



EQuest Asia Digital Brochure

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Welcome

Thanks for your interest in EQuest Asia. This brochure will tell you what we do, why it is important to us and why we are committed to helping to grow leaders in Vietnam.

EQuest Asia was founded in 2018 in Vietnam by My Holland. My is Vietnamese born in France, with masters degrees from France and the USA and postgraduate qualifications in neuroscience from Australia. She has lived and worked in France, the USA, Japan, Hong Kong, China, New Zealand, Australia and Vietnam. Her mission is to offer her learnings, experience and cultural understanding to inspire business leaders to strive for more engaged workplaces by leveraging the sciences of emotional intelligence and psychological wellbeing. My is supported by a team of professionals with a passion for building happy, healthy workplaces.

EQuest is helping to bridge the soft skills gap* in Vietnam with our training and retreat programs and our one-on-one executive coaching service.

*We worked with RMIT e-MBA students to gauge the extent of the gap between employers' soft skills needs and the preparedness of university graduates. The results of this research are strongly supportive of our mission.

About us

EQuest Asia is an executive coaching and training company that is laser focused on the growth and impact of leaders and their teams. We combine **management consulting, executive coaching, emotional intelligence and neuroscience** to seamlessly transition from coaching conversations focused on soft skills to sessions focused on high-level business strategy and execution.

We can provide all of our services virtually using Zoom and other videoconferencing tools. Don't let a remote work environment hinder your efforts to learn and grow.

"My vision is to amplify leadership impact. To reenergise leaders so they may work at their absolute best while feeling enthused rather than fatigued, connected rather than fractured."

My Holland

Our founders have a combined international experience of over 60 years of consulting experience

Our Mission

Inspire leaders to strive for more engaged workplaces by leveraging emotional intelligence science and psychological wellbeing. Drive positive change through meaningful, calibrated assessments, strategies and initiatives. Inclusivity is built into the foundation of EQuest Asia and transcends cultural identity.

Vision

Invigorate corporate cultures by tapping the character strengths of the workforce and aligning employee and corporate purpose. Employees are human beings, not human doings.

Values

- We are passionate about human fulfilment and happiness.
- We believe we all have untapped potential for learning and self-growth.
- We dare to challenge our clients to strive for that potential.
- We believe that our well-being is linked to doing good for others.
- We care about your and the earth's future and we strive to live in harmony with our planet.

Responsible Business Practice (RBP)

Our corporate responsibilities and philanthropic projects focus on four of the United Nations' Sustainable Development Goals 2030:



About our leaders

- TEDxSpeaker, Emotional Intelligence, Positive Psychology Specialist, Consultant in Engagement & Positive Change
- Podcast, video, talk show
- 1 Of 7 EQ Network Leader in Australia 1 of 3 EQ Network Leader in Vietnam

Business Understanding

MBA (USA) MA (France) Post Grad in Neuroleadership (Australia)
Accredited coach in: Leadership (IECL Australia), Emotional Intelligence (EQ 2.1), Positive Psychology and MBSR (Mindfulness for Leaders)

Professional Practice

- International Business
- Intercultural Communications (tricultures-working overseas)
- Organisational Psychology

Background in

- Emotional Intelligence
- Neuroleadership
- Positive Psychology
- Mental Toughness

Behaviour and Mind Understanding (Accreditations)

- Neuro Leadership Adv Dip 10673 NAT - Australia
- Emotional Intelligence EQ2.1 and SEI - USA
- Positive Psychology - USA - Australia
- Positive Neuroplasticity PNT - USA
- Mental Toughness AQR MT48 - UK
- Personality LDP - USA
- Mindfulness MBSR - Australia
- Happiness at Work UKNEF

She is a catalyst for positive change, focuses on transformational and human leadership. Her clients are based in Vietnam, the Philippines, Myanmar, Cambodia, Australia, Switzerland, Spain.

