



*Abundant
Impact*

Immersive Learning Solutions



HRDF
-MALAYSIA-

**REGISTERED
TRAINING PROVIDER**

ABOUT US

Since our inception, we've impacted over 30 Fortune 500 companies with participants from over 40 countries. More than 50,000 people have benefited from our programs, and many more continue to do so. We are able to assist in this process because of our own personal understanding of what our participants go through.

Abundant Impact is co-founded by our Chief Impact Maker **Soo Hoo Yoon Hunn**, a Business Coach with Legal & Banking background and our Master Impact Maker **Patrick Ooi** is a veteran in cross border negotiations with government linked and private sector.

True learning comes from sustained application at the workplace. Which is why we deploy **Immersive Learning Solutions** centred around **Immersive Simulation Experiences** and **Experiential Learning**. Our workshops are known to be highly effective and result orientated.

Our entire programs are designed to facilitate the conditions for participants to **acquire** and to **apply** skills learnt after the completion of our programs. In recognition of our achievements and contribution to people development, we have been awarded the Global Training & Development Award by the World HRD Congress in their Silver Jubilee Celebration.

Our PURPOSE remains clear; We work to be the catalyst of change to spearhead the drive to reinvigorate people development in Malaysia and the Asia Pacific region.



SWORD OF SKILLS

To equip our learners with practical and applicable skills for work and life.

SHEILD OF WISDOM

To equip our learners with the wisdom to discern when and which skills to be used.

BEACON OF KNOWLEDGE

To empower our learners with the relevant knowledge and to be the light upon their paths.

*To bring abundance to the world around us
and positive impact on others*

BUSINESS STATEMENT



VISION

To create a standard of excellence within the training industry.



MISSION

To facilitate opportunities for collaboration so that trainers can work together to grow the training industry effectively.



PHILOSOPHY

Ensuring workshops are oriented towards Real-Life Solutions through Immersive Simulation and Experiential Learning.



ASIPIRATION

To help build the nation by introducing the best subject experts in their respective fields and customizing programs specifically for the needs of the targeted participants.

IMMERSIVE SIMULATIONS

Immersive Simulations Experiences put participants into situations which challenge them to immediately apply and use newly learned content.

EXPERIENTIAL LEARNING

Experiential learning is practically engage learners in an authentic experience that highlight benefits and consequences.



OUR APPROACH

ASSESSMENT BASED, RESULTS ORIENTED
GROUNDED IN NEURO SCIENCE
GAME BASED SIMULATIONS

ENHANCES RELATIONSHIP

It fosters greater interaction among participants.

BUILDS TRUST AND INSTILL VALUES

Invites people into a discussion and a relationship with each other that has numerous opportunities for learning and catching all the values of the learning group.

MAKES LEARNING REPRODUCIBLE

It is not tied to personality or educational achievement. Any personality type can learn and feel comfortable by asking good questions.



OUR SIGNATURE PROGRAM

1. REACH Ecosystem Consultancy
 - Sales Assessment
 - 360 Assessment
 - Culture Assessment
 - Executive Coaching
2. Sales Development
 - Neuro Science Based
 - Gamified Learning
 - Practical Hands On
3. Leadership Development
 - John Maxwell Certified Programs
4. People Development
 - Train The Trainer
 - Neuro Linguistics Programming
 - Learning Game Design
 - Team Alignment
 - Intrapreneurship
5. AGILE

EXCLUSIVE PARTNERSHIP PROGRAMS



- Train and Place – train them in the field of expertise and place them for jobs in the industry.
- Revamping Sales System – generate and introduce new system in the Sales platform so that they can increase the sales.
- Coaching Sales Team – create leaders by coaching them on the appropriate tools which ultimately assist them to build new expertise.
- ALPHA Sales System
- Subliminal Persuasion
- Large Group Closing Skills
- Territory/Account Management
- Negotiation Mastery



- 36 Stratagems Of War for Today's VUCA Business
- Old Kopitiam (Intrapreneurship for Business Leaders)
- OSEGI Pride (Winning the War in Marketing)

