

# Kristy

## GUO

*Creating an Enriching Space  
for Growth and Development*

In a world characterized by rapid change, the ability to adapt is a hallmark of lifelong learners. Continuous education provides the flexibility needed to navigate shifting landscapes, whether in the professional realm or personal development.

**Kristy Guo, Founder, CEO, President, and Director of Signature Global Network PTY LTD,** believes that education is a lifelong journey, and she strives to nurture lifelong learners with her leadership ability.

Kristy is a highly motivated and influential woman in leadership, renowned for her drive, optimism, and distinct style that infuses everyone with strength, vitality, and optimism.

Throughout Kristy Guo's journey, she actively contributed to the guidance, education, and support of fellow students while assisting teachers. In her role as the Founder, CEO, President, and Director of Signature Global Network PTY LTD, Kristy has transformed SGN into more than an educational institute, expanding its focus to encompass networking, service, and the dissemination of knowledge and experiences.

### **An Accomplished Leader**

Under Kristy's leadership, the organization has introduced the Signature Growth Academy (SGA), a subsidiary that designs courses and offers coaching through the SGA app. These resources are tailored for individuals seeking to enhance their skills in the corporate world, with specific courses catering to the logistics industry. Kristy Guo's vision and commitment have played a crucial role in the evolution of SGN and the establishment of SGA, marking a significant contribution to the educational and professional development landscape.

In her commitment to societal contribution, Kristy, as an accomplished leader, believes that sharing her successful experiences serves as one of the most effective ways to benefit the community.

### **Advocating Inclusivity**

As a female leader, Kristy envisions a future where more women ascend to leadership positions, recognizing and showcasing their inherent capabilities. Her belief is that nothing is impossible for aspiring female leaders, and she aims to be a guiding force in this realization.

With a broader mission in mind, Kristy aspires to unite individuals, irrespective of gender, fostering an environment where people can work harmoniously and learn from one another through coaching and education. Emphasizing the uniqueness and brilliance that each person brings to the table, Kristy advocates for a collective approach where the strengths of both men and women are celebrated, creating a diverse and enriching space for growth and development.

### **Encouraging Knowledge Sharing**

As the year 2023 draws to a close, Kristy looks ahead to 2024 with a firm commitment to enhancing opportunities for knowledge sharing and experiential learning. With a strategic focus on live events, the upcoming years hold a dedicated goal to offer more avenues for individuals to connect, grow, and make a meaningful impact in the world.

In the upcoming years, specifically 2024 and 2025, Kristy is resolute in her mission to deliver valuable content to a wider audience. Central to this vision is the emphasis on creating live events that provide a platform for people to come together, share experiences, and collectively contribute to their personal and professional growth. These events

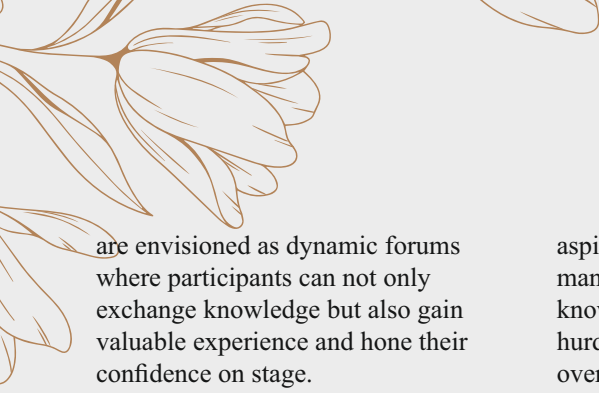
*As a female leader,  
I envision a future  
where more women  
ascend to leadership  
positions,  
recognizing and  
showcasing their  
inherent capabilities.*

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***Kristy Guo (Cuilan Guo)***

*Founder, CEO,  
President and Director,  
Signature Global  
Network PTY LTD*



are envisioned as dynamic forums where participants can not only exchange knowledge but also gain valuable experience and hone their confidence on stage.

