

Visions.One Consulting Founder James C Foo Leong Named Spirit of Enterprise Award 2026 Honouree

Recognition highlights Leong's entrepreneurial journey and Financial Storytelling: Driving Financial Impact, his core financial acumen programme for leaders.

SINGAPORE, August 11, 2026 /EINPresswire.com/ -- James C Foo Leong, founder of Visions.One Consulting Pte Ltd and creator of Financial Storytelling, has been selected as a Spirit of Enterprise (SOE) Award 2026 Honouree under the Established Companies category.



James C Foo Leong, founder of Visions.One Consulting Pte Ltd and creator of Financial Storytelling: Driving Financial Impact, engages an audience during a professional speaking event.

The [Spirit of Enterprise Awards](#)

recognise Singapore entrepreneurs for their achievements, resilience and contributions to the wider community. Honourees are recognised not only for building their businesses, but also for giving back and inspiring others through their entrepreneurial journeys.

“

Entrepreneurship is not a straight road. This recognition encourages me to keep helping people understand finance with greater clarity, confidence and practical meaning.”

James C Foo Leong, Founder, Visions.One Consulting Pte Ltd

The award is conferred on honourees on a complimentary basis.

“Entrepreneurship is not a straight road. There are good days, difficult days, uncertain turns and many moments when you simply have to keep showing up for the work you believe in,” said Leong.

“This recognition encourages me to continue the work I have been doing for many years: helping people understand finance with greater clarity, confidence and

practical meaning.”

Leong founded Visions.One Consulting Pte Ltd in 1998 and has since built a career spanning finance, business education, leadership development, professional speaking and entrepreneurship.

Through Visions.One Consulting, Leong delivers [Financial Storytelling: Driving Financial Impact](#), his core financial acumen programme for organisations. The programme helps non-finance professionals and leaders understand how business decisions affect profitability, cash flow, financial position and long-term business performance.

A former regional finance head for a Fortune 500 company, Leong drew on his corporate finance experience to develop a practical approach that helps leaders read financial statements as stories about a business told through numbers, connect operational decisions with financial outcomes, and use those insights to make better decisions and drive financial impact.

“For me, the work has always gone beyond building a business,” Leong said. “It has been about helping non-finance professionals, managers and leaders ask better questions, make better decisions and turn financial clarity into a leadership advantage.”

This work also led Leong to create the Financial Storyverse®, a story-led learning world that makes financial concepts more accessible through visual thinking, practical business examples and memorable characters.

He is also the author of [Once Upon a Balance Sheet: How to Make Better Decisions, Drive Growth and Increase Profits](#). The book became an Amazon bestseller and No. 1 Hot New Release and was subsequently recognised as a winner at the International Impact Book Awards in the Business and Management Accounting category. It was also named a finalist in the Business: General category of the 2026 International Book Awards.

Designed for leaders and professionals without a finance background, the book reflects Leong’s belief that financial literacy should not be limited to accountants and finance specialists.



www.soe.org.sg

7 August 2026

James C Foo Leong
Visions.One Consulting Pte Ltd

Dear Professor James C Foo Leong,

CONGRATULATIONS ON BEING SELECTED AS A SPIRIT OF ENTERPRISE (SOE) AWARD 2026 HONOUREE

On behalf of the Spirit of Enterprise (SOE), it is my pleasure to announce that you have been selected as one of the Honourees for this year's SOE Award under the category for entrepreneurs from Established companies.

Spirit of Enterprise presents this Award each year to deserving entrepreneurs in recognition of their entrepreneurial excellence and to honour their achievements, while also furthering our outreach efforts to promote entrepreneurship among the local community.

Since 2003, SOE has recognised and supported over 700 entrepreneurs in their journey of growth and in building sustainable businesses, and it is with great pride that we have witnessed the development of many such entrepreneurs into the icons they are today. Some notable names who have been conferred the SOE Award previously include entrepreneurs from organisations such as Ya Kun Kaya Toast International, PropNex Realty, CHARLES & KEITH, Y.E.S F&B Group (Dian Xiao Er), Commonwealth Capital, Bengawan Solo, Gain City, PestBusters, Econ Healthcare, among many others.