PARTNERSHIP

COMMUNITY PARTNERS



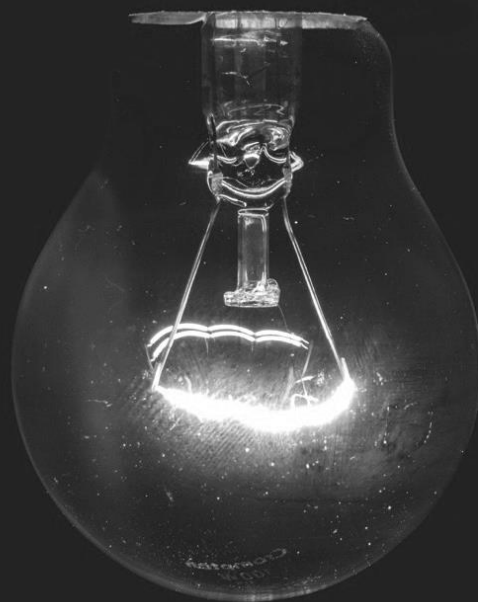
EXCLUSIVE VENUE PARTNERS



MARKETING PARTNERS



TRAINER'S PROFILE



IMPACT MAKER MENTOR



CLINTON SWAINE

Experiential Learning | Business Building | Leadership

Along with running and operating his own training company for the past 9 years, he has taught on many of the top stages around the globe with world renowned speakers, including: T. Harv Eker, Brian Tracy, Bob Allen, Mark Victor Hansen, Bill Bartmann and many others. He has expanded his global reach by teaching in places such as: The United Kingdom, Australia,

Malaysia, Singapore, China, South Africa, Egypt, Costa Rica and Portugal. Over his time with Frontier Trainings, he has created the largest curriculum of experiential content in the industry.

With over 200 unique games, exercises and processes which teach a vast range of business, personal development and speaking skills, he is widely recognized as the leader in his field.

CHIEF IMPACT MAKER



SOO HOO YOON HUNN

Sales | Entrepreneurship | Breakthrough

Key Programs :

1. John Maxwell Leadership
2. Neuro Linguistics Programming Practitioner Certification
3. ALPHA Sales System
4. NLP Sales Professional Certification
5. Art & Science Of Better Negotiation

As the **Founding President of the Malaysian Association of Professional Trainers and Coaches (MAPTaC)**, Soo Hoo is a trainer through and through since 2007 in the area of Sales, Entrepreneurship and Mindset Breakthrough. His proudest moments when he was awarded the prestigious **Global Training & Development Leadership Award by the World HRD Congress in their Silver Jubilee Celebration (2017)**. Since then, he have been awarded **Distinguished Trainer (2017)**, **Hall of Fame (2018) in Asia's Training & Development Excellence Award** and as **SME Icon by Malaysian Service Provider Confederation (2018)**, **Best Sales Trainer in Malaysia Golden Globe Tigers Award (2019)** **Global Coaching Leader in World Coaching Congress (2020)**.

His experiences and love for people development have made him realised that the world is not without compassion; he was honoured to be appointed as **Nexus Governing Committee Member for Malaysia Productivity Corporation**, **Assessor for HRDF TTT Lead Trainer Director of Asia Pacific for Global Trainers Federation** and for **Experiential Learning Institute**.

He began young with a high-flying career in banking sales, servicing high net worth individuals at an international bank and during his time here, he was mentored by some of his clients: teaching the business and life skills he gained.

From the shared experiences and mentoring he learnt, he took the opportunity to launch his own consulting business, managing corporate clients and assisting individuals to grow their businesses. Among his many memorable moments was **growing the profit of a company from RM 200, 000/- to over RM 1, 000, 000/- in profits within 3 years** and **helping a client (KSKW Cambodia Ltd) to acquire and design a USD2Bil integrated development project in 2007**.

To date, he have trained regionally to participants from over 35 countries including MNCs, GLCs, government agencies, Fortune 500 companies, SMEs and startups. His mission is to impact **#100MillionLives** through the development of more people development specialists.

MASTER IMPACT MAKER



SHAUN PERUMAL

Digitalization Leadership & Mindset
| Business Building | Innovation

A certified trainer whose expertise lies in incorporating psychological models such as Myers-Briggs Type Indicator, Temperaments and Interaction Styles with Soft Skills Development.

He has conducted Workshops and Programs throughout the region and is known to be a charismatic and engaging speaker.

