

# Benjamin Chua, Associate Consultant, Authentic Business Group CIC

I love helping people move from seeing in the 'valley' of their everyday life to the 'mountain' of their life purpose, where they can see differently, and discover who they really are. I am passionate about establishing justice and cultural renewal in this world, especially amongst and for the homeless and the prison population. I have experience in the spheres of law, print media and, more recently, change management at Authentic Business Group CIC.

## My Life Purpose and Values

- My life purpose is "Scaling Pinnacles" which describes what I love doing most, and the direction I would love my life to go in.
- My top seven VIA Character Strengths are:  
Honesty, Spirituality, Bravery, Judgment, Forgiveness, Perseverance, and Perspective

## Experience

- At Authentic Business ("AB") I have organised and managed international mindset change training conferences, written a film series for the Authentic Lives Workshop ("ALW"), and engaged in one-on-one and group coaching and facilitating under the AB and ALW headings respectively.
- Prior to AB, I worked as a paralegal at a law firm specialising mainly in tax and corporate law; I conducted legal research, managed client relationships and drafted advice in litigation disputes.
- I was a regular columnist and freelance reporter for the South China Morning Post, where I spent my time interviewing sources, pitching potential stories and writing articles for publication.
- I hold a First Class undergraduate degree in Law from the London School of Economics and Political Science.

## Beyond AB

- I am an avid writer and blogger – I write and share everything from raps to poems to long- and short-form stories about issues I care about. I love films – both watching and dissecting them with whoever else is willing to listen. I am a passionate Fives player and walker of the family dog, Tia (do look up Fives if you are unfamiliar with it). Most importantly, I love spending quality time with my immediate family and friends, often over a home-cooked meal.
- Languages: English (native), French and Cantonese at a conversational level.



I am a creative storyteller who narrates visions of different levels of awareness. I help clients discover their life purpose, and see both their personal business challenges according to this alternate narrative.

I overcome my limited business experience with a readiness to listen and learn, and to work patiently alongside clients to resolve their issues.

Clients value the peaceful perspective and stable resolve I bring to stormy situations.