Now into our 23rd year, SOE remains steadfast in our mission to promote and advance the entrepreneurial spirit in Singapore by honouring local self-reliant entrepreneurs who have shown exceptional business acumen and made significant contributions to the economy. Our twofold mission also seeks to inspire youth to become entrepreneurs by facilitating interaction, communication and knowledge dissemination between students and entrepreneurs. It is our hope that our efforts to nurture entrepreneurship will produce many more luminaries in the local business landscape.

Nomination for and acceptance of the SOE Award is offered on a complimentary basis.

Extract from the Spirit of Enterprise Award 2026 notification letter confirming James C Foo Leong as an honouree under the Established Companies category.

When leaders understand the stories behind profitability, cash flow, financial position and business performance, they are better equipped to communicate decisions, evaluate opportunities and understand the financial consequences behind the numbers.

Alongside his entrepreneurial work, Leong has served as an Adjunct Professor at the National University of Singapore since 2004. He teaches at the NUS Faculty of Law and NUS School of Continuing and Lifelong Education and contributes to executive education at NUS Business School.

He is a Chartered Accountant of Singapore and Australia, a Certified Speaking Professional and a Distinguished Toastmaster. His work combines the technical discipline of finance with storytelling, visual learning, humour and practical application.

The SOE Awards 2026 Ceremony and Gala Dinner will be held on 5 November 2026 at The Ritz-Carlton, Millenia Singapore.

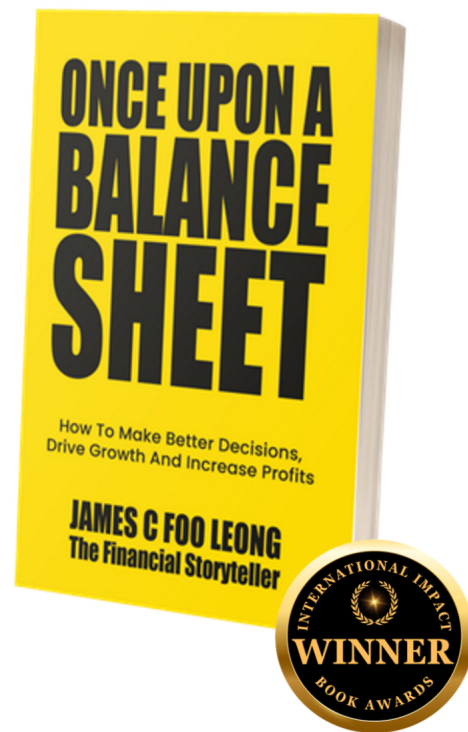
“This honour is an affirmation that I am on the right track with my mission,” Leong added. “There is still much more work to be done, and I look forward to continuing that journey.”

ABOUT JAMES C FOO LEONG

James C Foo Leong is an Adjunct Professor at the National University of Singapore, a Chartered Accountant of Singapore and Australia, and the founder of Visions.One Consulting Pte Ltd and Financial Storytelling.

A former regional finance head for a Fortune 500 company, he helps non-finance professionals, managers and leaders understand the stories behind financial statements so they can make better decisions and turn financial clarity into a leadership advantage.

He is the creator of the Financial Storyverse® and the author of the Amazon bestselling book



Once Upon a Balance Sheet: How to Make Better Decisions, Drive Growth and Increase Profits by James C Foo Leong, winner of an International Impact Book Award.

Once Upon a Balance Sheet: How to Make Better Decisions, Drive Growth and Increase Profits.

ABOUT VISIONS.ONE CONSULTING PTE LTD

Founded in 1998, Visions.One Consulting Pte Ltd provides financial, business and leadership learning programmes for organisations and professionals.

Financial Storytelling: Driving Financial Impact is Leong's core financial acumen programme delivered through Visions.One Consulting. It combines technical knowledge with storytelling, visual thinking and practical application to help non-finance professionals and leaders understand finance more clearly, make better business decisions and drive financial impact.

For more information, visit <https://www.financialstorytelling.com>.

James C Foo Leong
Visions.One Consulting Pte Ltd
jamesleong@financialstorytelling.com

This press release can be viewed online at: <https://www.einpresswire.com/article/932915438>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.