



SOO HOO YOON HUNN^{LLB}

THE TRAINER MAKER | LEADERSHIP AND L&D MASTER TRAINER

I help organisations build leaders and internal trainers who deliver measurable workplace behaviour change.

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SOME OF MY CLIENTS:



TOKIO MARINE
GROUP



PayPal



Meta



CREDENTIALS AND ASSESSMENT CAPABILITY

A. Trainer and Facilitation Credentials

- Certified Master Trainer, GTF
- International Certified Training Professional, IUPT
- International Licensed Master Trainer, MWS
- Maxwell Leadership Certified Trainer, Speaker, and Coach
- Certified NLP Master Trainer, NFNLP
- HRD Corp Accredited Trainer & NCS Certified Trainer
- Certified Master Facilitator and Diamond Level Trainer, Blair Singer Training
- Certified Brian Tracy Trainer
- CORE100 Trained, Robbins Madanes
- Certified NLP Coach, NFNLP
- Certified Game Design Instructor, ELI
- Certified Online and Hybrid Trainer, GTF
- Certified Virtual Presenter, E Speakers

B. Assessment and Diagnostics

- Accredited Consultant, Saville Wave Behavioural Assessment
- Certified DISC Consultant, JMT and GDA
- REACH Ecosystem Practitioner, ODI
- Certified Accelium Coach, Trainer, and Facilitator
- Certified Color Brain Practitioner & Trainer

C. Specialised Capability

- Certified Aquera Emotion Engineer
- Certified Occupational Psychological First Aider, NIOSH
- Professional Clinical Hypnotherapist, MPHA





NOTABLE SUCCESSES :

SELECTED RECOGNITION AND INDUSTRY ROLES

80,000+
Professionals Trained &
Coached

48
Countries Reached

30+
Fortune 500 Teams
Served

Global and Regional Recognition

- Global Training and Development Leadership and Global 100 Most Exemplary Coaching Leaders 2024, World HRD Congress
- Coaching Excellence 2020, World Coaching Congress
- Best Sales Trainer 2019, Golden Globe Tigers Award
- Hall of Fame 2018, Asia's Training and Development Excellence Awards
- Distinguished Trainer 2017, Asia's Training and Development Excellence Awards
- Malaysia's SME Icon 2017, ASEAN Service Providers Confederation

Professional Credibility and Industry Contribution

- 100 Most Influential LinkedIn Icon in Malaysia 2019 and 2020
- Panel Assessor for HRD Corp Train the Trainer Lead Trainers
- Organising Chairman, The BrandLaureate HR and PDL Award

LEADERSHIP AND L&D PERFORMANCE ARCHITECT : SOO HOO YOON HUNN LLB,

THE TRAINER MAKER | PEAK PERFORMANCE RE-ENGINEER | IMPACTING #100MILLIONLIVES



As **Founding President** of the Malaysian Association of Professional Trainers and Coaches (**MAPTaC**), I am driven by one mission. Impacting **#100MillionLives** by developing courageous, values based leaders who create meaningful change in their organisations and communities.

For more than 17 years, I have focused on leadership transformation and culture development, helping managers grow into leaders who drive engagement, accountability, and performance. My work blends behavioural psychology, experiential learning, and practical leadership frameworks to produce results that last beyond the training room.

To date, I have trained and coached **over 80,000 professionals** across **48 countries**, serving MNCs, GLCs, government agencies, Fortune 500 companies, SMEs, and startups. I started my career in banking sales managing high net worth clients, where I learned first hand what drives performance, trust, and leadership credibility. That foundation later shaped my consulting work, including supporting a business profit growth from **RM200,000 to over RM1 million** within three years and contributing to a USD 2 billion development project in Cambodia.

My work has been recognised through honours including the **Global Training and Development Leadership Award**, **Asia's Hall of Fame for Training Excellence**, and **Best Sales Trainer in Malaysia**. I also serve as a **Nexus Governing Committee Member** with the **Malaysia Productivity Corporation**, and as **Asia Pacific Director** for the **Global Trainers Federation** and the **Experiential Learning Institute**.

I believe leadership grows when people gain clarity, build discipline, and act with courage. My work is to help leaders lead with strength, values, and purpose.

