

# FOUNDER

ISSUE 24 VOL 2

MARCH 2025

A portrait of Steve Tam, a man with dark hair, wearing a pink blazer over a white shirt. He is looking slightly to the right with a neutral expression. The background is a soft, abstract, light-colored wash.

**STEVE TAM**

FOUNDER & POP VOCAL  
COACH AT SING AND  
YOU MUSIC CENTERSING



# WHAT IS YOUR COACHING PHILOSOPHY WHEN TEACHING POP VOCALS?

My coaching philosophy, shaped by over 40 years of experience in pop vocal coaching for children, teenagers, and adults, emphasizes the unique challenges inherent in teaching pop vocals. A key focus of my approach is the fundamental importance of breath control in singing.

I highlight the role of vibrato, a technique commonly employed by top singers, which adds depth and emotion to their performances, enhancing audience connection. Each artist's unique vibrato style enriches live performances and distinguishes them from studio recordings. During live concerts, singers often reinterpret their songs, drawing on personal experiences and emotions that resonate with listeners, creating powerful emotional connections that inspire fans to follow their favorite artists from city to city.

Performing pop music live presents distinct challenges. Unlike opera concerts, where silence is expected to facilitate focus, pop artists must deliver their performances amidst various distractions. They are trained to effectively engage their audience, even in noisy environments, making pop vocal training challenging and rewarding.

Given these factors, mastering pop vocals requires dedication and skill, reflecting the complexity of this art form.



# THE JOURNEY OF A VOCAL COACH AND FOUNDER OF SING AND YOU MUSIC CENTER



My inspiring journey to becoming a vocal coach and founding Sing and You Music Academy. I consider myself fortunate to possess a natural talent for singing, which was recognized at 12 by a skilled vocal coach. This early acknowledgment laid the foundation for his music career.

Initially, I aimed to enhance my singing abilities by seeking a renowned coach to prepare for a significant singing competition in Hong Kong. However, financial constraints and a lack of connections in the entertainment industry posed challenges. Undeterred, I persevered and eventually found a dedicated coach who provided invaluable guidance. I am particularly grateful for the opportunity to serve as a coach's assistant at a young age.

During my first lesson, this coach noted my commendable singing ability, likening my voice to Jacky Cheung's. Encouraged to assist in teaching new students, my experience greatly enriched their learning. Between 12 and 20, he taught numerous adults and teenagers, even while studying abroad in Canada, financing his education through the income he earned from vocal coaching.

I aspire to create opportunities for aspiring singers similar to those I received. I planned to establish a "Train the Trainer" program to equip individuals with the skills necessary for teaching singing and public speaking. I believe that exceptional singers often excel in storytelling, as both singing and storytelling possess the power to resonate deeply with audiences.



With over 40 years of teaching experience, I am developing a vocal program for children inspired by my daughter. I have designed a comprehensive 700-hour curriculum that reflects my ability to adapt teaching methods for adults and children. My versatile approach allows me to apply adult teaching strategies to children and vice versa.

Ultimately, my mission is to create a brighter future for my daughter and cultivate her role as a global charity ambassador, contributing positively to society. He believes in using their talents to inspire others to sing and promote happiness. As he often states, singing is a powerful means of fostering joy and enhancing longevity. His students range in age from 1.5 to 83, with a majority being female.

# *You Back Me Up*

## *Steve Tam*

*Cause Dad you back me up,  
and I'm tryna back you up*







# CELINE TAM & FATHER STEVE TAM GOLDEN BUZZER

WHAT TRENDS ARE YOU CURRENTLY SEEING IN THE MUSIC INDUSTRY, PARTICULARLY POP MUSIC? HOW DO THESE TRENDS INFLUENCE YOUR TEACHING?

I have observed significant trends in the music industry, particularly within the pop genre, over the past five to ten years. Following the success of his young students, who have collectively garnered over 100 million views on social media and received numerous awards globally, there has been a marked increase in opportunities for children and teenagers in singing competitions. This trend is becoming increasingly prominent, as evidenced by initiatives such as Hong Kong TVB's new program, "Midlife, Sing & Shine!" which aims to create avenues for aspiring amateur singers to pursue their musical dreams.

These developments influence my teaching approach, as I recognize the growing demand for vocal training among younger generations. I am committed to adapting my methods to equip my students with the skills necessary to thrive in this evolving landscape, encouraging them to embrace their musical aspirations and navigate the competitive environment of the contemporary music industry.





