



STYLE *Coaching*™

impacting over 100 lives since 2024





WHAT IS *Style Coaching*TM

It is a process that:

- recognises that the inner- and outer-selves are inexplicably linked and impact each other powerfully
- respects that the mind and body are connected
- focuses on a positive mindset and actions

Be Authentic

Feel alive and inspired

Keep it real and be true to yourself

Connect genuinely through trust and communication

Be Confident

Set yourself up for success

Celebrate your accomplishments

Shift your mindset and face your fears

Be Empowered

Set SMART goals

Establish a sense of control of your life

Advocate for yourself and your loved ones



About Sera

Sera is a Singapore-based, certified Style Coach™ and accredited member of the International Association of Style Coaches™. She is also a certified EQCP Facilitator and Enneagram Practitioner. She has more than 20 years' experience in Education, Coaching and Training, specialising in English, Soft Skills, and Career Preparation and Management. She combines Personal Styling and Life Coaching strategies to guide her clients to be authentic, confident and empowered.

Inspiration to Become a Style Coach™

Over the last couple of years, Sera found her work as a university admissions and career coach too narrow. She was more interested in her clients' overall development, aligning their personal and professional goals. Style Coaching™ does that.

Passion for Style Coaching™

Sera struggled for years with shaken confidence as a result of a bad marriage, massive weight-gain and an autoimmune disease. At her lowest, she decided that she needed to work on herself holistically. Adjustments to her outfits, managing her meals, and reframing negative self-talk and self-limiting beliefs were easy to adopt and effective.



She is proof that it works! So here she is, 25 kg lighter, in a good space, and enthusiastic about empowering others to discover and confidently embrace who they truly are.

Why Potential Clients Should Consider Sera

Friends and clients tell her all the time that she is able to put the right words to what they are struggling to say or may not realise they are feeling. That is her superpower!

It is important to Sera that people are heard, understood and entitled to their opinions and takeaways. She creates a safe space and refrains from judgement. She is client-driven and goal-oriented. Once the client's end point is established, it is broken down into manageable tasks for easier adoption, retention and success.