He is a consultant who works with clients to develop their Talent and Competency Strategies for People Development. Adherent to that, using Innovation Methodology he has assisted clients in solving various Commercial and Operational challenges.

Shaun firmly believes that a successful workshop or consulting stint hinges on the Value that it creates for the client. To create value, he ensures Proper planning & well-researched content, humor

Shaun firmly believes that a successful workshop or consulting stint hinges on the Value that it creates for the client. To create value, he ensures Proper planning & well-researched content, humor (yes, VERY important) and a facilitation method of creating a conducive learning environment where participants share real life experiences in order to be able to learn from each other. He recognizes that experiences and background is imperative to a successful outcome and therefore ensures a safe and open platform for all to share.

Experience Highlights:

Designed and Implemented Talent Development Programs (Behavioral & Managerial Competency driven) for Aerospace, Banking, Manufacturing Industry Clients

Designed Employee Engagement Strategy for Clients
Co-Designed Leadership & Managerial Development Program for Financial and Manufacturing Industry Clients

MASTER IMPACT MAKER



BART VAN GRINSVEN

Experiential Learning | Psychological Models for Development | Leadership | Transactional Analysis | Communication

Bart has conducted training programs for companies in various industries, such as Oil & Gas, Banking & Financial Services and Manufacturing, for groups ranging in size from 10 to 250 people. His portfolio as a Consultant includes Leadership & Managerial Development, Team Alignment Programs, Transactional Analysis, Behavioral Therapy, Assertive Behavior, Coaching, Situational Leadership, and Communication skills.

Bart's unique method of incorporating Psychometric Models with Soft-Skills Development has allowed him to achieve exceptional results with his participants. He is able to do this due to his vast experience as a HR Consultant and a former leader in the Health Industry in Netherlands.

Bart's unwavering belief in constructive feedback, coupled with his certifications in Communication, Behavioral Therapy, Socio Therapy and Transactional Analysis ensures that participants gain tremendously from his trainings. His programs are well structured with clear and achievable objectives but infused with his witty and fun-loving character which ensures a great learning experience.

Bart is credited for designing and conducting the first "Underwater Teambuilding Program" in Asia Pacific. This is a testament to Bart's philosophy of always exploring effective, innovative and dynamic methods of learning.

Some of the clients he has had the opportunity to impact are Talisman Energy, OSK Investment Bank Berhad, Malakoff Corp. Berhad, Captivate Sdn Bhd, U-Mobile, BMW Malaysia, Goodyear Malaysia, Arvato Malaysia Sdn Bhd, Glaxo-Smith Kline, Teleflex Medical Sdn Bhd, Sigma Elevator (M) Sdn Bhd, Alfa Laval (Malaysia) Sdn Bhd. and Global Rail Sdn Bhd.

[linkedin.com/in/bart-van-grinsven-b82579162/](https://www.linkedin.com/in/bart-van-grinsven-b82579162/)

MASTER IMPACT MAKER



KEN WOO

Financial for Everyone | Talent Development | Leadership Building | Banking Skill Development

An MBA degree holder from Heriot-Watt University, Scotland, Ken built a career in various aspects of Banking for a total of 30 years. His experience spanned from Banking and Branch Operations, Credit, Product Development as well as Training and Development. He specializes in soft-skills and is an excellent and engaging speaker. His sessions are highly engaging with the latest adult learning methodology in a non-conventional way.

The highlights of Ken's training career encompasses training participants throughout the ASEAN Region. He has developed content and program delivery that has proven to be very successful in the areas of Management & Leadership Skills, Communication Programs, Creativity Workshops, Culture and Organization Change Training and Consulting, Motivation Sessions and a host of other skills such as Negotiation, Mentoring, Coaching and Teambuilding.

Ken is also a Certified 7 Habits of Highly Effective People Trainer, NLP Practitioner and NLP Certified Coach.

Ken has been very involved in the examination tutorial programs actively administered by Institute of Bankers Malaysia, between 1996 to 2004. The subjects that he tutored were Malaysian Financial System, Economics, Principles of Management, Hire Purchase and Principles of Marketing. These exposure have sharpened his technical skills greatly. Under the publication of Institute Bankers Malaysia, he authored an examination manual titled Introduction to Monetary Economics and the Malaysian Financial System (1999-2000).

