



Ching Luh Group – NIKE Division

August 04, 2015

**TO WHOM IT MAY CONCERN**

I am writing this letter of recommendation for Steve Yu to be your Coach. For recent couple of years, Steve worked with our Group as Professional Coach of our Senior Leadership team. Steve Yu has a significant amount of experience in running these types of program for many leading companies in a variety of industries, he is professional and respectful of his coachee, of that I am sure. As a coachee, I have always to think, to figure out the potential answers by myself since Steve never gave me a direct answer. He inspires me to ask more questions, about him or about the discussing topics. Those interactions let me to gradually grow with my own pace. I could strongly feel the learning and insight from those conversations, it was my own learning came from the reflection and re-thinking, not someone told me. It is a very positive and inspirational motivation for your individual development

Steve's advice as senior business coach has allowed our leadership to effectively develop in such a short time. His eye for details has helped us to change our mindset, improve skills that have made our organization management more efficient and profitable. In many aspects, we owe our success to Steve.

We can assure you that, if you invite Steve to be a Senior Business Coach, he will not hesitate to contribute his various and wide experience, skill and knowledge to develop your team, he is dedicated to his clients. Without his advices, our organization leadership would not have been improved so efficiently.

I recommend Steve to you without reservation, I am confident that Steve's other clients would speak just as highly of him as I do. If you require any more information, please feel free to contact me at +84 72 3631888 ext 8100 or email me at [chihao.huang@chingluh.com](mailto:chihao.huang@chingluh.com)

Sincerely,  
Chi Hao Huang, Ching Luh NIKE Div. Organizational Sustainability VGM

# 清祿

Ching Luh

Ching Luh Group – NIKE Division

December 25, 2015

從第一次在會議室認識” COACH” ，直到最後一次的電話指導，一年多的時間裡，我的心情是從”疑惑” 到” 安定” 。

公司很大，員工很多，各級幹部的特質各不相同，對初接舵手工作的我而言，是要花更多時間去了解和適應新職務，但得從工作時間裡再挪出個二小時和遠端的 COACH 真實地面對自己，這真的不容易！

翻了翻這一年來的筆記本，有文字、有符號、有圖型、有每次 coach 所交待的 home work ，也有每一次” 有意識練習” 後的心得，它記錄了我在 Coach Program 的成長和改變。

在職場上，我們很容易複製長輩前輩前主管的模式，以為這樣是安全牌。就算失敗了，好像也比較不會被苛責，因為前主管也是這麼做；在這 Coach Program 中，我並不需要全然撇開舊物，也不必死命追求新事物，但必需真實地進入問題核心，有意識地練習和教練討論出來的 solution。 書上有長篇大論，像字典般地制式地提供 solution，但缺乏溫暖的對話，我的指導教練，有職場上的實戰經驗，然而他並不會將他的經驗直接複製予我，讓我速食般地快速地看到成果；相反地，在每次的討論和沙盤推演中，教練引導我，更認識公司組織裡的隊友、更認識自己、將有意識的練習變成” 習慣” ，將從 coach Program 中所學習的技巧，應用在工作中，並且幫助我的工作夥伴。

這次的 COACH Program 是我職場上的第一個奇妙之旅，感謝我的公司，感謝我的工作夥伴們，感謝我的 Mentor，感謝 Steve>

Cynthia  
General Manager  
Ching Luh Group,

清祿

Ching Luh

Jan 2nd, 2016

TO WHOM IT MAY CONCERN

在 2014-2015 年間, 我接受 Steve Yu 的指導, 對我來說幫助真的很大。  
讓我更清楚的檢視自己, 面對自己, 也帶給我不同之觀點, 不同的視野, 凡事都可以有不一樣  
選擇。

Steve 的指導方式容易接受, 不執著於刻板的理論而是更多的實務的分析與討論,  
Steve 有豐富的工作與指導經驗, 對我不按牌理出的牌也都能為我提供有效建議,  
Steve 是良師也是益友。

在此非常推薦您接受 Steve 的指導.

Sincerely,

Pat Chu, Modernization VGM of Ching Luh Group NIKE Division.

email : pat@chingluh.com



I am writing this letter to express my great appreciation for Mr. Steve Yu. Our company put in place a coaching program for country leaders in 2019. Through this program, I spent six months working with Steve to sharpen my competency on various areas ranging from felt leadership, culture shaping, communication with impact, active listening to some other critical areas related to business management. I was particularly impressed with Steve's profound business experiences and working knowledge, blended perfectly with his effective coaching skills. The only regret for me is the coaching program being a bit too short in duration and should the program be extended further, I would definitely benefit a lot more from Steve. Therefore I would strongly recommend Steve Yu as a great professional coach.

Sincerely,

Hai-Ming Chou

General Manager  
Dow AgroSciences Taiwan / DuPont (Taiwan) Agriscience

March 16, 2020



**September 11, 2019**

To Whom It May Concern,

It is my pleasure and honor to recommend Steve Yu for the role of coach.

The coaching program that we corporate with Steve is aimed to help department heads' improving their leadership and building a more positive, healthier organization climate. Based on Chugai Hay Group result survey, we discussed with Steve to improve what actions we had been implemented and what organization climate we had been experienced. My colleagues and I all benefited from this practical and valuable program.

Steve is a very awesome and experienced coach, he provide and coach diverse and appropriate skills to sharpen my colleagues' leadership. He guided them to change behaviors, further clarification on personal needs to seek opportunities for doing better. In addition, Steve shared his personal experience and useful skills at a proper timing when during the discussion. All these teaching really helps my colleagues to polish their skills in coach.

From this nearly 15 months coaching program, my colleagues have applied learned coaching skills when interact with subordinates that has been running better now. This nearly 1 year coaching program has positive impacted on creating more healthy, trust organization climate which will be expected to be more productive in the future.

Steve has my highest recommendation for the position of coach. I have no doubt he will make a strong addition to your team.

Sincerely,

A handwritten signature in cursive script that reads "Henry Chen".

Henry Chen, General Manager  
Chugai Pharma Taiwan