# CAN YOU SHARE A SUCCESS STORY OF A STUDENT WHO MADE SIGNIFICANT PROGRESS UNDER YOUR GUIDANCE?

My shares a compelling success story of his student, Celine, a nine-year-old Chinese girl who made significant progress under his guidance. After dedicating 700 hours of vocal coaching, Celine achieved remarkable milestones, including winning two Golden Buzzers on America's Got Talent and World's Got Talent, making her the first Chinese contestant to receive this prestigious recognition. Furthermore, I was crucial in facilitating her participation in the Asahi TV Karaoke Singing Contest in Japan, where she successfully secured a championship title. This journey exemplifies the transformative impact of dedicated coaching and mentorship on a young artist's development.



# WHAT ADVICE WOULD YOU GIVE TO SOMEONE LOOKING TO IMPROVE THEIR SINGING SKILLS OR PURSUE A MUSIC CAREER?

When advising someone looking to improve their singing skills or pursue a music career, it is crucial to emphasize the importance of finding the right coach. If you believe that you or your child possess prodigious talent, it is essential to seek out a specialized coach rather than settling for a standard instructor that is widely accessible.

A specialized coach should have the expertise to identify and nurture the unique potential of a prodigy, designing a customized training program that effectively addresses individual strengths and areas for improvement. Ensuring the coach has a proven track record, ideally with extensive experience in training numerous students and positive testimonials attesting to their ability to elevate talent to the next level, is vital.

Engaging a top-tier coach may come at a higher cost, but this investment can yield significant long-term benefits. I often encourage my students to approach their training with the mindset of investing in quality—much like purchasing a luxury brand known for its durability and excellence. Just as a prestigious brand carefully curates its clientele, a dedicated coach will prioritize their time and resources to maximize the potential of their students.

In summary, prioritize finding a qualified and experienced coach who can tailor a program to your unique needs, ensuring a clear path toward your long-term goals in music. This thoughtful approach will significantly enhance your development as a singer and your prospects for a successful career in the industry.





# HOW HAS TECHNOLOGY IMPACTED VOCAL TRAINING AND MUSIC EDUCATION IN RECENT YEARS?

01.

## ACCESS TO ONLINE RESOURCES

- **Tutorials and Courses:** Platforms like YouTube and MasterClass offer a wealth of vocal training videos, making it easy for anyone to learn from experts at their own pace.
- **Interactive Apps:** Apps like Smule and Yousician provide fun, interactive tools that help users practice and improve their singing skills.

02.

## VIRTUAL LESSONS

- **Remote Coaching:** Video conferencing tools (e.g., Zoom, Skype) allow students to take lessons from top vocal coaches worldwide, breaking geographical barriers.
- **Flexible Scheduling:** Students can book lessons at their convenience, making it easier to fit training into busy lives.

03.

## GLOBAL NETWORKING

- **Connecting with Experts:** Technology facilitates connections with vocal coaches and musicians worldwide, expanding educational opportunities.
- **Cultural Exchange:** Access to diverse musical styles and techniques from different cultures enhances learning.

04.

## SOCIAL MEDIA ENGAGEMENT

- **Showcasing Talent:** Platforms like Instagram and TikTok provide a stage for aspiring singers to share their work and connect with a broader audience.
- **Collaborative Opportunities:** Musicians can easily collaborate online, fostering creativity and expanding their musical horizons.

05.

## INTERACTIVE AND PERSONALIZED LEARNING

- **Gamified Learning Experiences:** Educational apps and websites offer interactive exercises that make learning engaging and enjoyable.
- **Tailored Programs:** Technology enables personalized learning paths, allowing students to focus on their unique strengths and challenges.





# WHAT ARE YOUR GOALS FOR SING AND YOU MUSIC ACADEMY IN THE NEXT FEW YEARS?

*www.asiaceo.club*

## **My Vision and Goals for Sing & You Music Academy in the Coming Years**

My envisions Sing & You Music Academy as a transformative global enterprise that leverages cutting-edge IT technology to deliver health, happiness, and personal growth through music education. My goals for the academy over the next few years are ambitious yet grounded in a proven system that has already demonstrated success and scalability. Below is an outline of his strategic objectives:

### **Global Expansion and Accessibility**

**Worldwide Reach:** My plans to establish Sing & You Music Academy as a global brand by setting up small kiosks in cities worldwide. These kiosks will serve as accessible hubs for music education, catering to individuals of all ages—from babies to seniors.

**Strategic Partnerships:** The academy will collaborate with established music schools, corporations, and NGOs to host masterclasses and workshops. These partnerships will enable face-to-face learning opportunities, complementing the online platform and ensuring a holistic educational experience.

