.

G

Genuine Influence

Mastering the deeply human skills of connection, influence and collaboration — the skills that matter most when routine work is automated and new direction and focus is needed.

E

Empowered From Within

Reconnecting talents to their intrinsic “why”, and empower themselves to take ownership, initiate, and grow. Because people who are driven from within don’t need to be managed. They lead themselves.

What makes our trainings great

Sustainable changes from within

1 All rounded and Inspiring

Integrating both enhancements at mindset and skillset for desired results, our trainings start from the participants' personal drive and purpose.

2 Targeted

With the exceptionally wide experiences that Sandra carries, she can understand your real training needs and tailor-make the training to support your desired business results.

3 Experiential and Practical

We have our signature activities to support participants with the self-reflection of their current behaviours and put new tools and concepts into practice.

4 Coaching in Action

Being a seasoned coach, Sandra is highly observant in the behaviours of the participants during training and will provide constructive debriefing on areas that can be enhanced.

5 Tri-lingual Delivery

All trainings can be done in Cantonese, Mandarin or English, making it easy for standardising training across your business locations and culturally mixed participants.

OUR METHODOLOGIES

Our methodologies

Science-backed methods, experiences-driven results

1

Neuro-linguistic Programming (NLP)

Used to empower positive mindsets and effective communication

2

The Box © Exercise

A gamified, interactive physical box experience that literalizes "thinking out of the box" to challenge limitations

3

Projective Art Assessment

Signature Exercise

Using drawing as a tool to uncover hidden beliefs, gaps, and exposures safely and constructively

4

Everything DiSC®

A research-validated personality tool for better teamwork and communication

5

The Transformation Game

A powerful board game used as a "miniature model" of a player's life path to reveal patterns and offer insights for change

EDGE Leadership Flagship Program

The Self-Driven AI-Ready Leaders



The EDGE Empowerment Program. A transformational program helping leaders and aspiring leaders-to-be to shift from AI anxious to confident and self-driven. Combining mindset work, self-discovery tools and practical strategies to help leaders own their irreplaceable human touch, navigate through rapid changes and inspire the same in their teams.

PROGRAM HIGHLIGHTS

1 Empower From Within

- Understand your own natural response to threat and changes.
- Understand what AI really means for your role and industry.
- Replace fear and overwhelm with clarity and a sense of possibility and appreciation.
- Take charge of your own career with EDGE framework
- Identify your unique strengths, values and capabilities that AI simply cannot replicate — creativity, empathy, ethical judgment, authentic connection, and the power of lived experience.

2 The Driven Mindset

- Discover what truly drives you. Understand the personal values that are expected from your career.
- Appreciate the habitual mindset that you are running: toward vs away from mindsets and regain the power to choose your preferred response.
- Build the proactive, ownership-based mindset that separates people who wait to be directed from those who step forward and lead — regardless of their title.

3 Emotional Resilience

- Appreciate the human response to changes. Understand the different responses in the change curve.
- Understand the formulation of stress and your personal triggers of stress. Learn to strengthen your state with effective measures so as to stop stress from forming at the root.
- Develop practical tools to manage accumulated stress, regulate emotions, and maintain clear thinking even under pressure. Resilience as a trainable skill, not a personality trait.

4 Adapt, Learn and Grow With Creativity

- Build the mental flexibility to unlearn, relearn, and evolve — turning change from a threat into a source of energy and competitive advantage.
- Expand your comfort zone with strengthened confidence and risk taking.
- Create a healthy relationship with failure, time, ego and constraints.
- Unlearn unserving beliefs and habits from the past.

5 Sharpen Your Muscle to Engage and Influence

- Appreciate the inevitable gap in communication and enhance empathy and authenticity.
- Enhance your communication impact with practical tactics and techniques.
- Appreciate the different work styles of others and learn to engage strategically.
- Appreciate the tactics in convincing others through impactful presentation, story-telling and objection handlings.

DURATION

2 - 5 day workshop /
Modular series

GROUP SIZE

12-24 participants

DELIVERY

In-person

LANGUAGE

Cantonese, Mandarin,
or English

LEVEL

All levels; customised
versions for leaders &
managers

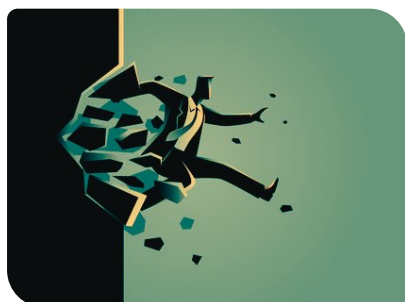
Each program is fully tailored to your industry, your targeted audience and business context.