Services

Personal Coaching
Corporate Workshops

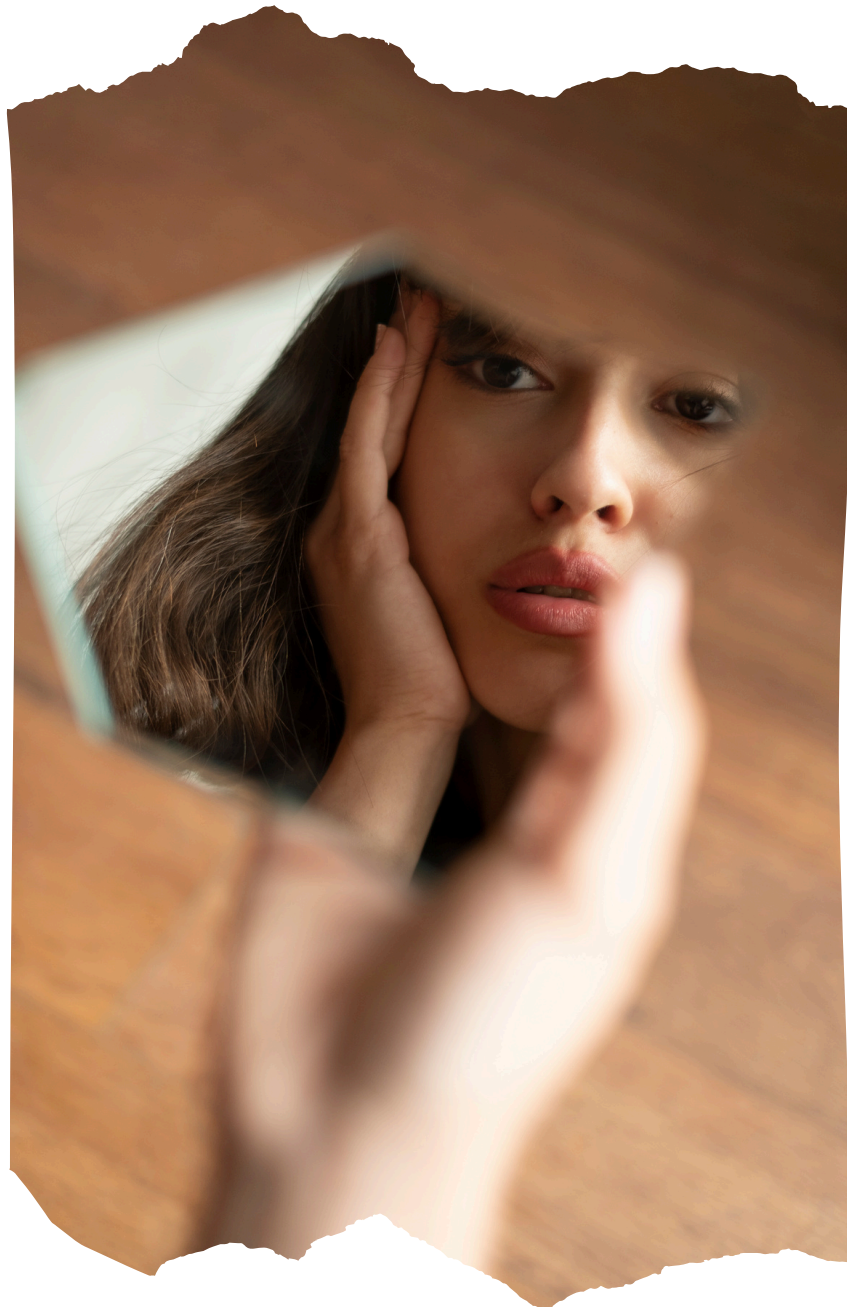


Authenticity Services



Self-Discovery & Awareness

Get to know the real you without pressure, just clarity and insight



Discover Your True Interests

Strong Interest Inventory - profiling tool + 1.5h debrief

Wondering what truly excites you? This session uses the Strong Interest Inventory to highlight your interests, giving you a clear picture of your possibilities. Doing what brings you joy helps you stay the course.

Your EQ Profile

EQ Competency Profile - profiling tool + 1.5h debrief

Explore your purpose and how you relate to yourself and others. Notice the patterns in your thoughts, feelings, and connections, and uncover a clearer sense of what naturally lifts you, drains you, and shapes the way you show up.

Your Enneagram Profile

Enneagram - profiling tool + 1.5h debrief

Explore your Enneagram type to understand the WHY behind your thoughts, feelings and behaviours. Identify your blind spots, coping strategies and little crutches you lean on, so you can make sense of your natural tendencies.

Authenticity Services

Self-Discovery & Awareness

Get to know the real you without pressure, just clarity and insight



Define Your Identity

3 hours of personal coaching

Create your personal compass to clarify your values, voice, purpose and how you show up. Use a vision-boarding exercise to map your goals and remain focused as you move forward with intention.

Discover Your Personal Style

Colour, Body Shape, Style Personality & Lifestyle Analyses - style kit + 2.5 hours of personal coaching

Uncover the colours, shapes and styles that feel most you. Walk away knowing how to dress in a way that feels authentic and effortlessly confident.

Your Wardrobe Review

Wardrobe Analysis - 2.5 hours of personal coaching

Take stock of your wardrobe to see what's working, what isn't, and how it reflects your style and lifestyle. This session is all about clarity first, no pressure to make changes yet.

Confidence Services

Transformation Tracks

Take your insights and turn them into real, practical confidence

Grow With EQ & Enneagram

Your EQ & Enneagram Profiles - profiling tools + 6 hours of coaching

Combine Enneagram and EQ insights to understand your patterns, triggers and habits. Map your emotions to see what energises or drains you, and gain awareness of the ways you show up in different situations. Walk away with strategies to respond intentionally, stay grounded and advocate for yourself when it matters most.

Define You & Your Style

Define Your Identity & Discover Your Personal Style - style kit + 5.5 hours of coaching

Align your inner values and personality with how you present yourself. Refine your tone of voice, communication style, and presence so you can confidently advocate for yourself, and express your ideas, needs and boundaries.

Your Personal Style Alignment

Define Your Identity, Discover Your Personal Style & Your Wardrobe Update - style kit + 8 hours of coaching

Elevate your personal style and wardrobe to reflect your identity. Learn to select pieces that support your confidence and project the impression you want, helping you step into interactions feeling aligned, polished and self-assured.



Empowered Services



Embodied Self

Bring it all together and show up as your fully aligned self



Complete Personal Growth & Style Journey

Grow With EQ & Enneagram + Your Personal Style Alignment - profiling tools + style kit + 16 hours of coaching

This is the complete transformation experience where who you are is reflected inside and out so you can step fully into your most authentic self. You'll learn to move with presence, communicate with clarity and express your style with confidence. By the end, you won't just understand yourself more deeply, you'll embody it, showing up aligned, poised and empowered to advocate for yourself.

Mastering Authentic Professional Presence

Signature Workshops



"Look the look, talk the talk and walk the walk" is the foundation of this programme that emphasises the importance of consistency and authenticity in how we present ourselves and behave.

Wouldn't you like your employees to do that to be your best ambassadors? Your company benefits in several ways when they present their best selves authentically and confidently, including:

Enhanced Professional Image

- Polished employees leave a positive impression
- Aligned employees reinforce your brand consistently in the marketplace

Trust and Credibility

- Employees with integrity build trust within and without the organisation

Increased Efficiency and Productivity

- Authentic communication contributes to a positive work environment, leading to increased productivity and lower turnover rates

Better Client Relationships

- Authentic and well-presented employees build stronger, more trusting relationships with clients, leading to higher satisfaction and loyalty

Long-Term Growth

- Aligned employees are more likely to contribute innovative ideas and adapt to changes, driving you forward in a dynamic business landscape

WORKSHOP OPTIONS:

1-Hour Lunch and Learn

2-Hour Compact Workshop

4-Hour Intensive Workshop

1-Day Comprehensive Workshop

2-Day Immersive Workshop

(Fees are based on 20 pax at client's venue)

Each workshop will cover what is appropriate for the duration:

- "Look the Look" covers your outward appearance and how you present yourself visually to the world
- "Talk the Talk" means being able to express yourself authentically, clearly, confidently and effectively
- "Walk the Walk" focuses on the importance of aligning your words with your actions

Workshops can be contextualised or customised

*Let's discuss your company's needs

Nandy's Success Story



When I first embarked on this style coaching project with Sera, I was slightly nervous as I did not know what it would entail. However, Sera was very professional yet so approachable from the start!

