

## ROBERT YEO – Executive Coach

I spent 22 years in finance before becoming a coach. During that time, I worked at Morgan Stanley in New York and London as a Managing Director and held the role of Chief Operating Officer.

I am at my best when helping clients to develop their leadership skills and capabilities. Specifically, the objective analysis and evaluation of issues, and strategic options for their careers and businesses – to help them think and make better decisions, enabling them to thrive and differentiate during volatility, unpredictability, and the pressure to continuously “do”. This includes developing and enhancing their skills, a transition to a new role and taking on more responsibility and more significant roles. While at Morgan Stanley, I was a sought-after coach and mentor and recognised for my commitment to improving diversity, especially aspiring female leaders.



I have built and led highly effective teams. Delivering improvements in financial performance and overseeing significant business change, and was a member of the successful, global leadership team that returned the Morgan Stanley Fixed Income Division to healthy growth. I enjoyed working in complex, fast-paced commercial businesses and have first-hand experience of the complexities and issues professionals face today.

During my career, I experienced the highs such as building and developing high performing teams and the lows, including being present when the administrators of Enron Europe informed us that we no longer had jobs to return to. From the optimism of 2006/07, when financial resources were plentiful, to the worry from numerous crises that never seem too far away. Such as the market-driven 2015 Fixed Income restructuring, where 25% of our division lost their jobs – an important catalyst for my future switch to coaching.

My collaborative and pragmatic coaching style leverages everything I learnt during that time and builds upon those foundations, to help my clients. This approach utilises stories and insights from this successful, eventful, and yet a humbling 22-year corporate career. I provide several crucial roles through my coaching, including being an independent sounding board, someone that will challenge and hold you accountable. Someone that will give an outside perspective to raise your self-awareness and help you identify solutions for your problems. My focus is on actionable insights and the outcome-driven applications and most productive ways to get results for my clients that lead to positive, lasting change. Clients describe me as a “trusted sounding board”, and one Chief Technology Officer says, “I’d recommend Rob to anybody who is determined to make a change and to engage constructively.”

I am based in London and provide coaching to individuals, groups, and teams, both in-person and virtually. My coaching takes place in English. I trained as a coach with the Meyler Campbell executive coach training and leadership development community. I am certified in the use of Hogan Assessments for executive development and leadership transitions.

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