TOOLS THAT CAN BE INCLUDED

- Projective Art Assessment **Signature Exercise**
- Everything DiSC
- The Box © exercise
- Framework for Change ©
- NLP tools and concepts

EDGE Workshops

E – Emotional Resilience • E – Empowered From Within



E – EMOTIONAL RESILIENCE WORKSHOP

Thriving Through Changes With Resilience

Integrating practical, experiential tools to help talents manage stress, bounce back from setbacks, and maintain peak performance through uncertainty. Appreciating the human responses in changes, leaders can empathise and support others to adapt to changes needed in the business environment.

TARGET AUDIENCE

All

DURATION

1 day

METHODOLOGIES

NLP • Somatic Experiencing Trauma Therapy

THIS WORKSHOP AIMS TO HELP YOU TO:

- Be aware of your own stress level
- Identify the potential root causes
- Understand the natural response to change
- Understand the power of resilience
- Learn new responses under stressful situations
- Take a new response and enjoy your work

E – EMPOWERED FROM WITHIN WORKSHOP

Fire Up Your Motivation

An experiential workshop to awaken the inner drive for talents to shine. Reflecting on their personal experiences, talents will understand their own habitual reasons for low motivation and learn practical techniques to empower themselves from within. Leaders can leverage ways to empower and support their team to thrive. This workshop has integrated NLP and The Box © experiential exercise into a practical and inspiring self-empowering journey.



TARGET AUDIENCE

Talents, Trainees and New Joiners

DURATION

2 days

METHODOLOGIES

NLP • The Box © Exercise

UPON COMPLETION OF THE WORKSHOP, PARTICIPANTS WILL:

- Have a fresh and deeper understanding of themselves
- Understand their own root cause of low motivation
- Empower their mindset to be self-driven and resilient
- Turn on their own drive for sustainable actions

All programmes are fully customisable to your organisation's specific context, challenges, and goals.

D – Driven Mindset Workshops

Two solutions to empower talents and leaders



SOLUTION 1

Self-empowered Leaders

Many companies put great attention in selecting the best of the best to be their team. Heavy investment is made to ensure they can pick up the technical know-how and perform. However, a good performer calls for something deeper: their genuine motivation to succeed and clear alignment of their role are vital.

This program is targeted to empower talents to be more aware of their expected role at work, their own needs and gaps, so that they can focus their energy in the right direction, taking ownership to resolve challenges and build their own career proactively.

TARGET AUDIENCE

Trainees, Talents and New Joiners

DURATION

2 days

METHODOLOGIES

Projective Art Assessment **Signature**
Exercise • NLP • Everything DiSC © • The Box
 © Exercise

TO BE A SELF-EMPOWERED LEADER, THEY WILL LEARN TO:

- Review the current role that they are playing and others' expectation on them
- Identify the potential blockages and possible adjustments to enable greater satisfaction and success
- Understand their own motivation at work and take ownership for their own success
- Understand the vital keys in engaging effectively with others
- Master techniques to enhance their personal influence with others

SOLUTION 2

Impactful Leadership With Coaching

Equipping leaders to develop others through a coaching mindset — creating the work culture where people will be self-empowered.

Integrates practical tools to help leaders to appreciate the uniqueness of their team members and grow respective members effectively with the right motivator and techniques.



TARGET AUDIENCE

Managers and supervisors

DURATION

1 day

METHODOLOGIES

NLP • Projective Art Assessment **Signature**
Exercise

UPON COMPLETION OF THE PROGRAM, PARTICIPANTS WILL:

- Reflect on the effectiveness of their role as leaders
- Understand their own blockages and needed alignments
- Understand the key to motivation
- Enhance the effectiveness of their communication with others
- Identify blockers that prevent ideal collaboration
- Master structured process to tackle people issues

All programmes are fully customisable to your organisation's specific context, challenges, and goals.

G – Genuine Influence Workshops

Five solutions to elevate communication into genuine influence



SOLUTION 1

Communicate & Collaborate

Elevating communication from information-sharing to genuine influence — essential as human interaction becomes the premium skill in an AI-integrated workplace. This workshop has integrated the well-regarded methodology of NLP and Everything DiSC into a practical and inspiring self-empowering journey to build the best executive presence for their role.

