

I Am a BCC

Marilyn Tam, BCC

Board Certified Coach (BCC)

The Board Certified Coach (BCC) is a mark of distinction for certificants and a source of credibility to their clients. A BCC has met professional coaching competency standards established by CCE and subject matter experts.

CCE offers BCCs the opportunity to obtain specialty designations in four distinct areas:

- Business/corporate/executive/leadership coaching
- Career coaching
- Health and wellness coaching
- Personal/life coaching

www.cce-global.org/bcc



Marilyn Tam's journey from child laborer in Hong Kong to high-powered executive is inspiring. The former CEO of Aveda Corporation, president of Reebok Apparel and Retail Group, and vice president of Nike has spent her life's work leading, motivating and coaching others to reach their full potential.

“The BCC appealed to me because it is based on research.”

“The most exciting [thing] for me about coaching is to see the growth in the people,” says the Board Certified Coach (BCC). “It is so rewarding to see a person be able to achieve more of their potential. Because ultimately, the only thing that we can leave others is what we share with them.”

Tam, who has led and worked with large multinational companies in more than 120 countries, says leaders come to her because of her leadership experience. “I’ve been there and done that,” she says. “I’ve been in their shoes and still very much involved in leading, coaching and developing others.”