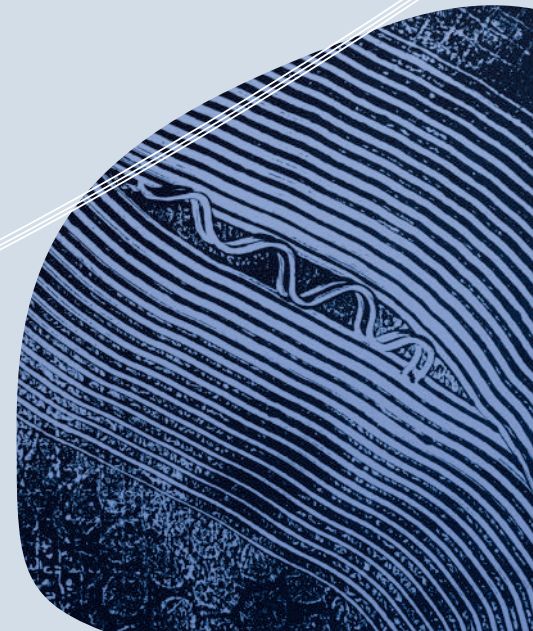


My Holland
*CEO and Founder of
EQuest Asia*

Anthony is a Director of EQuest Asia and before moving to Vietnam has more than 20 years' experience as a management consultant in Australia, including 4 years as a Senior Manager in PricewaterhouseCoopers' Strategic Risk Services practice in Sydney. He is an engaging and entertaining trainer and an empathetic coach. He brings a rigorous analytical approach to our consultancy assignments and his deep experience in risk management helps us to assess and address the root causes of our clients' issues and challenges. Anthony is also a certified coach from Sydney IECL.



Anthony Holland
Director of EQuest Asia



Our vision for leaders and team members

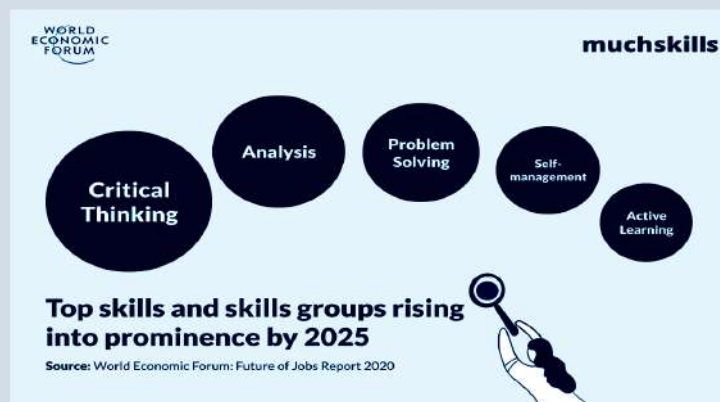
EQuest Asia helps busy leaders and emerging leaders hone their soft skills to enhance performance, collaboration and build a positive organisational culture. We are passionate in assisting executives in improving their systems thinking, emotional intelligence, executive presence, resilience and strategic communication skills.

We draw deeply on insights from Emotional Intelligence (EQ) in our work with our clients. Emotional Intelligence is one of the most important leadership competencies one can develop. EQ is a set of emotional and social skills that influence how you perceive and communicate with others, build and sustain relationships, deal with stress, solve problems, make wise choices, and use emotional information.

In 2019 we worked with RMIT Vietnam's eMBA students to assess the needs for soft skills training delivery in Vietnam. This research confirmed the strong need to enhance the soft skills of graduates joining the workforce. Key findings included:

- Employers and candidates considered soft skills to be critical to career development
- Employers almost always assessed candidates' soft skills
- The majority of candidates were only slightly prepared to join the workforce

Soft skills are in demand worldwide. Here's what the World Economic Forum says:



Collaboration

- To use power for good and harness collective intelligence.



Gender diversity

- For leaders and organisations that want a fairer workplace.



Inclusive leadership

- To recognise uniqueness, unite across differences and make workplaces better for everyone.

Our Services

a. Training Workshops

We are skilled facilitators of in-person and virtual training.

Training topics include:

Mental and Emotional Fitness

- Emotional intelligence
- Psychological safety
- Mindset shift
- Overcoming burnout
- Overcoming imposter syndrome

Transformational Leadership

- Soft skills for emerging leaders
- The coaching approach to leadership
- Mindful leadership
- Leadership presence
- Women in leadership
- Neuroscience in Leadership

Teamwork and Change

- EQ, strengths and teamwork
- Resilience in change
- Organisational change - bringing your people with you
- Managing stress and boosting performance

Communication

- Effective communication skills
- Developing a culture of feedback
- Communication for collaboration and accountability
- Strengths-based team building

