

A portrait of Bernadette Chua, a woman with shoulder-length brown hair, smiling and wearing a dark blue quilted jacket. She is seated in front of a wooden wall and a glass display case containing awards.

MEDIA
KIT

BERNADETTE CHUA

AWARD-WINNING AUTHOR
INSPIRING **HEART-LED LEADERSHIP**
AND JOYFUL TRANSFORMATION

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WHO IS B?

Bernadette Chua, fondly known as B, is an award-winning author, speaker and founder of The Dream Catalyst Club®.

With over two decades of experience in business culture transformation and leadership development, she is recognized as a trusted voice in values-driven culture and heart-led leadership.

Her approach integrates organisational culture design, energy psychology, research-backed well-being practices and timeless wisdom traditions to support heart-led leaders, organisations and professionals seeking alignment beyond conventional success.

Honoured with Singapore's SkillsFuture Fellowship Award and the Stevie Award for Women in Business, B continues her mission to inspire leaders to align purpose, performance and heart.



AS SEEN ON



BERNADETTE BELIEVES THAT WHEN LEADERS CHOOSE TO LEAD WITH HEART, THEY TRANSFORM ORGANISATIONS AND SUPPORT HUMANITY TO FLOURISH.

THE BOOK

HOW TO FLOURISH AND BE HAPPY AT WORK

As professionals, we spend most of our waking moments at the workplace. It is where we can actualise our potential, flourish and be happy. Yet, it is also where we are bombarded by stressors such as unrealistic deadlines, office politics, disengagement, ineffective managers and toxic culture. These leave us feeling helpless and trapped – with a sense of freedom lost.

In *Freedom Embraced*, author Bernadette Chua has written a book specifically for the busy professional in mind. It is filled with actionable strategies and mindset shifts to navigate through the challenging mental, emotional and physical landscapes we encounter in the course of work.

Chapters include:

- Enjoying Work
- Nourishing Ourselves
- Thinking Overthinking
- Influencing Others
- Strengths Builders at Work



TESTIMONIALS

Much Needed Book in the Context of Today's Work Environment

"What if you could reframe your perspective about work, focus on what you can control, and decide to make your workplace a place where you go to create value for the world and advance your skillset? This book guides you right on that... This is a much needed book in the context of today's work environment. Recommended!"

Tan Kian Ann

Director & Web Strategist,
ChampCode

Charmingly Written

"... It is such a joy to hold in my hands Bernadette's excellent book, *Freedom Embraced*. It has been a pleasure reading this lovely book, charmingly written and with a flourish accomplishing its goal. Readers will be delighted to realise just how easy it is to gain confidence and equilibrium once freedom is embraced."

Dr Kirpal Singh

Poet, Literary and Cultural Critic

Full of Practical Activities and Well-Researched

"I had the good fortune to work with Bernadette on an SCB project many moons ago. I was thrilled to get a copy of her book a few weeks ago and believe it is a lovely blend of self-help, self-care and resilience practices. It's an easy read, full of practical activities, and well-researched. I love that I can pick it up, read a few pages, reflect and get going again with a new sense of calm or new perspective on things."

Joanna Maneckji

Founder, Sunny Acres