

Enoch Li (*nom de plume: Noch Noch*)

**Managing Director of BEARAPY,
Organizational Change & Play Consultant**

Based in Beijing, Enoch founded Bearapy (www.bearapy.me) to consult on corporate culture and organizational behaviour, focusing on executive wellbeing, leadership development, team dynamics, and employee engagement. She has worked with MNCs, government, and start-ups across Asia-Pacific and Europe, advising executives and entrepreneurs on internal change management. Enoch's unique approach blends the power of playfulness – creativity, innovation, stress management, and self-awareness – into her consulting and facilitation work, discerning the unconscious and emotional factors that affect decision-making and organization culture. She is also a Leadership Consultant at INSEAD.



After an internship at the International Criminal Court, Enoch joined HSBC as an International Manager, working in the bank's London, Paris, Tokyo, and Beijing offices. In 2010, she experienced a period of physical illness and clinical depression. Through this challenging time, she rediscovered her creativity through writing and playfulness, and pursued her passion in organizational psychology. She completed an Executive Masters in Coaching and Consulting for Change (with Distinction) at INSEAD, thereafter setting up her business to help companies and individuals incorporate play into their work and lives for higher productivity and improved mental health. Her research continues in the psychology of playfulness, and the impact of psychoanalytic object relations in organizations, particularly with workspace personalization.

Enoch has written extensively on the topics of mental health and self-development (pen name: Noch Noch), and is a regular commentator and corporate speaker on women leadership, creativity, mental health, and other career topics. In addition to her website NochNoch.com, she has been published and quoted in *Forbes*, *South China Morning Post*, *Women of China*, and *CCTV*, amongst other websites and media.

Born and raised in Hong Kong and Australia, having lived / worked in multiple countries, and travelled to more than 100 cities, Enoch empathizes with cross-cultural perspectives and communication. She holds a Masters in Law from University of London (Merit), a Bachelors in Law (Hons) and a Bachelors in Politics & Public Administration (Hons) from the University of Hong Kong & Institut d'Etudes Politiques, Paris. Enoch is fluent in English, Cantonese, Mandarin and French.

Enoch is involved in charity projects, particularly with children and mental health non-profits, and volunteers her time to mentor others. She enjoys studying Chinese calligraphy & tea, playing basketball, baking, and tackling jigsaw puzzles. She is married with two children.



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Enoch Li - Selected Work & Publicity



Selected speaking engagements:

([More speaking videos here](#))



Sharing at World Health Organization event



Company culture & well-being at HAX Accelerator



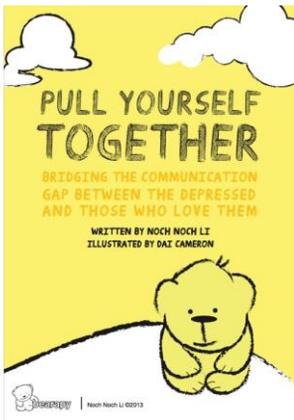
[Live stream on playfulness for adults on Teng Xun](#)



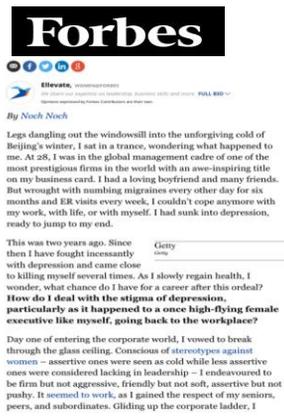
[Inspirational talk for Yu Yan Talks](#)

Selected published articles & media interviews:

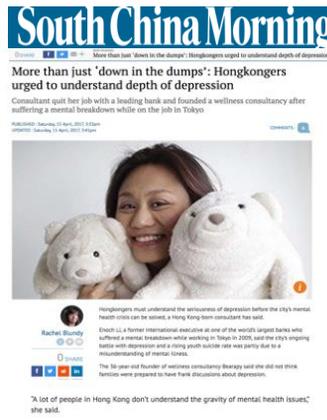
([More articles here](#))



[EBook on communicating about depression](#)



[Article on executive mental health](#)

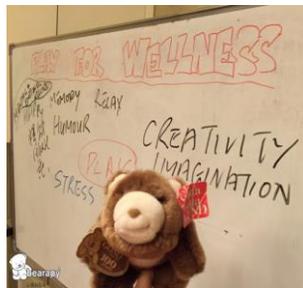


[Interview on youth depression & suicides](#)



[Interview on career reinvention](#)

Bearapy workshops & community campaigns:



Stress management workshop



Mental health & awareness workshop



Creativity & play workshop



Online community campaign on emotional awareness

Selected clients:

([Client testimonials here](#))

