

Robert Edmonson



Dr. Edmonson is a highly trusted, award-winning, internationally recognized ICF PCC Executive Coach and Talent Management Consultant with Executive Development Associates. He has over 20 years' international business management experience, including 15+ years in executive coaching, group / team facilitation, leadership development and training with global MNCs.

Clients appreciate his intuitive, practical approach, insightful feedback and holistic perspective to achieve their successes. His 12 popular Leadership, Strategy, Culture, Coaching books were inspired by clients. He has lived and worked in Europe, USA, China, Hong Kong and Australia.

Leadership Development

He has coached, advised and trained 5000+ multi-cultural professionals who use his proven techniques to strengthen their leadership skills. Clients appreciate his intuitive, practical approach, insightful feedback and holistic perspective.

Based on client feedback his coaching style is engaging, transformational and practical inspiring professionals to successfully navigate through daily business challenges.

Coaching Approach

With a balance of corporate leadership and executive 'real-life' experiences, continuous research and innovation, he helps professionals successfully navigate through daily workplace challenges to *"Be Themselves, Only Better"* in VUCA world and strengthen their...

- **Executive Presence:** *Confidence, influential, collaborative, people-oriented mindset;*
- **Mindfulness:** *Improve mindset, presence, engagement with people-side of leadership;*
- **Resiliency & Agility:** *Successfully navigate through VUCA World of constant change;*
- **Change:** *Lead the people-side of organizational change initiatives;*
- **Conflict:** *Transform negative to positive conflicts positively impacting the organization;*
- **Communication:** *Establish trust, sharpen relationship, team-building skills;*
- **Influencing:** *360° influence approach to make things happen through others and more...*

Professional Experience

Robert's 20-year senior level executive background demonstrates outstanding leadership, innovation and success in start-ups, emerging and financial turnarounds which includes:

- *President | COO, Fortune 500 subsidiary;*
- *President | CEO, technology consultancy;*

- *President | CEO, IT Services and licensing firm;*
- *M&A Consultant, premier boutique investment bank;*
- *Sr. VP | Co-founder publicly-traded technology firm.*

He pioneered the first US and most well-known computer services franchise network. The company set industry standards, showcased on NBC, WSJ, NY Times and other publications. Established industry model and recognized as the ‘Hertz’ of computer rentals.

His professional experience and knowledge combined with coaching executives to strengthen their skills inspired his leadership book series: “*What Great Leaders (Should) Know*”; “*Multiple Leadership Intelligence*”; “*8 SMART Leadership SOLUTIONS*”.

Education

Doctor Bus Administration – Knowledge Management,
University of Newcastle AU;

Master of Business Law – University of Sydney School of Law AU;

Master of International Mgmt – Intl Management,
Thunderbird, School of Global Management USA;

MBA— Finance & Strategy, University of Montana USA;

BSc— General Business, University of Montana USA;

Beijing Language & Cultural University — Mandarin Chinese Program PRC.

Certifications

- CoachU Coaching Clinic Facilitator
- Results ‘Whole Brain’ Coaching
- Transformative Coaching CMA
- Master Corp Exec Coach ACEC
- Marshall Goldsmith 360° GLA
- DISC Behavioral Consultant
- EQ Practitioner
- Prosci Change Mgmt Practitioner

Professional Memberships

- NeuroLeadership Institute (NLI)
- International Coaching Federation (ICF)
- International Association of Coaches (IAC)
- Asia Pacific Alliance of Coaches (APAC)
- Hong Kong Professional Counseling Association
- Hong Kong Institute of Human Resource Management