TARGET AUDIENCE

All

DURATION

1 day

METHODOLOGIES

NLP • Everything DiSC ©

UPON COMPLETION OF THE WORKSHOP, PARTICIPANTS WILL:

- Have a fresh and deeper understanding of their current effectiveness in communicating with others
- Understand their own root cause of low personal impact
- Identify practical ways to improve their communication with others
- Appreciate different preferences of different workstyles

SOLUTION 2

Master Your Influence With The Box ©

We all know that we cannot achieve the business goal all by ourselves. To reach our goals, it calls for the collaboration of different parties in the company to play the respective roles harmoniously. However, this is often harder than it looks.



TARGET AUDIENCE

All

DURATION

1 day

METHODOLOGIES

NLP • The Box © Exercise

UPON COMPLETION OF THE WORKSHOP, PARTICIPANTS WILL:

- Have a fresh and deeper understanding of their effectiveness in interacting with others
- Heighten their awareness of their own boxed up perception and responses
- Appreciate the uniqueness and expectations of others
- Take back the proactive power in effecting the desired level of engagement with others
- Identify changes that they can take immediate action



SOLUTION 3

Present with Impact

While speaking in front of others is a vital part of our daily work, many of us may have stage flight, bad experiences or difficulties to express our mind effectively. Be it a casual brainstorming, a desktop presentation or a formal talk to an audience, we all want to give our best shot. This is a highly experiential training including drill practice with REAL presentations from their work contexts.

TARGET AUDIENCE

Staff with presenting requirements, Sales

DURATION

1-2 days

METHODOLOGIES

NLP • Real Drills

UPON COMPLETING THIS PROGRAM, PARTICIPANTS WILL:

- Empower themselves to present at their best state
- Strategise their pitch to capture the audience's mind
- Entice their audience to receive the information with storytelling
- Deliver the pitch with good engagement
- Handle questions tactfully
- Close with impact and call for action

G – Genuine Influence Workshops

Solutions 4 and 5: solution selling and project management



SOLUTION 4

Solution Selling from the Inside Out

Product knowledge alone cannot sell — it's authenticity, empathy, and the ability to build real solutions to solve people's needs that close the deal. Talents will learn to appreciate the structured sales process as consultative sales consultants and master the skills to capture customers' needs and present solutions with conviction and impact to seal in the deal.

In each stage of the consultative selling cycle, different tools and concepts will be integrated to empower participants to drive the sale process forward with precision and structure. We have integrated the practical applied psychology of Neuro-linguistic Programming (NLP) to heighten participants' ability to read the clients' minds, formulate and present appealing solutions and convince clients to sign.

TARGET AUDIENCE

Relationship Managers or Account Managers

DURATION

2-3 days

METHODOLOGIES

NLP • Real Drills

UPON SUCCESSFUL COMPLETION OF THE TRAINING, PARTICIPANTS WILL BE ABLE:

- To reflect on the effectiveness of their current ways of selling
- To master the concept of "consultative" selling approach
- To master the vital keys in communication
- To engage customer effectively to capture their business needs
- To read the hot buttons and concerns of the customers
- To master the effective ways to communicate with different personal styles
- To address the needs of their customers with tailored solutions
- To present the proposed solution to get the customers sold
- To handle objections tactfully
- To close deals with ease and confidence

SOLUTION 5

Effective Business Project Management

When people often think that projects are only related to those in the company who needs to deal with technical stuff, actually projects exists in many different ways and are totally inevitable in our job. It can be a business initiative, an event, a relocation, a restructuring, a new concept... And the more senior we become, the more complex these projects will be.

Through sharing Sandra's rich project management real examples, providing a practical framework for talents to tackle business initiative with confidence and structure, participants will master the tactics in making business project efficient and structured.



TARGET AUDIENCE

Staff with project responsibility

DURATION

1 day

METHODOLOGIES

Project Life Cycle • Hands on exercises

UPON SUCCESSFUL COMPLETION OF THIS TRAINING, PARTICIPANTS ARE EXPECTED:

- To understand the key stages in the project life cycle
- To master the techniques needed to execute the various steps in each stage
- To learn from life examples on practical good practices
- To have hands-on practices to go through the different stages of project management in class
- To master tips and techniques in managing stakeholders throughout the project at different contexts

All programmes are fully customisable to your organisation's specific context, challenges, and goals.

COACHING

Executive Coaching

Personalized, goal-oriented professional development for senior leaders



Executive coaching is a personalized, goal-oriented professional development process designed to enhance the performance and impact of senior leaders.

Unlike mentoring or consulting—where an expert provides direct advice—an executive coach uses structured questioning and reflection to help leaders uncover their own insights and solutions.

