

Andrew Chua, Founder, Authentic Business Group CIC

I am passionate about human flourishing and growth. Over a career spanning thirty years, I have been a keen student of change and renewal, seeking to understand the processes needed to achieve deep-rooted and lasting transformation. I have more than 20 years managerial experience working for a global financial institution, designed and launched a global personal development programme, started a social enterprise to facilitate organizational transformation and now spend part of my time shaping purpose-led transformation at Aberkyn, the wholly-owned leadership development arm of McKinsey & Co.

My Life Purpose and Values

- My life purpose is 'Transforming Lives' which describes the essence of my work and the trajectory of my life journey.
- My top seven VIA Character Strengths are:
Creativity, Spirituality, Forgiveness, Perspective, Fairness, Curiosity and Judgement.

Experience

- I had a 22 year career with HSBC covering a variety of roles including wealth management, digital commerce, analytics and HR at a regional and global level.
- I developed and launched the Authentic Lives workshop to enable people to discover their identity and life purpose. This has now been launched in more than fifteen countries.
- I founded a social enterprise, Authentic Business Group CIC, working with businesses and non-profits to raise consciousness, increase employee engagement and to create meaning and purpose at work.
- I am a Senior Affiliate at Aberkyn, a McKinsey Company. I am currently part of the core team developing a full service offering on purpose led transformation.
- I hold a First Class undergraduate degree in History and Modern Languages from Oxford University and recently completed graduate studies in Theology at the University of Chester.

Beyond Authentic Business

- I am happily married, and live with my wife in the New Forest, England. I have three boys at various stages of leaving home. I love my family and enjoy watching them grow and flourish. My passion is to build communities of compassion around the world. I love to cook and have been an avid traveller all my life.
- Languages: English (native); French, Mandarin and Cantonese at a conversational level.



I am a systems thinker and I develop frameworks and processes that help clients gain insights and perspectives on themselves, their teams and their communities.

I combine business experience with an understanding of human motivation to facilitate *purposeful* personal and corporate transformation.

Clients value the clarity I bring coupled with an openness and humility that invite growth and renewal.