Having just got out of a long relationship and neglecting my self-care, I wanted to find my individual sense of style and regain the confidence I had when I was younger. Sera always openly discussed style choices with me, ensuring that I was comfortable and liked her suggestions. Being a curvy woman, I've always had issues finding clothes that fit appropriately. Sera opened my eyes to a lot of new fashion styles that I could play with to enhance my assets. Not only did she address my dressing, but she also went down to the minute details of accessorising and I loved that.

My family and friends noticed the positive change in me within such a short period of time and the compliments have made me feel extra good about myself! All in all, this style coaching experience was something that I enjoyed immensely, and I guarantee that you're in amazing hands if you decide to go on the same journey as I did.

Corporate Testimonials



In my work with educators and personal development professionals, I've seen firsthand how Sera stands out in her ability to deliver real, transformative value to her clients. Her expertise in guiding professionals through personal breakthroughs, combined with her Enneagram, EQ and Strong Interest Inventory certifications, ensures her coaching goes far beyond surface-level changes. She addresses the deeper mindset shifts that create lasting impact. As someone who has collaborated with many skilled facilitators, I can confidently say that Sera is among the best. Her unique ability to connect, inspire, and guide her clients to their fullest potential is truly remarkable.

~ Jonathan Chew, BrandRev

Sera and I worked on several workshops to empower people to lead more authentic lives with confidence. Sera's coaching goes beyond just their style; it also addresses how one can become a better communicator and build trust with others.

As a facilitator with nine years under my own belt, I dare say it is not easy to find someone like Sera who brings so much energy, passion, and commanding presence, yet at the same time connects very deeply with warmth and empathy. Sera invests heavily in learning and certifications so she can pour into her coachees and clients - if you're looking for someone who unapologetically is herself - one who Look.

Talk. Walk.... look no further.

~ Xuanbin Lin, Versatile Course

Sera is thoughtful and open during the planning process, always considering what will genuinely serve the audience. She's proactive, professional, and reliable, with a strong ability to anticipate needs and ensure everything flows smoothly.

One thing that truly stands out is how intentionally she creates a safe and supportive space. Whether in a room or behind the camera, she meets people where they are, and her presence helps participants open up, reflect, and engage more deeply.

Beyond our collaborations, she also shares relevant contacts, tools, and resources that elevate the work and strengthen the partnership. It's a generous quality that makes a real difference.

Sera is an engaging facilitator, a thoughtful collaborator, and someone I would confidently recommend to any organisation looking to run meaningful, people-centred programmes. I'm looking forward to more partnerships and collaborations together.

~ Germaine Tan, DisruptHER for Women

Coaching/Training Testimonials



I found the concepts presented during the workshop very fascinating and valuable. The personal branding exercise gave me a lot of clarity on my values and motivations, and the discussion about the congruence between Look, Talk, and Walk was very insightful and useful.

~ Linh, Workshop Participant

I had the pleasure of being coached by Sera, and her impact was immediate. Her feedback is always direct and honest. The relevant homework she assigned like emotional mapping, helped me gain clarity about my feelings, which had been a challenge for me for years. If you're looking for a coach who will challenge you to grow in all the right ways, look no further. Highly recommend!

~ Angela, Coaching Client

I'm deeply grateful for the journey I've had with my Enneagram and EQ Competency coach, Sera! She is one of the sharpest and most intuitive coaches I've ever worked with, always able to get right to the heart of the issue with remarkable speed and sensitivity.

Her questioning techniques are exceptional. Every session, she guides me to dive deeper into my inner world, uncover blind spots, and understand myself on a much more meaningful level. She doesn't just identify what's holding me back, she helps me see it, own it, and work through it. What I appreciate most is how practical and grounded her coaching is. She equips me with actionable tools, thoughtful homework, and clear strategies that I can apply immediately. She's also helped me recognize and leverage my strengths in ways I had never considered before.

Beyond her expertise, she is honest, authentic, and consistently present. I always feel supported, challenged in the best way, and genuinely understood.

~ Jennifer, Coaching Client

I enjoyed Sera's wisdom and insights during the different aspects of the course, and there were loads of great content! I especially appreciated her encouragement to shift my mindset towards owning my accomplishments and to take action to promote my brand. Thank you, Sera!

~ Alicia, Workshop Participant



Get in Touch

FOR A CLARITY CALL



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STYLE
WITH SERA

thank you

Be Authentic . Be Confident . Be Empowered