Culture

- Cultural intelligence
- Cultural identities
- Working in a cross-cultural environment



b. Executive Coaching

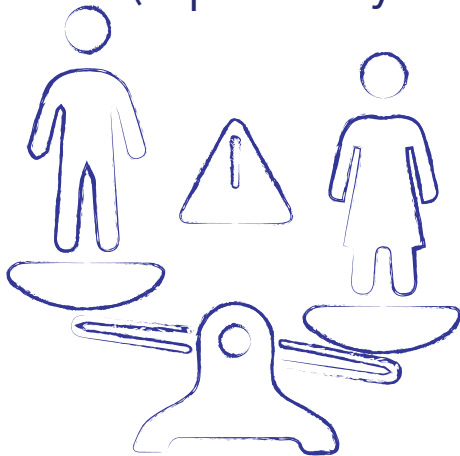
Executive coaching is a high-impact developmental collaboration between the coach and the client in which both parties engage in a creative and thought-provoking process that **motivates** and **challenges** the client to reach their **full potential on both a personal and professional level**. Executive coaches are frequently described as unbiased thought partners, accountability partners, consultants, sounding boards, advocates, and challengers all at once.

Typically, throughout coaching sessions, our coaches lead clients through a process of **inquiry, feedback, evaluations, and introspection** to learn more about not just what they do and have accomplished, but also how they operate. Based on their shared insights and understanding of their strengths and growth requirements, they create a **development plan to achieve their objectives**.

Coaching is a proven method for addressing difficulties, such as when a person is unsure of how to adapt to changing circumstances, or if they need help exploring feelings of burnout, self-doubt, or conflicting passions and regaining and leveraging a sense of purpose.

Our services are specifically tailored to B2B and our clients are based internationally. We accommodate for time differences in Europe and Asia (though not the US).

Executive coaching helps you **uncover blindspots** that can range from: gender bias, culture clashes, wavering beliefs and self confidence (impostor syndrome).



**Prioritise your employees.
You'll have raving supporters
among your staff and clients.**

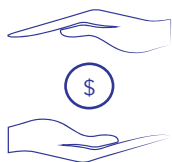
Our Executive Coaching Services

- One-on-one coaching, for middle level executives to C+ suite
- Team coaching: improve collective performance and leverage strengths in team dynamics
- Coaching-culture workshops: bitesize workshops where individuals can learn how to create a coaching culture in their organisation
- Our coaching clients are typically C-level executives and high performing staff who have been identified as potential future leaders

Positive Outcomes of Executive Coaching

The prevalence of executive coaching is escalating. The value that external coaches provide to their important and rising leaders is now widely acknowledged by organisations, and they are also aware of the tremendous ROI that executive coaching experiences can have on teams and people. Here are some major figures from numerous sources and research regarding the advantages, potency, results, and ROI in coaching:

x6



A survey of 100 executives showed that the average **ROI of executive coaching** was almost **6x the cost of coaching**.

International Coaching Federation

80%



80% of coachees report **increased self-confidence**.

(Institute of Coaching)

57%

Since Covid, online coaching has become hugely popular, **increasing by 57%**

International Coaching Federation



A case study on leaders who participated in coaching shows that leadership coaching improves: self-awareness, self-confidence, self-leadership, leadership style, as well as their relationship to power, conflict, and personal life. Please note our area of expertise is Executive Coaching. This can encompass various areas also touching private matters which influence our leadership. However we are not life coaches. We can recommend accredited life coaches or other professionals if needed.

c. Retreats

We run offsite retreats to help our clients dive deep into areas of need, further developing soft skills with practical activities which help knit the team together. Areas of focus usually include leadership styles and authentic leadership, exploring cultural and emotional baggage (informed by EQ assessments) and boosting employee and team engagement. Activities include group discussions and other fun but meaningful sessions engaging different parts of the brain. We provide a psychologically safe environment with engaging activities. This enables vulnerabilities to be explored with courage, supporting the development of an authentic leadership approach.

Retreats typically run for 3 days/2 nights offsite and are often combined with time for relaxation and exploring the local sights. We run retreats in a wide range of venues including resorts and on cruise ships we charter.

Why a Cruise Retreat?

Mekong River

Attend workshops on a leisurely river boat as the Mekong slowly reveals its charms and hidden treasures to a world hungry for new experiences and adventures.

