

Illuminate U Coaching

Illuminating the Path for Leadership Development



Sophia Toh,
Founder and CEO

From Spreadsheets to Heartbeats—As a former finance & accounting executive with Fortune 100 companies, Sophia Toh has quickly established herself as a trusted executive and leadership development coach and trainer with her expertise in linking business strategy and people capabilities through 1-1 coaching and group training.

She works with a vast network to cultivate the best learning experience for her clients. Key associates are Coach Diversity Institute, Torch Leadership Coaching, LeaderFactor (The Four Stages of Psychological Safety™), Cloverleaf Coaching (Enneagram, DISC, and 16-Type Assessments), Michiki Morgan Worldwide, Corporate Collaborations, Leadership Education for Asian Pacifics (LEAP), RedInk Enterprises LLC, GlobalConnect Consulting & Training LP, HKH Law LLC, Concerning Learning, LLC, P&G Alumni Coaching Program, Authentic Culture & Engagement (ACE) Solutions Inc., and Hite Digital Atlanta. In collaboration with these partners and associates, Sophia offers customized training and 1-1 coaching to help leaders foster a trustworthy and inclusive culture for high-performing teams. In October 2022, Toh trained her fellow Coach Diversity Institute alumni, HR executives, and DEI leaders on the coaching approach to foster psychological safety in the workplace.

In an interview with Manage HR, Toh talks about how she empowers leaders to lead with conviction and passion and from the best of who they are.

Challenges Impeding the Business Leaders

In today's competitive world, business leaders must become infinite learners—those who enjoy learning and constantly want to acquire new skills—to keep pace with change and avoid disruption. The world is increasingly moving toward personalized, socialized, and adaptive learning. Gen Z desires a company culture built on mental health and wellness. Consequently, companies are focused on developing leaders capable of building an inclusive and high-performing culture focused on the mental health and well-being of their team members.

Illuminate U Coaching's Solutions to these Challenges

We provide one-on-one coaching for executives, mid-level, and rising leaders. Our customized leadership development and team effectiveness group training are often coupled with one-on-one coaching to maximize their learning effectiveness through classroom teaching, discussions, reflections, observations, and applications.



We have a unique blend of years of front-line and organizational leadership experience, diverse coaching training in different areas, and strong collaborative relationships with our partners and associates to develop practical, creative, and thoughtful solutions for clients.

We offer training based on client-centric design thinking principles and use customized group training and one-on-one coaching to maximize participants' growth and development. We provide current and emerging knowledge, assessment, training, and solutions in psychological safety (The Four Stages of Psychological Safety™), inclusive leadership training, team effectiveness training, and unconscious and cognitive bias training in decision-making to ensure understanding, relevance, and practicality. Other assessments we leverage include DISC, 16-Types, Enneagram, etc.

We believe that future-fit leaders are purposeful, inclusive, empowering, and experts in unleashing the creativity of diverse minds by fostering a respectful, trusting, and friendly culture with their energy, intelligence, growth mindsets, and anchored with integrity and values. We have worked with clients from more than 30 companies.

Client Engagement Methodology

Companies' business strategy is inextricably linked to their people strategy. We are now shifting from human capital to human capability focusing on organization and leadership development to lead a multigenerational and multicultural workforce. We will listen and understand clients' current business needs and organizational strategy and co-create interactive and practical training to improve leadership and team effectiveness that will positively impact engagement and performance.

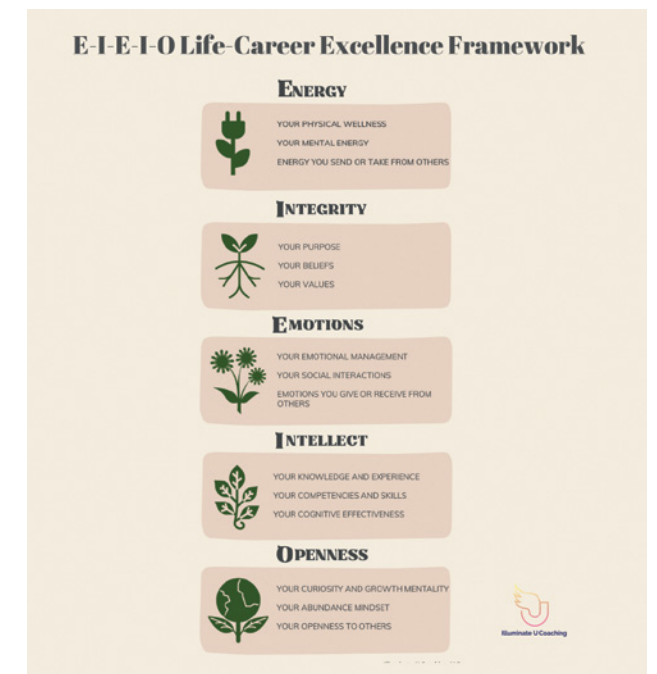
Unique Approach to Leadership Development

