

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

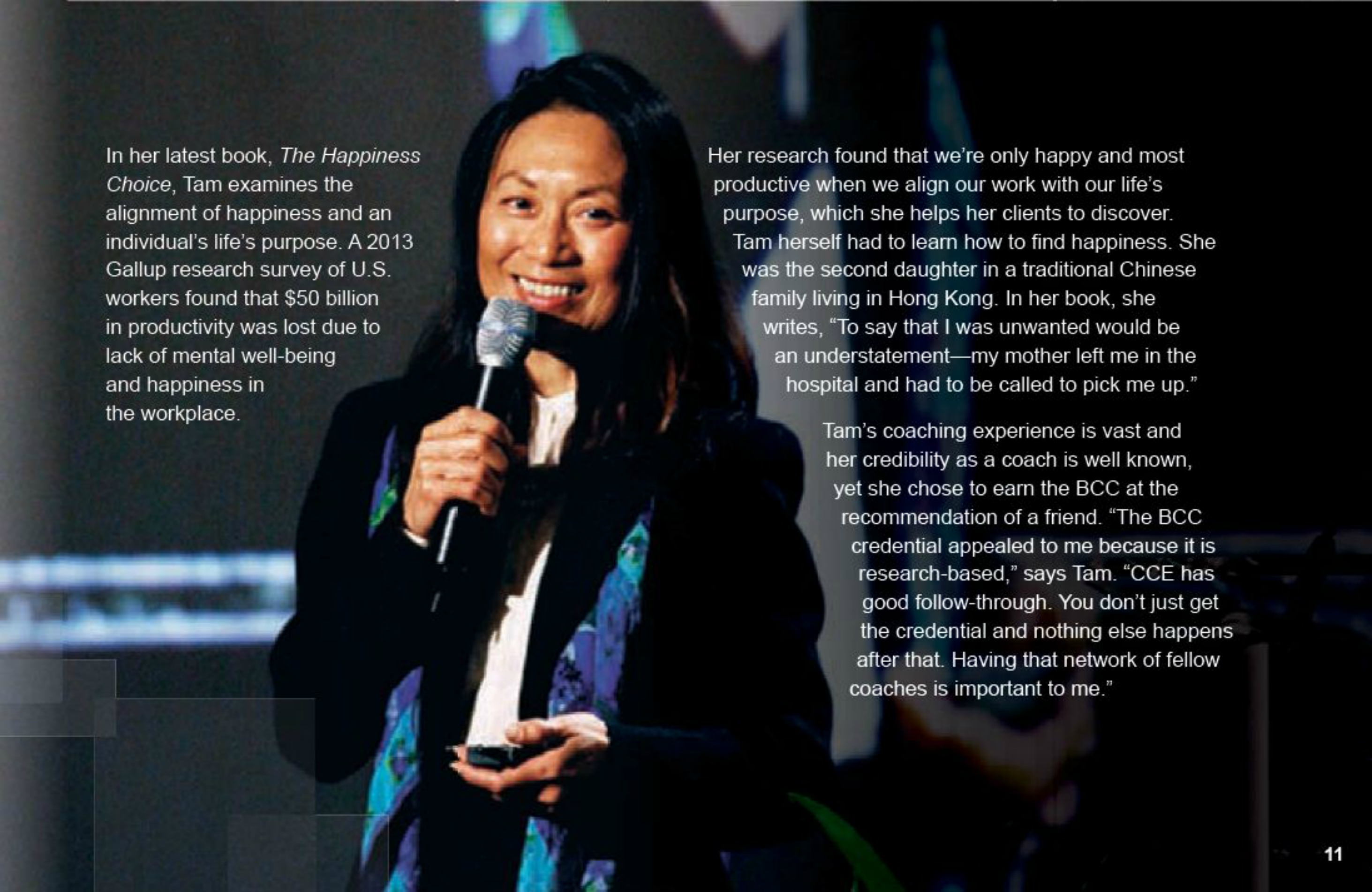


Marilyn Tam's journey from child laborer in Hong Kong to high-powered executive is inspiring. The former CEO of Aveda Corporation, president of Reebok Apparel and Retail Group, and vice president of Nike has spent her life's work leading, motivating and coaching others to reach their full potential.

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“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.”



In her latest book, *The Happiness Choice*, Tam examines the alignment of happiness and an individual's life's purpose. A 2013 Gallup research survey of U.S. workers found that \$50 billion in productivity was lost due to lack of mental well-being and happiness in the workplace.

Her research found that we're only happy and most productive when we align our work with our life's purpose, which she helps her clients to discover.

Tam herself had to learn how to find happiness. She was the second daughter in a traditional Chinese family living in Hong Kong. In her book, she writes, "To say that I was unwanted would be an understatement—my mother left me in the hospital and had to be called to pick me up."

Tam's coaching experience is vast and her credibility as a coach is well known, yet she chose to earn the BCC at the recommendation of a friend. "The BCC credential appealed to me because it is research-based," says Tam. "CCE has good follow-through. You don't just get the credential and nothing else happens after that. Having that network of fellow coaches is important to me."