He has trained more than 1000 students in local institutions (diploma and degree programs) since 1997, which provided the platform for interaction and in depth understanding of the younger generation.

He worked with the many younger groups in outdoor boot camps and team building programs (2009-2011), building their confidence and motivation level.

LEAD IMPACT MAKER



PATRICK OOI

Sales | Communication | Leadership

Key Programs :

1. Agile Leadership
2. Sales Hacks
3. Essence of Communication
4. Innovative Problem Solving
5. Business in Ir4.0

Patrick Ooi is a passionate trainer who loves empowering participants to better understand themselves and their behaviours. Highly skilled in sales, he has translated that knowledge into a tool to train his participants.

A graduate of Murdoch University, Western Australia, he blends his degree in Economics, knowledge of major in finance and management with 18 years of experience in sales to allow participants to truly understand the intricate and important details of sales, negotiate and how to handle markets.

Having started his careers in the banking industry, his very first position was mortgage executive in standard chartered bank. He would walk door to door promoting refinancing, never would he imagine that a banking officer would be going door to door like a salesman. His first attempt was a condominium with 628 doors. He was even applauded by his team leader and branch manager for being able to go to all the doors. Later he moved to the manufacturing, becoming a sales executive selling Electrostatic safe packing to various MNC like Seagate, western digital, AMD, and intel.

LEAD IMPACT MAKER



MUHD KHAIRUL AKHYAR MAZLAN

Experiential Learning | NLP | MWS
Certified Trainer | Leadership

Key Programs :

1. Warisan IMPAK
2. Sales TITAN
3. Business TITAN
4. BANGKIT
5. Inspiring Winning Attitude & Transformation leadership (IWANT)

He has been in leadership role for the past 10 years managing various level of generation leading them into maximising productivity in customer service, sales and innovation. His passion in sharing knowledge has emerge since youth when he became the youngest handball coach to lead a championship team at the age of 16. He continue his trade in developing talent in corporate world using his unique concept of people management to engage with all level of employee. His passion in sharing knowledge and developing people have make him one of the south after internal trainer on his programs. His ability to use and adapt to technology have make him the pioneer of merging customer service and sales in company he have serve and set up OMNI platform for company to prepare industrial revolution 4.0 incoming wave.

Khairul have designed Customer Centricity program which cover Leadership, and Sales using gamifications, technology and the best of Neuro Science Technology to deliver his program. This has been the one demands especially among emerging economy. The last game that he introduce, productivity has increased by 40% and resolve attendance issue facing by the company.

As a facilitator, Khairul is a certified trainer which has achieved recognition from NFNLP, HRDF, Mini Workshop Series, Experiential Game Design School, Virtual Impact Practitioner and also a certified business coach from British Association of Coaches and Be Well Lead Well Leadership Development.

LEAD IMPACT MAKER



DHENA D.

Strategic Marketeer | Business Strategist |
Branding Enthusiast | Communications
Expert

Key Programs :

1. Marketing - Back to Basics
2. Social Media for Your Brand
3. Achieving KPIs with Ease
4. Branding Now for SMEs
5. Managing Change in the New Norm

Dhena has been in the marketing arena for more than 25 years working in various industries ranging from broadcasting to training, to natural supplements and her last role was as a Regional Communications Manager for APAC for a trade association from the UK who were active in the Energy sector.

She has played a marketing role in varied industries and sectors and has in her experience launched various brands, events, relaunched products and also trained various marketing and sales teams in her capacity during the tenure in those organisations. She has researched, designed and facilitated various training programs for corporations and NGOs ranging from Marketing oriented to Sales, LifeSkills and Interpersonal Skills.

Dhena has a law degree with a certification as an NLP Practitioner, a Certified Law of Attractions Trainer and also a Virtual Learn Caster. She is a much sought for her marketing expertise and creativity besides her new found passion in Digital Marketing.

Her passion to uplift the community has got her involved in many programs that focuses on uplifting the underprivileged. Her pursuit continues with her burning desire to empower more people and that has become her mission on earth.