### **Innovative Learning Systems**

**Hybrid Learning Model:** While the academy's online training system will be fully operational on web and social media platforms, My emphasizes the importance of in-person interactions. The hybrid model will combine the convenience of online learning with the engagement of physical classes, ensuring a balanced and effective approach.

**Scalable Training Programs:** I have designed programs tailored for kids, teenagers, adults, and corporations. These programs aim to foster self-motivation, focus, and personal growth, while also addressing challenges such as employee retention in corporate settings. The academy helps individuals and organizations achieve their goals by creating a happy and engaging learning environment.

## Empowering Trainers and Coaches

**Master Coach Network:** I am building a network of highly skilled Master Coaches who will be trained to deliver the academy's programs. This network will allow the academy to scale its impact, enabling thousands of students to learn simultaneously while maintaining high-quality instruction.

**Sustainable System:** The academy's success depends not on Me alone. The system is designed to operate autonomously, ensuring long-term sustainability. Even in his absence, the academy will continue to thrive, attracting more trainers and students passionate about music and personal development.

## Social Impact and Community Building

**Health and Happiness:** Beyond financial success, Sing & You Music Academy is committed to promoting health and happiness through music. Singing and music education can bring people together, improve mental well-being, and foster a sense of community.

**Youth Empowerment:** The academy's programs are designed to inspire young people to pursue their dreams with focus and determination. By teaching self-motivation and providing opportunities for kids to earn pocket money as coaches, the academy aims to create success stories that empower the next generation.

## Attractive Investment Opportunity

**Stable Returns:** For potential investors, Sing & You Music Academy offers a low-maintenance, high-reward business model with stable annual returns ranging from 12% to 25%. The academy's scalable system minimizes the challenges of hiring and staff management, making it an attractive investment opportunity.

**Proven Track Record:** My extensive experience in the headhunting industry, particularly in the banking sector, has equipped me with the expertise to design systems that drive success. My award-winning presentation at The Great China SME competition underscores the viability and profitability of the academy's model.

## Long-Term Vision

**Legacy of Excellence:** My ultimate goal is to create a legacy that transcends my involvement. By building a self-sustaining system that continues to grow and evolve, he aims to leave a lasting impact on the global music education landscape.

**Win-Win Outcomes:** The academy's approach ensures mutually beneficial outcomes for students, trainers, investors, and partners. By fostering a culture of continuous learning and improvement, Sing & You Music Academy is poised to become a leader in the health, education, and personal development sectors. In conclusion, My vision for Sing & You Music Academy is to create a globally recognized institution that combines innovation, sustainability, and social impact. By investing in this venture, stakeholders can be part of a transformative movement that enriches lives through the power of music.





**IF THERE'S ONE  
KEY TAKEAWAY  
YOU WANT YOUR  
STUDENTS TO  
REMEMBER  
FROM YOUR  
COACHING,  
WHAT WOULD IT  
BE?**



If there is one key takeaway I want my students to remember from my coaching, it is that success requires dedication and consistent effort. Mastery does not come without practice; it is through relentless commitment that one achieves excellence. For instance, Celine Dion practiced countless times to perfect her rendition of "My Heart Will Go On," allowing her to deliver a performance that resonates with audiences worldwide.



I encourage my students to invest time in building a solid foundation in their vocal skills. This groundwork is crucial as it prepares you for future opportunities. Remember, it is not just about talent; it is the combination of hard work and preparation that ultimately leads to success in the music industry.



## HOW IMPORTANT IS IT FOR ASPIRING SINGERS TO FIND A VOCAL COACH, AND WHAT SHOULD THEY LOOK FOR IN A COACH?

Finding a vocal coach is essential for aspiring singers, as a qualified coach can identify specific areas for improvement and provide effective, tailored solutions to enhance vocal performance. A good coach not only addresses technical issues but also understands your unique singing style and helps design a personalized training program that allows you to present your best self.

While there is a wealth of information available online, including numerous tutorials on platforms like YouTube, relying solely on these resources can be misleading.

Discerning which videos and advice genuinely benefit your needs can be challenging. This approach often wastes time and effort, as not all online content is suitable or effective for every singer.

Investing in the right vocal coach ensures that you are learning in a focused and efficient manner. As the saying goes, "Time is money." By dedicating your time to working with a knowledgeable coach, you will not only expedite your learning process but also develop the skills necessary to reach your full potential as a singer.



# *Exciting New Programs and Initiatives*

I am thrilled to present the Vocal Master Program, an innovative initiative that combines my extensive background in headhunting, corporate training, and personal CEO coaching. This program is meticulously crafted to cater to three distinct age groups, ensuring that each participant receives tailored guidance and support to nurture their vocal talents and personal growth.

