

# The Preston Associates

EXECUTIVE COACHING SPECIALISTS

**CHRIS FROST**  
EXECUTIVE COACH

chris.frost@theprestonassociates.com  
T. + 44 (0)20 7373 5663

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Chris has a passion for coaching that draws down on 30 years in sales, leadership and people strategy acquired working in the Human Capital consulting and advisory sector with senior executives across multiple industries. With an accomplished track record in developing people, managing P&Ls and leading revenue growth, Chris has a thorough appreciation of the pressures today's commercial environment brings and has worked hand in glove with many managers and leaders to address complex talent topics holding them and their organisations back.

## Experience

His beliefs on effective leadership are forged by combining his professional experience with a background in endurance sports including motorcycle and ultra-distance racing where discipline, attitude and resilience become performance differentiators.

Chris takes a whole-person approach to coaching, creating a caring, supportive space that enables individuals to think deep, tap into their core values and realise their full potential through transformations that challenge their status-quo and provoke setting new boundaries.

Originating from the UK, Chris has made Hong Kong his home for the past 14 year and in that time developed his leadership and coaching capabilities working with complex cross-cultural teams across Asia Pacific.

## Education, Qualifications, Professional Memberships

- World Class Coaching - Corporate Executive Board certified (Hong Kong)
- International Corporate Coaching - Progress-U (Hong Kong)
- WABC - Registered Corporate Coach (International)
- Certified Occupational Ability and Personality Practitioner (formerly BPS Level A & B)