LEAD IMPACT MAKER



YEE GAR YAN, ANGELINE

Authentic Leadership |
Mindset & Emotional Intelligence |
Dream Transformer

Key Programs :

1. ADORE(TM) Leadership
2. Clean A.I.R(TM) ~ Essence of Excellence at Work
3. CORE•Work ~ Creating Conscious Result
4. FutureShifter(TM)@Work
5. WorkPlay

Passionate in people development and an advocate in Positive Mindset through Words, Angeline is favoured with more than 18 years of coaching experience. As the RTT™ Pioneer Practitioner in Asia Pacific since 2016, she is blessed with international in 13 countries over 4 continents (Asia, North America, South America and Europe) addressing mental, emotional and negative behavioural issues.

What drives Angeline to her success are her passion, patience, and perseverance. She built her legacy in the mall management industry and consistently sought after for her ability to produce outstanding results through forging positively-engaged teams. Angeline held the national youngest female Certified Centre in Malaysia from year 2009 to 2013, and she is also the only Malaysian to have received the honorary John T. Riordan Professional Education Scholarship from International Council of Shopping Centers (ICSC) in recognition for her work. She left her Leadership Role and her 6-figure income in 2016 to pursue her dream.

Creator of 6 (six) signature trade-marked programs, Angeline transforms individuals and organisation cultures using neuro-science framework, with a tweak of fun gamification into the organisation to inject fun and happiness to workplace to foster greater unity and Win-Win working environment for employees. She is especially passionate in removing blaming, complaining and justification – leading full practice of Integrity, Responsibility & Accountability – values that many organisations proudly embraced but hardly demonstrated.

Angeline has been featured in the following national and international media including US Podcast : ASIAN Women of POWER, Channel W, Bernama, Utusan Malaysia, Harian Metro, China Press, and BFM 89.9. She is the only Malaysian endorsed by UK Complimentary & Natural Health Council (CNHC), in addition of being a member under International Council of Psychotherapists (ICP), General Hypnotherapists Register (GHR) and part of General Hypnotherapy Standards Council (GHSC) UK.

LEAD IMPACT MAKER



JAMES CHEN LIP FATT

Coaching & Mentoring Skills | Leadership
& Influence | Overcoming Sales Objection

Key Programs :

1. Coaching and Mentoring for Leader's High Performance
2. Coaching Salespeople for Sales Managers/Leaders
3. Coaching for Results for Leadership
4. Time Management
5. Supervising Others

James Chen, has more than 35 years working experience spanning across finance, real estate and retail trade and with more than 19 years running his own business set him apart from many trainers. Besides, he is graduated with two master's degrees, namely, MBA in Entrepreneurial Management and MSc in Coaching which gave him his credentials. His expertise is in the areas of Leadership, Strategic Management, Office Administration and Business Networking. He does Facilitation, Training, Life, Executive & Business Coach, and NLP Practitioner & Practitioner Coach.

He spent his last 20+ years in the automotive retail trade industry and climbed the corporate ladder from the position of Sales Advisor to Associate Vice President, Head of Company. He was ranked among the top producer as a sales advisor, and in the management level, he has achieved numerous top sales monthly awards for the outlets under his care and also produced top Sales Advisors.

He has facilitated workshops with participants from several companies such as Sin Chew Jit Poh, Pahang Cement, Lembaga Getah Malaysia, Midea Scott & English Electronics S/B, Industrial Quality Management, Toshiba Sales & Services, Keith Kee Couture, Acts Transformations Enterprise, Azman Hamzah Plastik S/B, HLH Technology S/B, HLH Heat Transfer Technology S/B, and Yilida Industries S/B.

IMPACT MAKER



DR. DAYANA CHASKAR

Organizational Transformation Expert |
Personal Effectiveness & Empowerment |
Communication | Corporate Branding

Key Programs :

1. Organisational Change Management
2. Embracing the Agile Mindset
3. Effective Business Communication
4. Developing Professional Skills
5. Sexual Harassment

DD has been actively involved in soft-skills and technical trainings internationally and locally for various SMEs, MNCs, GLCs, Governmental agencies and Tertiary institutions since 2008. Her key expertise is in Behavioural Sciences, especially in Organisational Transformational and Customer Satisfaction programmes. Besides, she has extensive experience in Corporate English & Malay programmes, Personal Effectiveness & Empowerment, Corporate Branding and Communications programmes.