Organizations often see a significant Return on Investment (ROI) through gains in productivity and retention. In a widely cited MetrixGlobal case study of a Fortune 500 company, executive coaching returned 529%, rising to 788% once the benefits of employee retention were included. **Key benefits include:**

Increased Self-Awareness

Identifying blind spots, biases, and the impact of one's leadership style on others.

Enhanced Decision-Making

Providing a confidential “sounding board” to pressure-test strategies and refine judgment in high-stakes situations.

Conflict Resolution

Equipping leaders with emotional intelligence (EQ) and frameworks to turn workplace disputes into growth opportunities.

Strategic Team Synergy

Aligning team goals and improving team dynamics to lift collaboration and performance.

Enhanced Influence

Strengthen communication effectiveness through improved skill and mindset.

THE COACHING PROCESS

A typical engagement lasts **4 to 12 months** and follows these phases:

1

Alignment

Defining the coaching objectives with the leader and the organization (sponsor)

2

Formalisation

Defining the coaching scope of the estimated number of coaching sessions

3

Active Sessions

One-on-one meetings (often virtual or in-person) every 2–4 weeks to work through presented challenges.

4

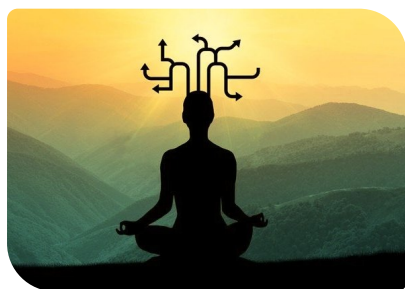
Review and reporting

Reviewing coaching results and determine follow up actions. Finalising coaching report for reporting to organisation

COACHING

Transformative Coaching

Changing the underlying mental frameworks that drive behavior



Transformative coaching is a deep-level psychological approach that focuses on a client's inner world—their beliefs, assumptions, and values—to create lasting shifts in how they see and experience the world.

While traditional life or executive coaching often focuses on “doing” (achieving specific goals), transformative coaching goes into their “being”—changing the underlying mental frameworks that drive behavior.

To support our talents to optimise their performance, often that can lead to issues that are deep rooted in their personal life and career history. The resulted limiting beliefs and accumulated negative emotions, the habitual thinking patterns, approaches and responses may dampen their performance at work and in life as a whole.

HOW IT WORKS

1

Surfacing the “root cause”

Using powerful questioning and assessments to identify repeating patterns, limiting beliefs and habitual responses that have caused the undesirable results. Define the desired result and map out the required changes.

2

Challenging Mindsets

The coach creates a safe but “stretching” space to confront uncomfortable truths and self-limiting beliefs.

3

Integrating New Perspectives and Responses

Shifting from awareness to new choices with an evolved sense of self and upgraded toolbox.

WHAT CLIENTS GAIN

Vertical Growth

Expanding the capacity to think and act beyond current mental limits.

Emotional Agility

Improved ability to let go negative emotions and navigate complex challenges with resilience and flexibility.

Authentic Leadership

Leaders develop a stronger presence and the ability to inspire and motivate others.

Balanced Life

Enhancing the balance between work and personal life, resolving the challenges on the personal level to enable optimal performance at work

COMMON CHALLENGES

Self-awareness and confidence

Strengthening self-awareness, self-confidence, boundary and mindset

Inter-personal relationships

Improving communication and collaboration with counterparts at the workplace, enable smooth partnerships at all sides

Intimate relationship and family

Improving connection with partners, friends and family, master the key to give and receive love and affection

Health & Wellness

Building sustainable habits and self-care to enable sustainable performance with healthy mindset and emotional state

Career Challenges & Growth

Finding purpose and career direction, enhancing leadership and influence to engage others for success

The tools behind our work

Science-backed methods, experiences-driven results

Neuro-linguistic Programming (NLP)

A powerful psychological methodology of concepts and techniques that empowers individuals in understanding themselves and leveraging the power of their unconscious mind to create the desired outcomes in their lives. Includes NLP Coaching.

Training & coaching

Projective Art Assessment

Signature Exercise

Sandra's signature exercise. Participants draw under a given theme and present it; hidden beliefs and emotions are projected into the drawing, bypassing the mental argument or disguise, to bring out useful reflections in a fun yet constructive way.

Training

The Box © Exercise

An interactive, gamified workshop created by Jimbo Clark of InnoGreat. Participants wear a specially designed physical box to experience how mental limitations affect communication, action and decision-making.