## **Children (Ages 4 to 10)**

This segment focuses on creating a fun and engaging environment where young learners can explore their musical abilities. The curriculum includes:

- **Interactive Training:** Activities designed to spark curiosity and enjoyment in music through games and playful exercises.
- **Team Building:** Group activities that promote cooperation, communication, and social skills among peers.
- **Singing and Performance:** Introduction to basic vocal techniques through songs that resonate with children, encouraging self-expression.
- **Personal Development:** Fostering confidence and self-esteem through positive reinforcement and supportive feedback.

## **Teenagers (Ages 11 to 18)**

Targeting the unique challenges and aspirations of adolescents, this program emphasizes both vocal skills and personal growth:

- **Self-Motivation:** Techniques and strategies to help teens set and achieve personal goals, fostering a sense of ownership over their development.
- **Relationship Building:** Workshops that encourage collaboration, empathy, and effective communication skills, preparing them for both personal and professional relationships.
- **Advanced Vocal Training:** Development of vocal techniques and performance skills tailored to the interests and aspirations of teen singers.
- **Creative Expression:** Opportunities to explore songwriting and composition, allowing participants to express their individuality and creativity.

## Adults (Ages 19 and Up)

Designed for adults seeking personal enrichment and professional development, this program focuses on:

- **Leadership and Team Dynamics:** Activities that enhance leadership skills and promote teamwork are essential in both personal and workplace settings.
- **Singing Mastery:** Advanced vocal techniques and performance coaching to help adults refine their skills and gain confidence in their abilities.
- **Personal Growth Workshops:** Sessions dedicated to self-improvement, goal setting, and overcoming challenges, fostering resilience and adaptability.
- **Networking Opportunities:** Facilitating connections among participants to build a supportive community that encourages collaboration and ongoing learning.



## Key Components of the Program

- **Fun and Engaging Activities:** Each age-specific program incorporates games and interactive exercises that make learning enjoyable and effective.
- **Holistic Development:** Emphasizing a balance between vocal training and personal development, participants gain skills beyond music, enhancing various aspects of their lives.
- **Supportive Environment:** A focus on building relationships and community ensures that all participants feel valued and encouraged throughout their journey.

The Vocal Master Program aims to develop vocal talent and empower individuals of all ages to pursue their dreams with confidence and passion. Through this comprehensive approach, we are committed to fostering a lifelong love of music and personal growth in every participant.





# *WHAT IS THE MOST REWARDING ASPECT OF BEING A VOCAL COACH?*

The most rewarding aspect of being a vocal coach is witnessing the growth and transformation of my students. There is immense satisfaction in helping individuals unlock their potential, refine their skills, and gain confidence in their abilities. Guiding students through their musical journey, from overcoming challenges to achieving their personal goals, is incredibly fulfilling.

Additionally, fostering a supportive environment where students can express themselves creatively and explore their passion for music enhances the coaching experience. The opportunity to contribute to their artistic development and see them thrive both personally and professionally is what makes this role truly gratifying.

# WHAT COMMON CHALLENGES DO YOUR STUDENTS FACE, AND HOW DO YOU HELP THEM OVERCOME THESE?



My students often encounter several common challenges in their vocal training, including:

## **TECHNICAL DIFFICULTIES:**

Many students struggle with vocal technique, such as breath control, pitch accuracy, and resonance. I address these issues by providing targeted exercises and personalized feedback that help them develop proper techniques and build a strong vocal foundation.

## **LACK OF CONFIDENCE:**

Self-doubt can be a significant barrier to progress. I encourage students to set achievable goals and celebrate their milestones, fostering a sense of accomplishment and building their confidence over time.

## **PERFORMANCE ANXIETY:**

Anxiety before performances can hinder students' ability to showcase their skills. To help them overcome this, I incorporate performance practice into our sessions, allowing students to gain experience in a supportive environment. We also discuss strategies for managing anxiety, such as visualization and relaxation techniques.

## **LIMITED REPERTOIRE:**

Some students may feel restricted by their song choices. I work with them to explore a diverse range of musical styles and genres, broadening their repertoire and helping them discover their unique artistic voice.

By addressing these challenges through tailored coaching techniques and a supportive approach, I empower my students to overcome obstacles and reach their full potential as vocalists.





## HOW DO YOU FOSTER A SUPPORTIVE AND ENCOURAGING ENVIRONMENT AT YOUR CENTER?

At my vocal coaching school, I aim to create a supportive and encouraging environment through several key practices:



1

### **Open Communication:**

I foster an atmosphere where students feel comfortable expressing their thoughts, concerns, and aspirations. Regular feedback sessions facilitate constructive dialogue, ensuring students know their voices are heard and valued.