Just two hours from the hustle and bustle of Ho Chi Minh City, the Mekong Delta entices with its picture-perfect farmscapes and tranquil, leisurely appeal. It is a region that appears to have been forgotten by time and welcomes visitors looking for awe and treasured locations. Vibrant markets and remote villages are as much a part of the Mekong's landscape as temples, shrines, and monasteries. It is a place that must be explored slowly, cautiously, and carefully. Our cruise retreats are an excellent way to explore this scenic watery environment, where farming and fishing are the primary industries in Vietnam's "Rice Bowl," which is irrigated by thousands of kilometres of rivers and where there are unrivalled views of rural riverside life.

We also run retreat in UNESCO World Heritage Site of Ha Long Bay. Aboard our cruise retreats we have carefully curated a blend of workshops, activities, and exciting shore excursions and explorations in the daily schedule, including drawing and painting sessions, fitness activities, reflection time in scenic locations, and free time to enjoy doing whatever makes you happy.



Corporate

Tim Tam Cruise retreat

- Corporate retreat for leadership teams (around 15-25 leaders)
- Retreat for team building (up to 75 team members)

EQuest Edge (catered to your industry)

- Neuroscience alumni and professional alumni
- Women in leadership (EQuest Women)

Who is this for?

For corporates interested in building deeper connections in an inviting environment which is conducive to transparency and trust.



Cultural Identity

- **VK Vacay Root to Roots** for Overseas Vietnamese
- **ID Quest Identity Discovery** for all nationalities

Who is this for?

Our cultural identity retreats can also be for corporates looking to offer a unique meaningful experience for their diverse teams. For multicultural people with diverse international lived experience. This is our Diversity and Inclusion and Belonging **signature retreat**.

*Our retreats are mostly Vietnam based, however we can also organise retreats in Australia



d. Psychometric assessments

Our psychometric assessment tools can allow leaders gain a comprehensive understanding of their development needs and blind spots. Furthermore, they provide insight into how leaders are perceived by others and also by themselves. The enhanced sense of self will help them to motivate and change to achieve a higher level of performance and positive influence. Most of our assessments use Asian norms which are more relevant for our clients in Vietnam and South East Asia.

Our assessment tools, leadership and strengths profiles help leaders and teams gain insight into natural leadership aptitudes. Assessment data also helps us to tailor our training and coaching approach to meet needs.

Leadership

- Emotional Intelligence (EQ)
- Personality and Leadership
- Emerging Leaders

Team

- Character Strengths
- Cultural Intelligence
- Cross-Cultural Communication
- Customer Service

Self Growth

- Resilience
- Mindset
- Cultural Sensitivity
- Change Agility
- Career Potential

e. Consulting

We partner with our clients to perform 'deep dives' into the issues impacting employee engagement and work together to develop sustainable solutions.

A typical consulting assignment includes:

- Diagnostics and assessments to understand pressure points, risks, root causes and existing opportunities build a healthy, happy workplace
- Training and coaching to address the underlying issues and capture opportunities identified by us, management and staff
- Retreat to dive deeper into the issues and help to build a positive culture of personal and company growth
- Action planning and follow up to ensure opportunities are secured
- Ongoing support for the leadership team throughout the journey



f. Keynote speaking

For more than a decade, our CEO My Holland has delivered keynote addresses at international conferences, appeared on live television and participated in panel discussions on subjects relevant to leadership development. Previous discussions have focused on belonging with our cultural identities, the neuroscience of communication techniques, overcoming burnout, executive presence, resilience, emotional intelligence, women in leadership, and leadership growth. My Holland is a skilled facilitator for in-person and virtual settings. Topics include:

Leadership

- The coaching approach to leadership
- Mindful leadership
- Leadership presence
- Women in leadership
- Neuroscience in Leadership

Communication

- Effective communication skills
- Developing a culture of feedback
- Communication for collaboration and accountability
- Strengths-based team building

Mental Fitness

- Emotional intelligence
- Psychological safety
- Mindset transformation
- Addressing and preventing burnout
- Overcoming imposter syndrome

Change

- Resilience through change
- Organisational change

Culture

- Cultural intelligence
- Cultural identities

g. Employee Assistance Program



We can offer our clients Employee Assistance Program (EAP) support: an online- and telephone-based hotline to provide staff with support in Vietnamese. The scope includes psychological counselling and where necessary referrals to medical and/or psychiatric support. In our team we have a fully qualified Vietnamese psychologist (MSc Occupational Psychology from the UK) who is training towards achieving Practitioner Occupational Psychologist status of the British Psychological Society (BPS). She is also a university lecturer, counsellor, mentor and coach. We also have Vietnamese coaches in our team. We would be pleased to partner with you to develop an EAP service that meets your needs.

