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Luba spent over 15 years working in international education, helping students and service teams become more successful. Inspiring and motivating others to achieve their personal best has always been her most favourite part of her job in various roles. After completing her first coaching training in 2012, she decided to follow her passion for developing people. Her management experience encouraged her to make a transition to professional coaching.

Luba is a strength-based practitioner who uses research-proven strategies to maximize her clients' personal and professional potential. She currently coaches on a broad range of questions, helping individuals, teams and small businesses connect with their vision, get unstuck and thrive. She is an experienced group trainer, facilitator and certified e-moderator. As an Executive Coach Luba is trained in a range of assessments, including DiSC, VIA Strengths, Reflective Best Self, Team Engagement, TKI, Thinking Styles.

Luba's coaching practice, UpThink Coaching, is based in Guangzhou, and she coaches clients online from anywhere in the world.

UpThink Coaching is an official representative of International Coach Center ISTOK, an accredited provider of ICF-approved coach training programs. Students who successfully complete training are granted certificates, recognized in over 140 countries.

### Work Background

#### **Coach Trainer. Official Representative in China**

INTERNATIONAL COACH CENTER ISTOK, 2019 - PRESENT

- ICF-approved coach training programs in Guangzhou (ACSTH, CCE)
- ICF-approved coach training programs online

#### **Director. Executive Coach**

UPTHINK COACHING, 2019 - PRESENT

- Individual and group coaching
- Team coaching programs
- Corporate coaching services

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### **Soft Skills Trainer. Education Consultant**

FREELANCE, 2016 - 2019

- Developing and delivering soft skills training (conflict resolution, teamwork, leadership style, leader self-awareness, coaching and motivating employees, building trust in the workplace, etc.)
- Delivering certification training to educators.
- Consulting services to private education companies.

### **Service Manager**

PEARSON (WSE), 2012 - 2014

- Managing the service team and service KPI achievement;
- HR: hiring, terminating, disciplining, performance reviews, etc.;
- People development: coaching, mentoring, team development, staff training;
- Handling customer service issues.

## **Academic Background**

### **MentorCoach. USA**

CERTIFIED MENTOR COACH, 2018 - 2020

CERTIFIED EXECUTIVE COACH, 2019 - 2020

### **Potentials Realized. Canada**

GROUP COACHING ESSENTIALS, 2018

### **Cambridge Delta. UK**

MODULES 1-3. DIPLOMA IN ELT MANAGEMENT, 2014-2017

### **Tyumen State University. Russia.**

PHD IN COMPARATIVE LINGUISTICS, 2010

### **Buryat State University. Russia.**

BA IN PHILOLOGY, ENGLISH AND GERMAN, 2006