In terms of academics, she holds a PhD in Environmental Statistics from the Kyoto Institute of Technology University, Japan, Masters and Bachelor degree in Environmental sciences from University of Malaya, Malaysia and a diploma in Business Management. Coming from an academic and industrial background plus having the ability to impart her knowledge and skills in many areas, she has been rather known as a 'swiss army knife'. So being a jack of all trades is her leverage; to reach out and help more people grow and achieve their fullest potential. Over the years, she realised that she is blessed with the potential to change the perspective of a person seeing themselves, organisation they work in and the skills they possess.

Her previous and present clientele includes Accenture, ABG of companies, POS Malaysia, PERODUA, DRB Hicom, MEPS, GMI, MAHSA, KDU, TARUC, UM, EMS Language Academy, Accreditation Services International GmbH Germany, Swift Support Services, Tokio Marine, MINDEF, DOF, LHDN, MAQIS, RELA, FAMA, Jab. Veterinar, INSPEKA, and JPN. She also connects, engages and trains C-suites, Executives and Non-Executives which qualifies her to conduct private Coaching & Communication sessions for top management such as Learnlight London, Megapower Le Grand, E & Y, Celcom Planet, Sogo Plastic, CJ Korea Express, Thales Malaysia, Ericson, KK Supermart Group, Warner Music and Opus International.

IMPACT MAKER



VALENTINE CH'NG

Sales Trainer | Communication | Change Management

Valentine Ch'ng has 6 years in Sales training in FedEx Express which is one of the top logistic company in the world. She has trained close to 2,000 personnel from 19 countries in the Asia Pacific. This meant transforming the company's sales team to professional sales that understand customers' needs. The training has a high success rate. Over 99% of the attend have confidently met the 90% assessment rates.

She has worked with top management on the change of the challenging situation of how-to bring training closer to the needs of the team. She leads the integration training between FedEx and TNT, which to 2 corporate synergise together as one.

Before that she have work in as a sales in various company which she has help company penetrate a new products in the market. As well as work with customer across multiple regions.

She is a certified, HRDF trainer as well as an NLP Practitioner. Her vision is to bring transformation to people's life and make a different.

IMPACT MAKER



DANNY LIM

Experiential Learning | Games Based
Accounting and Finance Training

Key Programs :

1. Accounting and Finance
2. Cash Flow Management
3. Credit Control
4. Budgeting
5. Financial Analysis

Danny completed his Bachelor of Commerce degree (major in Accounting and Finance) at University of Western Australia in year 1996. He joined Deloitte KassimChan since year 1996, achieved CPA Australia membership status 3 years later and became a Chartered Accountant with Malaysian Institute of Accountants (MIA) in year 2001. Thereafter, he served in various accounting and finance positions with private companies involved in logistics, manufacturing, trading, management consulting and oil and gas sector.

As an approved GST agent with Ministry of Finance in year 2014, he managed a GST consulting & training business and conducted more than 30 public GST seminars for several chambers of commerce and business associations, magazine publisher, accounting firms as well as providing in-house training workshop for GST-registered businesses. The training clients that he has served included Klang Chinese Chamber of Commerce, Batu Pahat, Chinese Chamber of Commerce, Taiping Chinese Chamber of Commerce, Skudai Chinese Chamber of Commerce, Kluang Chinese Chamber of Commerce, Westport Malaysia, Allied Foodservice Equipment Sdn Bhd, SMR HR Group Sdn Bhd, Nouvelle Hotel KL, KFM Holdings Sdn Bhd, Meca HR Group, Universal Media Publishers (M) Sdn Bhd, YME Engineering Sdn Bhd, Paramount Promenade Sdn Bhd, KSB Malaysia Pumps & Valves, Dynamic Venue Sdn Bhd and Goodman Classic (M) Sdn Bhd.

With more than 20 years of combined professional accounting, auditing and taxation exposure, Danny's expertise covers external audit, financial reporting, accounting, GST, corporate and personal tax compliance. When leading the team under his care during this period, he has provided guidance and imparted the accounting knowledge and experiences he gained to his team members so as to perform better in their daily works.

He is now a HRDF certified trainer, focusing in areas of accounting, finance and business. His vision is to train non accountants to be financially savvy, an important attribute a business leader must have in their organisation.

IMPACT WE HAVE MADE



TOKIO MARINE



IOI GROUP



GET IN TOUCH



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