Corporate Training Profile

Juri Lim

Leadership Coach · Corporate Trainer

Leadership, communication and team building you can put to work right away

Delivered for Hanwha E&C · LG U+ · KAIST



A pre-interview brings your organization's real situations into the exercises.

How it works 1 Pre-interview → 2 Custom design → 3 Hands-on training → 4 Follow-up

20 yrs	20,000+	ICF PCC	3,000+
of coaching & training	coaching hours	ICF Professional Certified Coach	training · talks · workshops

FIND BY CONCERN

If this sounds familiar

We have lots of new team leaders who are still finding their feet
→ **Leadership workshop**

No one speaks up in meetings, and generational and departmental conflicts keep coming back
→ **Communication workshop · Safe Conversations**

Since the reorganization, things feel awkward and people aren't working well together
→ **LEGO CRAFT team building**

Every time we give feedback, it turns into an emotional fight
→ **Feedback workshop**

We're seeing signs of burnout and people wanting to leave
→ **Mental Design training**

AI is changing the way we work
→ **Leadership in the AI Era**

FORMAT

Formats

Talk
About 2 hours
For all staff · for leaders

Half-day
3–4 hours
Hands-on workshop

Full-day
7–8 hours
From team building to agreed action

Multi-session
2–10 sessions
From pre-assessment to post-assessment

Group size From 6 to 150+ people **(large groups co-delivered with coaches from The Mark World, Alacharim Coaching Center and Coaching Town)**
Fees Quote on request · Annual programs by arrangement

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PROGRAMS

Five signature programs

LEADERSHIP

Leadership workshop

Talk · Half-day · Full-day

Covers the questions, judgment and relationships AI can't handle for a leader, and practices adapting your leadership to each team member's skill and commitment (situational leadership).

A good fit for

Organizations with many new team leaders · Organizations where AI is changing how work gets done

SAFE CONVERSATIONS®

Communication workshop · Safe Conversations

Talk · Half-day · Full-day

Led in person by an internationally certified workshop leader. Participants practice listening all the way through and reflecting back what they heard, in meeting and one-on-one scenarios.

A good fit for

Organizations where people have stopped speaking up in meetings · Teams with frequent conflict across departments, generations or ranks

LEGO® SERIOUS PLAY® · CRAFT

LEGO CRAFT team building

Half-day · Full-day · From 6 to 150+ people

Everyone takes part by building their ideas in LEGO. Participants come to understand one another, agree on the team's mission, vision and core values, and then set concrete action items.

A good fit for

Bringing people together after a reorganization · Building collaboration between departments

FEEDBACK

Feedback workshop

Talk · Half-day

Practice giving feedback without hurting people and receiving it without getting defensive, using real one-on-one scenarios.

A good fit for

Organizations where feedback turns into emotional conflict · Leaders who have started avoiding one-on-ones

MENTAL DESIGN

Mental Design training

Talk · Half-day

A four-step training to notice and change the thought patterns that repeat under stress, preventing burnout and building resilience.

A good fit for

Organizations seeing signs of burnout and turnover · Teams going through major change

SAMPLE

Sample schedule: full-day LEGO CRAFT team building

09:00	**Opening**	Orientation · Icebreaker (getting to know LEGO)
10:30	**Team building**	Self-understanding · Sharing each other's strengths
11:30	**Team building**	Collaborative activity to build team trust
12:30		Lunch
13:30	**Direction**	Defining the team mission
14:30	**Direction**	Defining the team vision · core values
16:00	**Commitment**	Setting priorities · action items · ground rules
17:00	**Wrap-up**	Personal action plans · sharing reflections (ends 17:30)

Times and activities are adjusted to your company's situation. A pre-interview brings your organization's real situations into the exercises.

NEXT LEVEL · TO GO DEEPER

Leadership assessment program based on MTQ Plus

Before the training, each participant takes MTQ Plus from AQR International (UK) to measure how they work under pressure; in the workshop, they build their results in LEGO and share them. Without revealing anyone's scores, team members come to understand each other deeply and create the team's ground rules and action plan together.

For Leadership teams · Executives · Groups of team leaders · An entire team

BEFORE
Pre-assessment
MTQ Plus online assessment; results go to each person alone

STEP 1
Icebreaker
A light start: how everyone feels today

STEP 2
Sharing strengths
Your strengths and how you react to stress

STEP 3
Team strengths
Analyzing the team's strengths and areas to develop

STEP 4
Mission & vision
Agreeing on the team's mission, vision and core values

STEP 5
Ground rules
Principles the team will follow when working together

STEP 6
Action plan
Individual action plans, with follow-up after 6–8 weeks

3 MONTHS LATER
Post-assessment
Checking the change and planning the next step

INTRO
Half-day workshop
Pre-assessment + Steps 1–3 + ground rules

CORE
Full-day workshop
Pre-assessment + all of Steps 1–6 (strengths analysis · mission & vision · action plan)

ADVANCED
Multi-session program
Full-day workshop + 1:1 debrief for leaders + half-day follow-up + post-assessment after 3 months

Individual scores go only to the participant, and in the workshop each person shares through LEGO only as much as they want to. Team results are discussed only with everyone's consent and are never used for hiring or performance reviews. Fees depend on group size and number of sessions.

