Willemijn Tjoa-De Nooij

Executive Coach



Hi, I'm Willemijn, a passionate advocate for compassionate leadership. I believe that when you treat yourself with kindness and embrace your imperfections without fear, you'll naturally extend the same compassion to others, unlocking the best version of yourself and those around you.

Whether you're looking to advance in your career, make a major career shift, or enhance your leadership impact, I'm here to help you make progress. Together, we'll uncover your goals, understand the root causes of any challenges, and develop practical, sustainable steps to move forward. Some key areas I specialize in include:

- Aligning your life with your core values
- Overcoming overwhelm to cultivate resilience and balance
- Navigating difficult decisions with confidence
- Boosting your leadership effectiveness through self-awareness
- Seamlessly transitioning into a new role or career

With over 10 years of coaching experience, including qualifications from NONONS and INSEAD, I blend methodologies like NLP, ACT, Transactional Analysis, and Systemic work to create tailored strategies for each client.

My experience as Head of People at Unilever, Rituals, and L'Oréal has given me a strong understanding of business dynamics, and my expertise is focused on working with mid-Senior and Executive leaders.

Coachees describe me as approachable, empathetic, and action-oriented. Above all, I'm committed to helping you unlock your potential.
I'm also a proud mother of two and married to my Buddhist Chinese-Indonesian husband who has deeply influenced my view on life.

I look forward to connecting with you!

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