PROGRAMS PORTFOLIO 1: TRAINER DEVELOPMENT AND FACILITATION EXCELLENCE



Who this is for

- Internal trainers and facilitators
- Subject matter experts who train
- L&D teams building trainer capability
- Organisations standardising trainer quality

Typical outcomes

- Stronger facilitation confidence and presence
- Clear learning objectives and session structure
- Higher engagement through experiential methods
- Better transfer to the job through practice and debrief
- Consistent delivery quality across trainer teams

Delivery options

- 1 day and 2 day formats
- Modular series for progressive capability building
- In person, virtual, or hybrid
- Optional certification pathways

What HRD gets

- Trainer development roadmap
- Standardised templates and tools
- Facilitation guides and activity designs
- Clear observation points for improvement
- Stronger learner feedback and application

Signature programs in this lane

TrainerX

Train the Trainer mastery for design, delivery, engagement, and confidence

NEXTGEN Trainer

Digital and hybrid delivery with modern engagement techniques

BRIDGE

AI workflow support for L&D and trainers, from planning to evaluation

PEOPLE Leadership Development

Leadership capability framework that strengthens trainers, leaders, and culture through repeatable systems

Executive Diploma and Degree in L&D Management

Structured pathways to upgrade L&D teams from admin execution to strategic capability building

PROGRAMS PORTFOLIO 2: LEADERSHIP AND CULTURE

Who this is for

- New managers and first time leaders
- Mid level leaders leading across teams and generations
- Senior leaders driving culture and accountability
- Organisations strengthening leadership bench strength

Typical outcomes

- Clearer leadership communication and presence
- Stronger coaching habits and people conversations
- Higher accountability and performance discipline
- Healthier team alignment and culture behaviours
- Leaders who can influence across functions and levels

Delivery options

- 1 day and 2 day programs
- Leadership series over 3 to 12 sessions
- Strategy and alignment retreats
- Group coaching and follow through options
- In person, virtual, or hybrid

What HRD gets

- Leadership development pathway by level
- Common leadership language across the organisation
- Practical tools for coaching and accountability
- Culture reinforcement through leader behaviour standards
- Clear observation points for growth

Signature programs in this lane

Executive Degree in Transformational Leadership

A structured leadership journey that builds identity, influence, decision making, and culture leadership

UNDERSTAND

Leadership self awareness and people understanding to strengthen communication, trust, and team alignment

The C.O.R.E. Values Experience

Values clarity, standards, and culture alignment through facilitated discovery

John Maxwell Leadership Programs

21 Laws, Leadership Gold, 15 Laws of Growth, Communication, Leadershift

PEOPLE Leadership Track

A structured leadership pathway that builds core leadership habits, influence, and team performance across levels

PROGRAMS PORTFOLIO 3: SALES PERFORMANCE AND INFLUENCE



Who this is for

- Sales teams and business development teams
- Key account managers and relationship managers
- Sales leaders driving pipeline discipline
- Organisations improving conversion and consistency

Typical outcomes

- Stronger prospecting and lead conversion habits
- Sharper discovery and needs analysis conversations
- Better presenting, objection handling, and closing
- Higher confidence in complex sales conversations
- Stronger sales discipline and accountability

Delivery options

- 1 day and 2 day bootcamps
- Modular sales series with practice and coaching
- Role play based sales clinics
- Sales leader coaching and field reinforcement
- In person, virtual, or hybrid

What HRD gets

- A repeatable sales conversation structure
- Practice based learning with observation points
- Tools to reinforce behaviour in the field
- Clear metrics to track progress and adoption

Signature programs in this lane

ALPHA Sales System

Prospecting, appointment setting, presenting, objections, closing, and follow up discipline

ALPHA Warrior Bootcamp

High intensity sales practice with behavioural correction and performance routines

NeuroSelling

Psychology and NLP based selling for influence, rapport, and persuasion

NiteMarket

Negotiation, influence, and deal making under pressure

Lead Generation Mastery

Building pipeline through modern prospecting and outreach routines

ASSESSMENT AND DIAGNOSTICS TOOLKIT



Why assessment is used

- Clarifies the real performance gap before training starts
- Creates a shared language for development conversations
- Helps HRD target the right intervention and audience
- Improves transfer by personalising action plans
- Strengthens reporting and follow up after training

How it is applied

- Pre program profiling and benchmarking
- Team mapping and communication alignment
- Leadership development and coaching plans
- Selection support and talent development
- Post program reflection and action tracking

People and Behaviour Diagnostics

DISC Profiling

Communication style, team interaction, and behaviour under pressure

REACH Ecosystem

Leadership and organisational development mapping for capability planning

Saville Wave Behavioural Assessment

Role fit, behavioural strengths, and development priorities

Aquera Emotion Engine

Emotional patterns, triggers, and regulation strategies for performance

Learning and Performance Diagnostics

Accelium Game Based Assessment

Decision making, problem solving, collaboration, and adaptability through simulations

NLP Based Observation Framework

Language patterns, motivation drivers, and influence style for coaching focus

TNA System and Performance Gap Mapping

Root cause analysis to link training to KPIs and measurable outcomes

Psychological First Aider Readiness

Workplace psychological first aid awareness and referral readiness lens