CLIENTS

Selected companies and institutions

Companies	Hanwha E&C · LG U+ · E-Land · Kyowon · PN Poongnyun
Public · Healthcare	National Health Insurance Service HR Development Institute · Korean National Police Agency · LX Korea Land & Geospatial Informatix · Gyeonggi Housing & Urban Development · Yeouido St. Mary's Hospital · Gyeyang-gu Mental Health Welfare Center
Military · Local gov't	ROK Armed Forces officers and soldiers · Korea Army Training Center (Nonsan) · ROK Army 5th Infantry Division · Seongnam City (19 sessions) · Hwaseong City · Yeoncheon-gun
Research · Education	KAIST · Gyeonggi Institute for Teacher Training · Gongju Officials Training Institute · Chung-Ang University · Myongji University
Broadcast	EBS *Education Is the Future* · MBC *Palbangmiin* · SBS *100 Gifted Kids* · KBS2 *Morning News Time*

VOICES

Participants' words, as quoted in the press

"It gave us practical tools we could use on the job right away."
Ahn Chan-min, CEO of Saehamano · Group coaching for leaders (NBN TV)

"Very useful for communicating effectively with my team."
Kim Hyung-seok, President, BNI Excellent Chapter · LEGO team building (Daily Bizon)

"I felt I could design myself to be stronger."
Soldier, ROK Army 5th Infantry Division · Mental Design talk (Naewoe Ilbo)

IN THE FIELD

In the field

Hanwha E&C

"Leadership in the AI Era" for site managers (June 2026), exploring the role of field leaders as AI changes how work gets done.

Seongnam City

A 19-session lecture series for 120–150 civil servants.

Korea Army Training Center (Nonsan)

Ongoing talks for trainees.

Gyeyang-gu Mental Health Welfare Center

A LEGO-based workshop on burnout prevention and cross-department communication (September 2026), with staff from many departments.

Speaker bio for your internal proposal

Feel free to copy it into your proposal as is

Juri Lim is an ICF Professional Certified Coach (PCC) and a Certification Assessor for the Korea Coach Association. Over 20 years she has delivered more than 3,000 talks and workshops for companies, public institutions and the military, and has coached leaders and organizations for more than 20,000 hours. A relationship specialist with a master's degree in marriage and family therapy and completed doctoral coursework in counseling psychology, she is a Professor at Myongji University (Graduate School, Dept. of AI E-Commerce). She developed the Mental Design® method for redesigning patterns of thought and conversation, wrote the book *Mental Design: Unshaken Even by the Devil's Whisper* (Korean edition), and co-developed the LEGO® CRAFT organizational coaching specialist course. She has delivered leadership, communication, team-building and mental-strength training for Hanwha E&C, LG U+, KAIST, the National Health Insurance Service and the Korea Army Training Center, among others.

PROFILE

Education · Credentials

Education	Daybreak University, Graduate School of Marriage and Family Counseling: M.A. in Marriage and Family Therapy · Doctoral coursework completed Sangmyung University, Graduate School of Welfare and Counseling: master's coursework in Family Counseling and Therapy completed · Incheon National University: B.A. in German Language and Literature
Coaching	ICF PCC · Korea Coach Association KPC · Certification Assessor, Korea Coach Association
Organizations · Assessment	Co-developer, LEGO® CRAFT organizational coaching specialist course · LEGO® SERIOUS PLAY® Level 3 Facilitator MTQ Plus licensed practitioner (AQR) · Mental Toughness Assessment Specialist · Internationally certified Safe Conversations® Workshop Leader
Counseling	Internationally certified Imago Relationship Therapist (CIT) · Internationally certified PREPARE/ENRICH Counselor · Couples Counseling Specialist, Level 1
Current roles	CEO, Mindgardener Psychological Coaching Center · Professor, Myongji University · President, Legacy Mind Association
Partners	ACE Professor & Professional Coach, Alacharim Coaching Center · LEGO CRAFT Master Coach, The Mark World District Trainer, BNI Korea · Partner Coach, Coaching Town Inc.

These are coaching and training programs. If a participant needs clinical support, our policy is to refer them to a specialist provider.

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