We train people depending on where they are in their development journey, starting with leading themselves. Lao Tzu, a Chinese philosopher, said, "knowing others is intelligence;

knowing yourself is true wisdom. Mastering others is strength; mastering yourself is true power." As we coach and train leaders across generations, cultures, and levels, we curate and develop materials that will correspond to the different needs of groups or individuals.

We coach executives on organization-level topics, inclusive leadership, transformational projects, and many work areas of concern for individuals. We also coach and train leaders in managing or preparing for career transitions.

Using our proprietary E-I-E-I-O life career excellence framework, we teach individuals how to attain excellence in their professional and personal life by focusing on their energy, integrity, emotions, intellect, and openness.



Cutting Above the Rest

We use our six C's company values—Compassion, Character, Courage, Curiosity, Clarity, and Commitment—to serve clients in the best way possible.

We have a unique blend of years of front-line and organizational leadership experience, diverse coaching training in different areas, and strong collaborative relationships with our partners and associates to develop practical, creative, and thoughtful solutions for clients.

We are a minority business enterprise certified by the Georgia Minority Supplier Development Council and leverage our partner network and coaching community to best serve clients' needs and achieve objectives. We follow the code of ethics and the confidentiality guidelines issued by the International Coaching Federation. **HR**



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Illuminate U Coaching



*The annual listing of 10 Emerging companies that
are at the forefront of tackling
customer challenges*



Sophia Toh, CEO of [Illuminate U Coaching, LLC](#)

[Sophia Toh](#) is an executive and leadership coach. After graduating from Clayton State University with her bachelor's degree in accounting in 1993, she became a restaurant owner for six years. She then returned to school and obtained her MBA from Purdue University before starting her corporate career. She was a Vice President of Finance at Kraft Heinz and the Chief Financial Officer of Walker & Company Brands, a P&G subsidiary. She has 20 years of experience in corporate finance, accounting, strategy, organizational, and entrepreneurial leadership in corporate America. In 2021, she retired and became an executive and leadership coach while spending 20% of her time in the nonprofit sector. She is also the creator of the proprietary EIEIO Leadership framework.

In its Nov/Dec edition, ManageHR magazine featured Illuminate U Coaching as one of the top 2022 Emerging Coaching and Leadership Development companies. CEO Sophia was a featured speaker at the 2022 Coach Diversity Institute Symposium, training 200 + coaches and DEI leaders on psychological safety. Illuminate U Coaching is a Minority Business Enterprise certified by the Georgia Minority Supplier Development Council.

Sophia currently serves on three nonprofit boards: Mothers Against Drunk Driving (MADD), Immigrant Hope Atlanta (IHA), and P&G Alumni Network Atlanta Chapter. She is also the Director of NAAAP100, Inspire, and Pride Awards for the US National Association of Asian American Professionals (NAAAP). She holds an executive certificate in nonprofit leadership from Harvard Kennedy School.

Sophia was born and raised in Malaysia and moved to the USA in 1989. She coaches in English and/or Mandarin Chinese.

Certification and Credentialing

- CPDC (Coach Diversity Institute's Certified Professional Diversity Coach)
- Associate Certified Coach (ACC) by the International Coaching Federation
- MGSCC (Marshall Goldsmith Stakeholder-Centered Coach)
- MBA (Master of Business Administration) from Purdue University
- Nonprofit Leadership Executive Certificate from Harvard Kennedy School, focusing in Behavioral Insights and Public Policies – Mobilizing Nonprofit Boards – Leadership Decision Making
- Diversity and Inclusion Leadership Certificate from Cornell University
- Coaching and training certification in the Four Stages of Psychological Safety (LeaderFactor)
- Coaching and training certifications by Cloverleaf: DISC, Enneagram, and 16 Types (a variation of MBTI)
- CMA (Certified Management Accountant) from IMA, Institute of Management Accountants
- CFM (Certified Financial Manager) from IMA, Institute of Management Accountants
- CSCA (Certified in Strategy and Competitive Analysis) from IMA, Institute of Management Accountants