



Benson Wong

Career Coach

About Benson

I moved to Australia in 2004 to pursue university studies. After graduating, I worked for a travel agency and a bank. In 2011, I joined the public sector through a competitive Graduate Program.

I am an International Coach Federation (**ICF**) credentialed Associate Certified Coach (**ACC**), and a Registered Professional Career Development Practitioner (**RPCDP**) in Australia.



As an experienced organisational Career Coach, I have supported hundreds of **leaders**, **graduates** and **professionals** in discovering their strengths, identifying growths areas, designing professional development action plans, exploring career options, and taking action to progress their career.

In addition, I have assisted tens of private clients, including **international students** and **migrants**, to find long-term and professional jobs in Australia, unlock their full potential, boost confidence, and navigate complex workplace challenges such as work-life balance, interpersonal relationships and cultural adjustment.

Why choose me as your Coach?

- **I speak Mandarin and Cantonese.** You can share your feelings and thoughts with me comfortably. I also understand better how culture has influenced your thinking and behaviours, and your pain points.
- **I provide online and after-hour coaching services.** I provide online coaching services on weeknights and weekends.
- **I am an experienced and qualified Coach.** You know you are getting high-quality and effective services. More details are in the section above and please see page 4 for testimonials from my past clients.
- **I am also an employee.** Having worked for large organisations in Australia for more than 15 years, I have seen people managing different workplace challenges and done it myself. I can share my experience and observations as appropriate.
- **I have interviewed many candidates.** I can coach you to think like a hiring manager, so that you can give the most impressive information and responses in job applications and at interviews!

How does Benson coach?

ICF defines coaching as: partnering with clients in a **thought-provoking** and **creative** process that inspires them to maximise their personal and professional potential. Coaching is a **client-driven** process.

In **personalised**, **confidential** and **future-focussed** coaching sessions, I listen to you actively and ask powerful questions. Through this process, I help you identify the **blind spots** in your thinking and consolidate thoughts, discover and evaluate different **perspectives** and **possibilities**, recognise and remove unhelpful and limiting beliefs, build **confidence** and **motivation**, and develop an **action plan** to achieve your goals.

" Coaching helps you stop the crazy mind chatter in your head that tells you all the time that you're not good enough. "
Oprah Winfrey

" ... the coach can see what you can't see because you're in the forest, they're outside of it. "
Tony Robbins

What coaching services does Benson offer?

I offer two types of coaching. **Career and life coaching** is for individuals who want to:

- explore their immediate career direction, interests and options
- consider a career or job change
- plan and work towards their longer-term career goals and pathways
- design a **professional development plan**
- address **workplace challenges** such as work tasks, work-life balance, bullying, work relationships and redundancy.

Job application and interview coaching is for people who are ready to apply for jobs. I can:

- review your CV and application, and conduct mock interviews with you
- help you recognise the **transferrable skills** you already have, build your **story bank**, and tell your **STAR** stories well
- help you identify stronger examples and information you can provide to demonstrate your relevant skills and suitability
- coach you to **think like a hiring manager**, so that in the future you can self-help and don't need coaching sessions for every job you want to apply for!

What are the benefits of your coaching services?

They are different for each client, depending on their goals, needs and circumstances. In addition to **getting a job** they want, the benefits I consistently see for my clients are:

- **Clearer goals and self-insights.** It is fascinating to see some clients reassess or even redefine their goals during coaching, because they have learned more about themselves and **they now understand what they want in life and work better.**
- **Self-confidence.** Many clients told me I really helped them recognise and better articulate their strengths and skills. Some said they wouldn't have applied for and got their **dream job** if they didn't talk to me. This self-confidence is so powerful as it can help them tackle many other challenges at work and in life. **The impact of coaching can be lifelong!**
- **Motivation.** Many clients think their goal is too big. They don't know where to start, and nothing happens. I help them think through the actions they need to take, and the relevant timeline and sequencing. By breaking down a goal into bite-sized chunks and coming up with an action plan, suddenly **it feels very achievable** and clients are **motivated to take action!**
- **Reassurance.** Making big career and life decisions can be scary, such as whether one should leave their current job, go back to study or migrate to Australia! By going through their thought process and considerations, clients can reassure themselves that they are making **the right and best decision for themselves!**

" Believe you can and you're halfway there. "

Theodore Roosevelt

Does coaching benefit employers, too?

YES. Coaching has a significant positive impact in the workplace on **retention, engagement, productivity and performance.**

- Each employee appropriately retained saves an organisation about 1.5 times their annual salary to replace them.¹
- In 2024, global employee engagement fell and costed the world economy US\$438 billion in lost productivity.²
- Companies typically can expect a ROI of 7 times the initial investment in coaching.³

¹ [The role of HR in improving retention](#), Australian HR Institute.

² [State of the Global Workplace: 2025 Report](#), Gallup.

³ [ICF Global Coaching Client Study](#), Executive Summary April 2009.

Testimonials

" Benson helped me get three interviews and a dream job!

He helped me identify the right jobs to apply for, and use the appropriate language in my applications. More importantly, he helped me gain confidence to apply for the jobs I really want.

From his coaching I have learned how to articulate my strengths and achievements more clearly. While I have had many interviews before, I have never been as prepared as I was for these recent ones! "

" In a competitive job market, I felt stressed and overwhelmed.

Benson offered me a lot of encouragement and helped me stay calm. He guided me to evaluate my current situation, and to better present my strengths and sell myself in applications and at interviews.

Benson helped me not only get a job, but also realise the importance of staying true to myself. He gave me the confidence to be the best version of myself, not to act confident just to get a job! "

" Before I met Benson, I applied for 40 to 50 jobs with no response. I felt hopeless and discouraged. With his support I finally got a job!

Benson coached me to tailor my applications for each job, and to present the transferable skills I developed from my work experience in Taiwan. His insights were incredibly helpful.

Benson gave me encouragement by sharing his own experiences. It helped me rebuild my confidence and gave me the strength to keep going. Without his help, I might still be stuck in self-doubt and low self-esteem. "

" I faced a difficult dilemma at work, and felt extremely confused and overwhelmed.

Benson guided me to analyse the situation, and offered incredibly useful information based on his wealth of experience. He helped me better understand the overall picture, which empowered me to make the best decision for myself.

A Career Coach can give you the courage and confidence to move forward, and help you see new possibilities. "