

Tony Latimer, MCC

Master Executive Coach
Past President, ICF Singapore



Tony Latimer is a veteran of 30 years in International Sales and Business Development in Asia, Scandinavia and Europe. He has spent over 20 years in Asia and uses this experience in his research and development. He is the founder and Training Director of the Asia-Pacific Corporate Coach Institute (www.acci.sg) which specialises in Performance Coach Training for corporate leaders.

As a Professional Coach, Tony leverages his experience to help Sales and Management Teams achieve astonishing results. Tony's approach to coaching has an emphasis on results, but incorporates the understanding of the individual's personal context. He has a powerful ability to help his clients identify and remove the self-limiting beliefs that can be holding them back.

Tony has developed a cohesive series of programmes which combine assessments and workshops with team and individual coaching for guided implementation of learning. All workshops are delivered in a unique coached format utilising accelerated learning principles to enable learning at multiple levels.

Tony regularly publishes articles on people development in the Regional Press and HRD Magazines and Websites. His special interest is in Research and Development into the application of Professional Coaching principles in the Asian workplace. A believer in coaching being applicable throughout the company, his organisational change programmes have implemented coaching cultures from the boardroom down to shop floor level with spectacular results.

Individuals Coached	>350
Experience as Independent Coach	10 years
Corporate Experience.	Regional Director Asia, Regional Director EMEA Sales & Marketing Director, Country Manager
Corporate Orientation:	Business and Systems Analysis, Project Management International Sales & Marketing (IT), Business Unit Start-up
International Experience	EMEA & Nordic Region, India, S E Asia, China Japan
Cross Cultural	Trained & coached Senior Leaders across 14 countries in Asia Pacific in Global MNCs
Coaching Qualifications	Inner Game, 1984 Corporate Coach U, 2001 Evolutionary Coaching 2006 Evolutionary Leadership 2007 Advanced Evolutionary Coaching 2008
Coaching Log (since 2001)	Individual Coaching: 3,500 hours Group Coaching: 1,000 hours