Training

Everything DiSC®

A research-validated personality assessment tool that maps behavioural tendencies across four styles — Dominance, Influence, Steadiness and Conscientiousness — to improve communication, teamwork and workplace culture.

Training

Transformation Game

An interactive tool using a board as a "miniature model" of a player's life path to reveal patterns, resolve conflicts, and offer insights for change. Developed by Joy Drake and Kathy Tyler at the Findhorn Foundation.

Coaching

FCP (Framework For Change Coaching Process)

The workplace application of the Transformation Game. Three sets of cards (Challenges / Insights / Resource) help clients reframe challenges and apply intuition to decision-making.

Coaching

Vision Board

A visual collage of images and words, used as a projective art assessment to reflect and unveil the thinking patterns, habitual focus, gaps and beliefs that may be causing challenges in work and life.

Coaching

Hypnotherapy

A safe, non-invasive technique using guided relaxation and intense concentration to achieve a heightened state of awareness, helping individuals alter thoughts, feelings and behaviours.

Coaching

Timeline™ Therapy

Developed in the 1980s by Dr. Tad James, combining principles from NLP and hypnotherapy to help individuals release negative emotions and limiting beliefs by working with their "internal timeline".

Coaching

Somatic Experiencing Trauma Therapy

A body-oriented therapeutic model developed by Dr. Peter Levine that focuses on bodily sensations, fostering nervous system regulation and resilience.

Coaching

OUR CUSTOMERS

Trusted by leading organisations

Over 1000 partnerships in 5 different industry segments in Asia

We support forward-thinking corporations to develop self-driven, future ready talents.

Banking

Insurance

Retail & Services

Technology

Public Services

OUR KEY PARTNERS OVER THE YEARS



BANKING

Standard Chartered Bank · HSBC · Hang Seng Bank · Bank of China · Bank of Communications · Bank of Singapore · DBS Bank · Commerzbank · OCBC · Chong Hing Bank · Nanyang Commercial Bank

INSURANCE

Prudential Assurance · MSIG · FT Life Insurance · Sunlife Insurance

RETAIL & SERVICES

Jebesen Beverages · Davines · Upper House · East Hotel · Pandora Jewelry · Indigo Living · Walmart · Moët Hennessy · Kimberly-Clark · OtterProducts · DHL · ScentAir · Deloitte · TNS · Xin Da Li

TECHNOLOGY

Honeywell · WTT HK · China Telecom · Mitsubishi Electric

PUBLIC SERVICES

Urban Renewal Authority · CLP Power · Red Cross

IN THE ROOM WITH OUR CUSTOMERS



CLIENT TESTIMONIALS

Training testimonials

What clients say about Sandra's corporate training

“

The impact of Sandra's trainings were both immediate and lasting. Participants consistently praised her engaging facilitation, insightful coaching and the relevance of the tools and strategies shared. While she had designed a consistent training framework across Hong Kong and mainland China, she had skilfully adapted to suit the tailored needs of each market.

Noel Ho

Head of Human Resources, Jebsen Beverages

“

Sandra is one of the best trainers I have ever met in sales and leadership. She can always provide accurate feedback and observations to our participants, and make a real impact on them.

Edward Tse

Group HR Manager, Jebsen Group

“

Sandra's projective art assessment exercise left a strong impression on me. However, what impressed me most was Sandra's observations and feedback. She has an exceptional ability to see beyond the surface and uncover the motivations and drives that shape a person's behaviour.

Regional L&D Manager

A Regional Conglomerate

“

Her training is not just a workshop but it's a transformative experience. The Box © exercise, combined with Sandra's expert guidance, helped us visualize and unpack the mental models that shape our behaviors and decisions.

Winnie Wong

Director, People & Culture, East Hotel

“

Her training is not only sharing theory or framework, but practically help colleagues to look into themselves and understand what are the real issues behind the business challenges, and hence discover new ways to handle them effectively.

Cissy Chiu

Partner, Learning & Development, Deloitte China

“

Not only does Sandra deliver her trainings with great energy and impact, she has demonstrated precise understanding of our business needs. Her classroom is always filled with laughs and leaving participants asking for more.

Ellis Ng

Senior Manager, Organisation Development, Prudential Assurance Co Ltd

“

I was particularly impressed that all participants from various occasions were very engaged and had consistently positive feedbacks on the trainings contents and the way Sandra delivered the trainings.

Chloe Hui

Managing Director & AP Vice President, Scentair

“

Not just her sophisticated business experience shines, we especially benefited from her down-to-earth and energetic facilitation style, mature commentary in a structured and practical way.

