

AEON Vietnam Co., Ltd
Ho Chi Minh City, 31 October 2024

AEON Vietnam received award from International Coaching Foundation

On October 26, 2024, in Athens, Greece, AEON Vietnam was honored by the International Coaching Foundation with the ICF Coaching Impact Awards 2024. Coaching has become a core element in the talent development strategy and workplace culture at AEON Vietnam. By encouraging employees to share their ideas and creative thinking, the company not only creates a dynamic work environment but also maximizes the potential of each individual, thus leading to organizational development.

The ICF Coaching Impact Awards 2024 are held by the International Coaching Foundation (ICF), a leading organization in the field of coaching worldwide. The awards aim to honor outstanding organizations that apply coaching to create positive impacts in the workplace and contribute to global social change. Businesses will be evaluated by the ICF Board of Management based on four key criteria: Impact, Standards, Strategy, and Sustainability.



Representative of AEON Vietnam – Ms. Nguyễn Thị Ngọc Huệ, General Manager of Human Resources Strategy Management, Corporate Communications and Sustainable Development, at the ICF Coaching Award 2024 ceremony.

Ms. Nguyễn Thị Ngọc Huệ, General Manager of General Manager of Human Resources Strategy Management, Corporate Communications and Sustainable Development at AEON Vietnam, shared upon receiving the award: “AEON Vietnam is continuously expanding business nationwide, and we will continue to develop and maintain a sustainable coaching culture, spreading to all business units. At AEON Vietnam, we always care about the development of AEON People and aim to contribute positively to the sustainable development of society.”

The award marks an important milestone in the development journey of AEON Vietnam, contributing to the strategy of attracting and developing talent, and enhancing the growth of the business. Through this,

AEON Vietnam once again affirms its pioneering position in coaching culture, training, and developing personnel in the region.



AEON Vietnam is recognized as an Emerging Organization at the ICF Coaching Impact Awards 2024

Dr. Marcia Reynolds, Master Certified Coach (MCC), the 5th global president of the ICF, recognized as one of the top 50 global leadership coaches by Thinkers, ranked in the top 10 Global Gurus, and author of five bestselling books on coaching, shared: *“AEON Vietnam shifted the hierarchical mindset by teaching and inspiring leaders to embrace a coaching approach, which helped all employees to see the authenticity of new leadership behaviors that created trust and evoked courage participate in the changes. Coaching also became a vital link to enhance cross-departmental collaboration which led to their impressive results in productivity, engagement, and happiness.”*

Coaching culture has become a key factor in optimizing resources and accelerating the development of both personnel and the organization. At AEON Vietnam, applying coaching in talent development programs is a necessary activity to support employees in identifying clear goals, overcoming work challenges, and improving performance.

The philosophy of "Leaders Create Leaders"

At AEON Vietnam, the philosophy of "Leaders Create Leaders" is consistently applied, emphasizing the proactivity and continuous development of each individual. This philosophy highlights the crucial role of leaders as coaches, mentors who inspire and train the next generation of outstanding leaders.

Through a well-organized investment in the development of future leadership teams, AEON Vietnam not only ensures a sustainable talent pipeline but also creates lasting success. When taking on leadership roles, each employee has the opportunity to expand their influence, increase motivation, and unleash creativity, contributing to the overall capacity of the organization.

Mr. Nguyễn Xuân Thịnh, Manager of SSS cum MD Coordinator of AEON Vietnam, emphasized the practicality of coaching activities: *“Coaching not only helps address current issues but also focuses on long-term development for both individuals and organizations. In particular, coaching programs at AEON Vietnam always emphasize practical practice and application, such as the Action Learning & MAC (Manage as Coach) program with tools like N.E.W.S & Push-Pull, encouraging real-world application in daily work. The 'Mentoring - Coaching' program provides coaches with a practical learning environment, allowing them to learn from real experiences and integrate with sustainable personal development goals. As a result, my team and I have a continuous learning environment that fosters creativity and problem-solving skills, making us unafraid to face challenges.”*



The coaching culture consistently supports AEON Vietnam employees in building sustainable careers.

Promoting a coaching culture within AEON Vietnam

With the aim of establishing a thorough coaching culture, AEON Vietnam continuously integrates coaching activities into its talent and organizational development strategies. As a result, coaching activities are effectively and comprehensively applied in development programs at three levels: individual, team, and organizational. The training programs are designed flexibly to meet the specific needs of each individual and team, helping employees gain more confidence in their work and collaboratively create new value. Consequently, AEON not only enhances work efficiency but also builds a sustainable corporate culture where everyone has the opportunity to develop and succeed.

At AEON Vietnam, the coaching culture is particularly effective in developing young talent. The "Self-Positioning - Career Development Coaching" program provides employees and interns with the opportunity to explore their values and capabilities, along with the chance to be coached by experts

within the organization. Additionally, the open working style of the leadership team—always ask questions to encourage employees to discover, learn, and grow—also contributes to fostering creativity and enhancing confidence among young staff.



Young employees at AEON Vietnam participate in experiencing coaching activities

Connecting the workplace environment in the business

The coaching culture at AEON Vietnam not only focuses on individual development but also plays a crucial role in connecting the workplace environment through the flexible application of coaching in talent development and retention activities.

Within this framework, team coaching is not just a method for developing individual capabilities but also acts as a bridge that helps members shine together. Through coaching sessions, teams at AEON Vietnam identify common goals, discover creative solutions, and maximize collective strengths. Members learn to listen, respect, and trust one another, effectively addressing challenges and building strong, productive working relationships.

The ICF Coaching Impact Awards 2024, along with the previous Marshall Goldsmith Coaching Excellence Award 2023, serve as solid evidence of AEON Vietnam's commitment to developing a sustainable work culture and nurturing talent, creating an environment where every employee is empowered to maximize their personal potential and thrive in their careers.

For more information, please contact:

AEON Vietnam Co., Ltd

Corporate Communications

Phone: 033 217 9797

Email: phongtruyenthong@aeon.com.vn

Website: <https://corp.aeon.com.vn>