



COMPANY INTRODUCTION

“

道生一，一生二，二生三，三生萬物

~ 老子

The Tao produced One; One produced Two;
Two produced Three; Three produced All things.

~ Lao Tzu

”



ABOUT US

Welcome to ELS, an award-winning consultancy renowned for providing comprehensive solutions to help owners achieve their business goals. At ELS, we understand that your business goals, objectives, and ideology form the bedrock of your success. That's why we adopt a holistic approach, focusing on highly engaged teams, social impact, and meaningfulness in life to help you achieve your objectives.

Our consultancy services revolve around three pillars: **People**, **Growth**, and **Balance**. We place people at the heart of every successful organization, providing people-centric solutions that empower and foster participation, leading to holistic growth. Our Growth pillar equips clients with the tools, insights, and resources for sustainable and continuous development, enabling long-term success.

Achieving balance can be an uphill battle in our fast-paced world. That's where our Balance pillar comes in. We impart practices and philosophies to promote balance and holistic well-being at both the individual and organizational levels.

At ELS, we pride ourselves on delivering meaningful, measurable impact. We work with you to empower employees, customers, and stakeholders on their journey towards success.

Choose ELS for comprehensive solutions that drive your business forward. Let's work together to achieve your goals and create a meaningful impact.



PEOPLE

PEOPLE, GROWTH, BALANCE

HOLISTIC PEOPLE SOLUTIONS



Embracing the core principle that people are the invaluable asset of any organization, ELS fundamentally understands that a company's triumphant performance leans heavily on the quality, expertise, and commitment of its workforce. With a vision to foster an ideal environment for its people, ELS has positioned **People** as a cornerstone pillar in its strategic framework.

Enterprise Doctor: Comprehensive People Solutions

As an Enterprise Doctor, ELS adopts a medical diagnosis approach to consulting. This method enables ELS to craft holistic and tailored solutions that directly address the unique challenges and needs of each organization. A fundamental tool in this process is the **HR Best Practices Assessment**. This instrument allows ELS to delve deeply into the organization's human resource strategies and processes regarding the core 10 HR areas of an employee life cycle.



GROWTH

PEOPLE, GROWTH, BALANCE

HOLISTIC PEOPLE SOLUTIONS

Under the umbrella of the **Growth** pillar, ELS is committed to cultivating dynamic professional development through a comprehensive array of capability-building workshops and events. By intertwining crucial areas of professional enrichment with the augmentation of vital soft skills, these workshops put forth a well-rounded learning experience. This curriculum essentially fuels the Growth pillar, encouraging a continuous learning culture that propels individuals to reach their full potential, thereby fostering an environment of relentless progress and evolution.

Programs are (to name a few):

- **Leadership Upskilling - Communication and Collaboration, Team Dynamics, Change Management / Cultural Shift**
- **Personal Branding & Image Workshops**
- **Diversity, Equity, and Inclusion (DEI) Programs**
- **Critical Skills Development**



BALANCE

PEOPLE, GROWTH, BALANCE

HOLISTIC PEOPLE SOLUTIONS

Why do we need balance?

"Life is like riding a bicycle. To keep your balance, you must keep moving."

~ Albert Einstein

Occasionally life gets busier, stressful moments happen, or other external factors start to challenge us.

It is our belief that maintaining a sense of balance in life and a positive well-being leads to greater efficiency and optimal performance. Our goal is to create an environment where creativity, confidence, clarity, and endless possibilities can flourish.

The Power of 3s for yourself

A Cup of Zen - daily
morning coffee rituals

3 mins

Serenity Seasons | Five
Senses Journey - find
your own harmony

3 days

3 hours

Mindful Palettes -
create an impact by
using colours

Coffee Zen Hour





OUR EXPERIENCE

HOLISTIC PEOPLE SOLUTIONS

ELSIE YUNG | FOUNDER

Introducing Elsie, the esteemed founder of our distinguished company. With over 25 years of exceptional experience across multinational companies in Asia, Australia, and the UK, Elsie is a visionary leader in People and Development.

As a Strategic Human Resources professional, Colour Consultant, and Keynote Speaker, Elsie specializes in providing customized solutions that enhance sales effectiveness, global mindset and cross-cultural intelligence, global leadership, diversity and inclusion, and cultural awareness.

Elsie's unwavering commitment to delivering personalized service ensures that her clients receive unparalleled support tailored to their specific business needs. She has a passion for guiding individuals towards discovering and nurturing their unique strengths, and she empowers leaders in managing organizations and personal brands to drive unrivaled business effectiveness and results.

Living by the motto "Flexibility, Humility, and Continuous Positivity," Elsie brings a wealth of wisdom, experience, and expertise to her practice. With her as your partner, you can embark on a journey of empowerment, growth, and excellence, embracing transformative change in your organization.

Previous companies:



Aēsop.

ESSENTIALS

Passion on Giving Back

Elsie is a great believer in contributing to society. Currently the President Elect of the Rotary Club of Hong Kong, she supports Club Fellowship with vocational sharing about her professional experience.

She also supports young generations at universities and women in Japan to build and enhance their brand and image.

Tokyo



HK



Advisory Position

Business & People Consultant | Travel AI



Travel AI is a comprehensive travel AI Generated Content tool that uses Large Language models and automatically generates customized travel itineraries based on user profiles.

AI also collects data through user habits and activity patterns. This strengthens the recommendation algorithm and provides more accurate Tourist Spot, Accommodation, Transportation, and Restaurant options.

Academic & Other Positions

Hong Kong



Japan



Strategic Career Guidance, Entrepreneurial
Advice & Personalized Coaching Expert - Both
Hong Kong and Japan

Career Consultant -
Both Hong Kong and
Japan

Professional Qualification



Certified Sustainable Development Planner
(CSDP)

The World Institute of Sustainable
Development Planners

Recipient | Junzi Corporation Award



We received the Junzi Corporation Award from Heng Seng University of Hong Kong on 28th June 2022.

This award is given for achieving high standards of business ethics through professional and rigorous academic research, aims to promote the “Junzi’s Five Virtues” - Benevolence, Rightness, Propriety, Wisdom and Trustworthiness, in Chinese Confucianism, as well as Western ethical theories of business that emphasize integrity and fairness in enterprise operation.



MEDIA COVERAGE

Media Coverage



HK Sky Post
14 January 2022



HK Sky Post
8 April 2022



HK Economic Times
30 March 2022



HK Economic Journal
9 April 2022

Media Coverage



TVB Jade 財經透視 Finance Magazine
4 April 2022

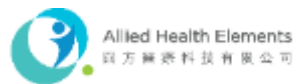
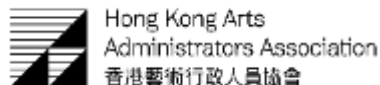


Metro Radio interview
relay:
<https://bit.ly/3A6olev>
16 August 2022



TVB Jade 流行都市 Big City Shop
21 July 2023

Companies Worked with Us



Digital Platform

www.els-asia.com





THANK YOU

HOLISTIC PEOPLE SOLUTIONS