2

### **Positive Reinforcement:**

I emphasize the importance of celebrating achievements, both big and small. Recognizing progress motivates students and reinforces their commitment to growth.

3

### **Collaboration and Community:**

I encourage collaboration among students, promoting a sense of camaraderie. Group workshops and performance opportunities allow students to learn from one another, share experiences, and build lasting relationships.

4

### **Individualized Support:**

Each student has unique strengths and challenges. I tailor my coaching approach to meet individual needs, providing personalized guidance that fosters self-confidence and encourages personal artistic expression.

5

### **Encouraging Growth Mindset:**

I instill a growth mindset, emphasizing that challenges and setbacks are a natural part of the learning process. This perspective helps students embrace difficulties as opportunities for growth rather than obstacles.

6

### **Mission to Create Music Videos:**

A core part of my mission is to produce music videos that bring joy to both my students and a wider audience. Over the past decade, I have created 1,000 music videos, and my goal is to reach 3,000 in the next ten years. Each video serves not only to showcase my students' talents but also to spread happiness. I receive heartfelt feedback from viewers who find comfort and joy in these videos, whether they feel sad or happy. Music has a profound ability to heal emotions, and through our videos, we can positively impact lives. Social media platforms like YouTube allow us to share this joy with a global audience, reinforcing the value of our work and the genuine connection we strive to create.

By implementing these practices, I aim to nurture an environment where students feel empowered to explore their vocal abilities, pursue their musical aspirations, and contribute to a larger mission of spreading happiness through music.





# *How do you envision the future of vocal training and music education evolving?*

I envision the future of vocal training and music education evolving in several transformative ways, driven by technological advancements, a greater emphasis on inclusivity, and a focus on holistic development. Here are some key trends that I anticipate:

## **PERSONALIZED LEARNING EXPERIENCES**

- **Online Platforms and Apps:** The proliferation of online learning platforms and interactive apps will continue to provide accessible vocal training resources. These tools will offer personalized feedback through AI and machine learning, allowing learners to improve their skills at their own pace.
- **Virtual Reality (VR) and Augmented Reality (AR):** VR and AR technologies will create immersive learning experiences, enabling students to practice in simulated environments that mimic live performances or collaborative settings.

## **PERSONALIZED LEARNING EXPERIENCES**

- **Tailored Curriculum:** Future programs will increasingly focus on individualized learning pathways that cater to each student's unique strengths, interests, and goals. This approach will enhance engagement and motivation.
- **Data-Driven Insights:** Utilizing data analytics, educators will be able to track student progress more effectively, providing targeted interventions and support to help learners achieve their objectives.

## **EMPHASIS ON HOLISTIC DEVELOPMENT**

- **Interdisciplinary Approaches:** Vocal training will increasingly integrate elements from other disciplines, such as psychology, nutrition, and physical wellness, to promote a comprehensive understanding of health and performance.
- **Social-Emotional Learning (SEL):** Programs will prioritize the emotional and social aspects of music education, fostering skills such as resilience, empathy, and teamwork through collaborative activities and performances.



## ● INCLUSIVITY AND ACCESSIBILITY

- **Diverse Learning Environments:** Music education will become more inclusive, offering programs that cater to individuals of all backgrounds, abilities, and ages. This includes adapting teaching methods to accommodate different learning styles and needs.
- **Community-Centric Initiatives:** Local music schools and organizations will collaborate with communities to provide accessible training opportunities, ensuring that everyone has the chance to engage with music.

## ● GLOBAL COLLABORATION AND EXCHANGE

- **Cross-Cultural Learning:** Advances in communication technology will facilitate global collaborations, allowing students to learn from diverse musical traditions and practices, enriching their educational experience.
- **Virtual Masterclasses and Workshops:** Students will have access to masterclasses and workshops conducted by renowned artists and educators worldwide, broadening their perspectives and enhancing their skills.

## ● FOCUS ON LIFELONG LEARNING

- **Adult Education Programs:** As the interest in music continues to grow among adults, there will be a surge in programs designed for lifelong learning, catering to individuals seeking personal enrichment or professional development.
- **Flexible Learning Options:** The future will offer more flexible learning options, allowing students to balance their musical pursuits with other commitments, such as work and family.

In summary, the future of vocal training and music education is poised for significant evolution, characterized by technological integration, personalized learning, holistic development, inclusivity, global collaboration, and a commitment to lifelong learning. This evolution will not only enhance the educational experience but also foster a deeper appreciation for music across diverse communities.





# ASIA CEO COMMUNITY

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Edited by