Looking forward, Kristy envisions a future for Signature Growth Academy (SGA) characterized by inclusivity and accessibility. A key strategic shift involves making SGA's offerings entirely cost-free, ensuring that everyone, regardless of their financial circumstances, can partake in the wealth of knowledge spanning various facets of life and business.

**Addressing Educational Hurdles**

Kristy identifies the need to inspire and mobilize individuals to convert their

aspirations into tangible actions. While many recognize the value of acquiring knowledge and experience, a prevalent hurdle lies in overcoming hesitation, overthinking, and the common issue of procrastination.

To address this challenge, Kristy emphasizes the importance of consistency in content delivery. Leveraging the expansive reach of social media, SGA aims to create awareness and stimulate a transformative shift in mindset—encouraging individuals to transition from the contemplation stage, represented by the phrase "ONE DAY," to the proactive initiation of their learning journey on "DAY ONE."

SGA aims to enhance the quality and accessibility of education with technology. To make it possible, the academy suggests students to:

- embrace new AI Tools and be fearless to find the most suitable ones.
- keep learning and gathering more knowledge to make the best decisions.

SGN focuses more on mindsets, relationship building, networking, and connections. It is on a narrow road, but that's exactly what makes it unique.

**Feathers in the Cap**

Some of the major highlights of Kristy's journey are:

- International Amazon Best Seller- Author of top #1 Amazon Seller and Hot Release Book '*The Joyful Leader In You*' across USA, CA, and Australia altogether 18 to 20 categories in March 2023, and one of the author contributors to the book '*Change-Makers*' volume 6 published on Sep. 2021.
- 2023-World's Rising High Women Leaders to watch in 2023, featured by The World's Leader Magazine Cover.

- 2023- Hosts one of the best global logistics conferences in HCM, VN.
- 2023- Featured by international magazines and media channels such as ITJ Journal and The Maritime Executive.
- 2022- The 10 Most Successful Businesswomen Making a Difference featured by CIO Views Magazine Cover.
- 2022- The Most Admired Women Business Leaders featured in CIO Views magazine.
- 2022 AU Mumpreneur Awards Nominee and finalist of Leadership, Making A Difference in Business and Humanity, Influencer, and Multicultural Business Excellence.
- 2022 Au Mumpreneur Awards – Bronze- The third place of VIC Multi-cultural Business Excellence.
- Since Oct. -2021- the audiobook author and speaker in Bookboon UK.
- In 2022 Women in Supply Chain Event – Speaker.

- 2022 CCL TV UK Interview.
- TV Talent Show when she was younger.
- Logistics Conferences/Network Awards Between 2005 and 2015.
- She traveled across 15 countries and 30+ cities before she was 27.

**Well-being at the Forefront**

In her thoughtful guidance, Kristy Guo highlights a fundamental principle before making decisions: the pursuit of a good and meaningful purpose. Recognizing the potential limitations of decisions driven solely by self-interest, Kristy advocates for a broader perspective, one that places the well-being of others at the forefront of consideration.

Kristy's wisdom extends to the role of money as a potent tool and motivator for achieving excellence in various aspects of life. Kristy encourages others to wield money as a tool rather than a goal, emphasizing the

importance of maintaining mastery over financial considerations.

**Maintaining Educational Balance**

Kristy believes that the most pressing issue nowadays is the imbalanced education system. For example, one school is too focused on academic achievement; the other is too focused on freestyle. Some schools are focused on competition to make students better, while others are not bringing much motivation. It is essential to find the balance.

The other pressing issue is that many schools are already running as businesses. When it is a business, the students will be more the products instead of real humans.

Kristy envisions changing this if she is given the opportunity. She will be building up a new educational system and a school to lead by example.

In her presence at all past corporate organizations, she influenced a lot of the company culture, and her courage in being the changemaker helped many people make better choices and, particularly, be their authentic selves.

According to Kristy education isn't an effective education if it's not designed for people. 📖



*My vision as a female leader is to bring more female leaders and show them how capable they are and that nothing is impossible.*