Why choose EQuest Asia?

Local experience and expertise

We have trained over 5,500 staff in Vietnam face to face and 2,000 online since we commenced business here in 2018, with participants from a wide range of backgrounds.

We have deep experience working with international and multi-cultural teams on workplace wellbeing, purpose, connection and teamwork, as well as leadership development.

We won the 2020 Eurocham Best Entrepreneur business award.

Our thought leadership activities include TEDx, Vietcetera, Vietsuccess and various publications including Forbes Vietnam and Vietnam Investment Review.

Modern, practical focus with strong research foundations

As executive coaches we use a coaching approach to encourage our clients to reach for attainable goals and sustain the momentum of the intentions and action plans developed in our workshops and retreats.

Our soft skills training programs draw on organisational and positive psychology and emotional intelligence (EQ) to help to drive mindset shift and support the confidence and resilience that trainees need to develop and deploy the skills in which they are being trained.

Client testimonials



" I did 2 years of coaching with My. My aim was to develop my inspiration skills and better know my leadership style to use it as its full power. Through clear methodology, powerful questions pushing deep reflexions and an empathic approach, My clearly helped me to level-up my management skills. I

understood better my strengths and how they

have been shaped through my roots, education, life experiences...

The coaching with My is built in a very positive approach pursuing a continuous improvement process towards happiness at work.

Thanks to it I became even more positive, particularly in dealing with complex situations. My behaviors and attitude evolved which helped me federating and inspiring better the teams I led.

I know myself better so I can use my leader skills at its best!

Thanks My for everything you did for me! "

Nuno Tinoco

Footwear Country Leader-Vietnam & Cambodia

Decathlon International



Don't hesitate to work with EQuest Asia! My, Anthony and their team will listen carefully to your requirements and respond to them in a flexible and very professional manner. They could support your team on cultural gaps matter (Western and Vietnamese), on leadership, on personal growth. They always work with people care and positive attitude. I can just highly recommend them.

Laurence Burlaud

General Manager CapGemini



"I had the chance to be accompanied by My for my personal coaching during 1 year. Thanks to her listening skills, her positive approach and her powerful questions, My helped me to smoothly handle complex situations. Moreover, My gave me advices to step up in human relationship management. I definitely recommend My's coaching."

Pierre Dallies

Chief Financial Officer of Decathlon Vietnam



I have had coaching sessions with My Holland over a couple of years and can't thank her enough for how useful those sessions were. They helped me grow as a professional, but even more importantly as a human being. I have become more mindful, reflective, and insightful at work and at home. I believe I can deal (or even avoid) stress much better now as well as being empathetic to the others. Without being empathetic to the others. Without My's help I'd definitely burn out My's help I'd definitely burn out on the on the way.

Thank you so much!

Aleksandr Pchelintcev

Team lead at Magnolia International



"My and Anthony both have fantastic facilitative and presentation styles. My is a dedicated and supportive coach that enables leaders foster high EQ performing in teams. I appreciate you tailoring your presentation to our needs. The group work was engaging. The course was easy to understand for all the demographics.

Her positive attitude and passion make working with her a pleasure. She operates with much empathy. I understand EQ is a whole life practice. The course reminds me to cultivate mindfulness, concentration, and insight for EQ. My and Anthony do an outstanding job of conveying the principles and getting us to recognize the importance of EQ. Loved the content and delivery! Thank you a lot for your enthusiasm!"

Hien Le

Senior Manager, Capgemini Vietnam / Ho Chi Minh City



My is full of positive energy, speaks fluently several languages and is a passionate trainer. I had the opportunity to join a two-day workshop (ID Quest Identity Discovery Courageous Conversations) by the end of November 2022.

