

THE BRIDGE-MAKER

Soo Hoo Yoon Hunn

I bridge the gaps between executive vision, operational execution, cultures, and generations.

For organisations where strategy is clear, but people are not yet moving together. My work starts with the real human gap in the room, then turns it into clearer language, practical behaviour, and visible follow-through.



17+

YEARS ACROSS COMPLEX
LEADERSHIP ROOMS

30+

FORTUNE 500 TEAMS
SERVED

48

NATIONALITIES REACHED

80k+

PROFESSIONALS
TRAINED AND COACHED



Start with what is stuck, not the programme category.

The work makes the human pattern visible before selecting the smallest response that can move it.

DIAGNOSE**SIMULATE****DEBRIEF****COACH****APPLY**

BRIDGE names the gap: Buyer Decision, Relationship & Culture, Invisible Leadership, Doing & Done, Growth Transfer, or Execution Rhythm. The four platforms below organise the actual capability work.

LEADERS AT EVERY LEVEL

Leadership Performance

Leadership journeys, coaching, and masterclasses that build self-leadership, influence, people development, strategic thinking, and change leadership. Includes Leadershift, LEAD, Leadership Gold, Developing Leaders Around You, and multi-generational leadership.

TEAMS WORKING ACROSS BOUNDARIES

Team & Cross-Functional Performance

Team Building Achieve, difficult conversations, influence across functions, culture and generation work, and immersive simulations that improve trust, coordination, shared problem-solving, and collective accountability.

CHANGE, COMMERCIAL CONVERSATIONS, AND DECISIONS

Change, Decision & Commercial Performance

ALPHA Sales, persuasive and solution selling, sales-leader coaching, negotiation, NiteMarket, leadership simulations, and business labs that make decisions, stakeholder alignment, and buyer conversations more effective.

L&D, HR, AND INTERNAL PEOPLE DEVELOPERS

Internal Capability Systems

Train-the-trainer, facilitation and game-design certification, virtual and hybrid facilitation, MyLearningHub, diagnostics, learning architecture, assessment tools, and transfer measurement.

Make the behaviour visible before asking people to change it.

Diagnostics form a coaching hypothesis. Simulations test it under pressure. The debrief connects what happened in the room to the work people must do next.

The C.O.R.E.

Values discovery experience that surfaces the hidden rules people build around what matters most.

The Voyage of Enrique

Strategic decision-making under uncertainty, path choice, changing conditions, and speed of commitment.

Gunung Ledang

Resource decisions, alliances, commitment, and leadership follow-through in a mountain expedition scenario.

The Hard Word

Difficult conversation simulation that trains leaders to choose language that opens the conversation.

Project G.E.C.K.

Cross-department transformation where local optimisation creates visible second-order effects.

ZERO-DAY

Teams work in isolation until the bridge event reveals the real cost of excellent silos.

Assessment & Diagnostics Toolkit

DISC Profiling

Communication style, team interaction, and behaviour in challenging situations.

REACH Ecosystem

Leadership and organisational development mapping for capability planning.

Saville Wave

Role fit, behavioural strengths, and development priorities.

Accelium

Decision-making, problem-solving, collaboration, and adaptability through simulations.

Aquera Emotion Engine

Emotional patterns, triggers, and regulation strategies for performance moments.

Color Brain

Cognitive preferences that explain how people think, decide, and communicate differently.

Evidence matched to the human gap.

E — Execution Rhythm

A Malaysian insurance client reported improved productivity after structured leadership work clarified ownership and follow-through.

Evidence boundary: no percentage is published without its measurement basis.

G — Growth Transfer

Client feedback reported workplace behaviour still visible six months after the room, with managers applying what they learned.

Evidence type: attributed post-programme testimony.

R — Relationship & Culture

A professional-services firm reported multi-year profit growth alongside stronger trust, referrals, and shared responsibility.

Evidence boundary: no sole-cause financial claim is made.

Due-diligence standard

For a qualified review, each case is supplied with the available source type, engagement scope, timeframe, measurement method, attribution status, and reference path.

Request: me@soohoo.asia

Selected rooms served



Supporting credentials, opened after the fit and evidence are clear.

This appendix exists for procurement review. Credentials support the work; they do not replace diagnosis, route-matched evidence, or the agreed business outcome.

A. FACILITATION & LEARNING DESIGN

- Certified Master Trainer, Global Trainers Federation
- International Certified Training Professional, IUPIT
- HRD Corp Accredited Trainer and NCS Certified Trainer
- Certified Game Design Instructor, Experiential Learning Institute

B. BEHAVIOUR & COACHING TOOLS

- Certified Aquera Emotion Engineer
- Certified Occupational Psychological First Aider, NIOSH
- CORE100 Trained, Robbins Madanes
- Directive Communication Psychology certification

C. ASSESSMENT & DIAGNOSTICS

- Accredited Consultant, Saville Wave Behavioural Assessment
- Certified DISC Consultant, JMT and GDA
- REACH Ecosystem Practitioner, ODI
- Certified Accelium Coach, Trainer and Facilitator
- Certified Color Brain Practitioner and Trainer

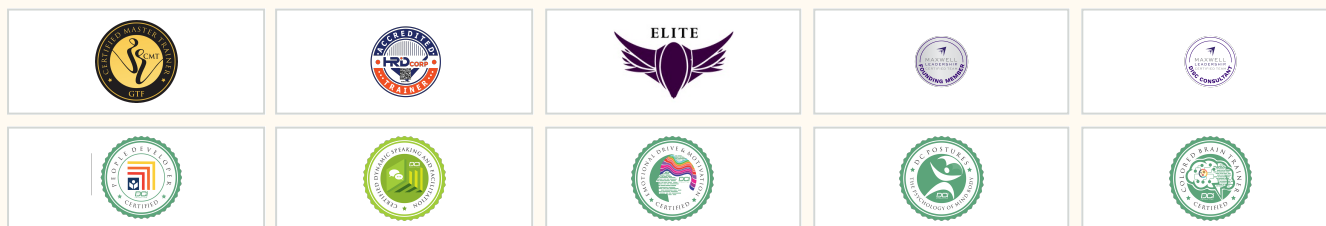
ACADEMIC FOUNDATION

- LLB External, University of London
- Masters in Ministerial Counselling, currently pursuing
- MBA, currently pursuing
- Banking sales background with high-net-worth client management

SELECTED INSTITUTIONAL ROLES

- Nexus Governing Committee, Malaysia Productivity Corporation
- Panel Assessor, HRD Corp Train-the-Trainer Programme

A full credential and historical-role register is available when a procurement process requires it.



When to bring Soo Hoo into the room.

B — Buyer Decision

Use this when sellers need deeper diagnosis, trust language, objection timing, and next-step clarity.

R — Relationship & Culture

Use this when hierarchy, culture, language, or generation differences slow collaboration.

I — Invisible Leadership

Use this when capable managers need clearer voice, feedback, accountability, and practical influence.

D — Doing & Done

Use this when people understand the concept but need realistic practice before behaviour changes.

G — Growth Transfer

Use this when learning must become practice, manager reinforcement, and evidence after the programme.

E — Execution Rhythm

Use this when ownership, handoffs, decisions, or follow-through are slowing business movement.

CONTACT

Send what is stuck.
I will tell you whether
an alignment
conversation is the
right next step.

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