Louisa Lai

Learning & Development, WTT HK Limited

CLIENT TESTIMONIALS

Coaching testimonials

Executive coaching and transformative coaching

EXECUTIVE COACHING

“

Sandra has an incredible ability to listen and provide instant, deeply insightful feedback that has allowed me to see myself and my work from fresh perspectives. Her input has been invaluable in helping me identify and focus on key areas for personal and professional growth.

Edward Tang

Director of Guest Experience, Upper House Hong Kong

“

Sandra was a much needed lifeline to help me both to look at myself and some of the things that were holding me back from moving forward to this new and highly visible role. She was so much more than an executive coach for me, she was/is my life coach.

Charlie Parke

Managing Director, APAC, OtterProducts

“

Sandra's skill sets and sincere approach to coaching has allowed me to achieve a fuller understanding of myself, driving results in all aspects of my life. Her coaching has been insightful and inspirational.

Karen Woo

Senior Manager, Store Development & Planning, Pandora Jewelry APAC

“

Having Sandra as my coach in the past 2 years was an enjoyable experience. She has stimulated my thinking and brought new approach to handling conflicts.

Alan Chan

VP, Operations, Pandora Jewelry Asia Pacific Ltd

“

Sandra coached me thru the frustrations I encountered, provided professional advice for business situations I sometimes felt stuck, and pointed out my blind spot in life which introduced me to the many possibilities.

Natalie Tang

Vice President, Merchandising, Pandora Jewelry Asia Pacific Ltd

“

With Sandra's strong entrepreneurial and growth mindset, we found her work very relevant and enlightening. We also very much enjoyed her sense of humour, authenticity and exceptional communication skills.

Brenda Lin

HR Director, OtterProducts Asia Pacific Ltd

TRANSFORMATIVE COACHING

“

Under Sandra's guidance, I learned to re-examine my worldview. Her ability to interpret is truly amazing, as she can understand my innermost thoughts and feelings in a magical way.

Elaine Ho

Transformative coaching client

“

Thanks to the long experience Sandra has in a professional setting, Sandra is able to understand my internal stress without me over-elaborating. She equipped me with more mindset “toolkits”.

Jiayin Chui

Transformative coaching client



YOUR TRAINER AND COACH

Sandra Fung

Empowerment Trainer & Coach

Sandra is widely recognized as an inspirational and charismatic coach and trainer, thanks to her professional expertise in understanding our psychological workings, her exceptional delivery skills and her diverse range of personal experiences in both life and career. In 2008 she completed all certification requirements as a trainer and coach and started her own consultancy, offering tailored empowerment trainings to companies as well as trainings and coaching to individuals.

EDUCATION

1985-1989 Chinese University of Hong Kong — Bachelor of Arts, First Honor Degree (English major; Personnel Management minor)

PROFESSIONAL QUALIFICATIONS

- ✓ Certified NLP Coach — American Board of NLP
- ✓ Certified International Corporate Coach — Progress U
- ✓ Certified Trainer of Neuro-Linguistic Programming (NLP) — American Board of NLP
- ✓ Certified Trainer of NLP Coaching — American Board of NLP
- ✓ Certified Trainer of Hypnotherapy — American Board of Hypnotherapy
- ✓ Certified Trainer of TimeLine Therapy® — TimeLine Therapy® Association
- ✓ Certified Trainer of Everything DiSC® — DiSC Flow
- ✓ Certified Practitioner of Somatic Experiencing Trauma Therapy — SETI
- ✓ Certified Facilitator of Transformation Game — Innerlinks
- ✓ Certified Facilitator of The Box © — Innogreat

WORK EXPERIENCE

1989 - 1990	Management Trainee, IBM China/HK Corporation
1990 - 1996	Greater China Product Manager, IBM China/HK Corporation
1997 - 2000	Marketing Manager, Credit Cards, Standard Chartered Bank HK
2001 - 2005	Head, Product Development, Standard Chartered Bank Group
2006 - 2007	Head, Product Management, Cash Management, HSBC Singapore
2008 - now	Founder & Principal Consultant, Mind At Work Consultancy Ltd & Happy Transformation

Ready to build a future-ready, self-driven workforce?

Let's design a programme tailored to your organisation's needs.

Email Sandra@mindatwork.co Website www.mindatwork.co

LinkedIn [linkedin.com/in/sandra-fung](https://www.linkedin.com/in/sandra-fung) WhatsApp +852 63231239