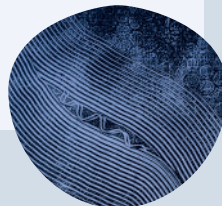
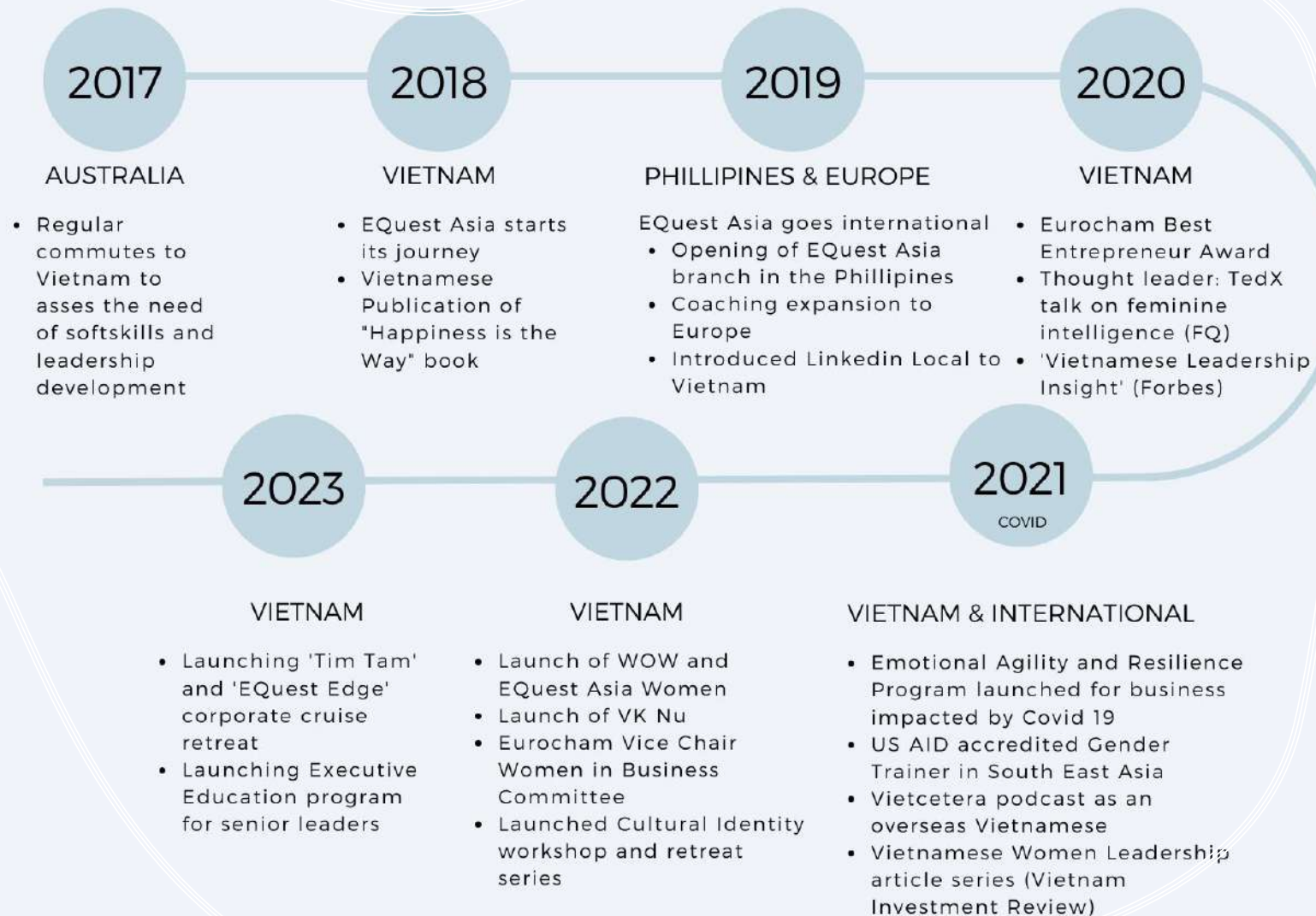
My was guiding us during the whole workshop, listening carefully to participants' stories, asking the right questions and highlighting key concepts to raise new issues about cultural identity. There was a relaxed atmosphere (with several meditation breaks) and each participant was able to freely share any thought.

A mindful journey enabling people to further connect between each other and most importantly with themselves. A must do if you have several nationalities or if you are a foreigner living far away from your home country. You may discover a completely new concept of what is your home or that you may have several homes! I will definitely join a future training with My and her team.

Benoît Tardy

Intellectual Property Business Advisor chez South East Asia IP SME Helpdesk

EQuest Asia Timeline



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Discuss opportunities with us

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