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CHAN TYE KOOI, AMIM, MIM-CPT

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Chan Tye Kooi has been a dynamic trainer, seminar speaker, principal NLP (Neuro-Linguistic Programming) consultant and businessman in Kuala Lumpur for the last 15 years. A professional architect trained in Sydney, Australia, he made a decisive change from township development to organisational training and development by establishing Fourth Quadrant Communications, a training specialist company with a mission to help multinational corporations and organisations achieve breakthrough business results in both profitability and work productivity with a 3-tier philosophy of CHANGE, COMMUNICATION and SERVICE to oneself and others.

A much sought-after speaker and emcee in major conventions and corporate talks, TK has reached out to thousands of audiences since 2001. His most prominent skills in helping his seminar trainees to achieve personal effectiveness in sales & service communications and building business connections are his INFLUENCING, NEGOTIATION and RELATIONSHIP POWER based upon Neuro-Linguistic Programming (NLP). This has been a culmination of results in leading his architectural firm as a business director and his extensive experience working with international companies such as Taisei Corporation (Japan) and Samsung Electron (Korea) in the area of project management. He has dedicated himself in the last 6 years to discover the hidden secrets of the world's most successful communicators and business leaders to move himself ahead with the latest marketing, sales, service and personal change technology. To him, customers' success is his first priority.

TK consults and trains participants ranging from senior directors, managers, business owners, working professionals to undergraduates. His list of satisfied clientele includes Amway, Ajinomoto, Amcor Fibre Packaging, Acme Commerce, Bolton, Double-A, Grundfos, GlaxoSmithKline, Hong Leong Assurance, HeiTech Padu, ING Insurance, Kejora Harta, Kit Loong, Maxis Communications, Mary Kay, MeadJohnson, New Zealand Milk, Pico, Nilai International College, Sunrise, TDM, Time Galerie, Taylor's College, Westport Malaysia, government-linked corporations and institutions such as Petronas Fertilizer (PFK) and Jabatan Kerja Raya (JKR).

TK is currently a Certified Practitioner in NLP, Time-Line Therapy and Hypnotherapy. He is an associate trainer with the FMM Institute, an associate member of Malaysian Institute of Management (MIM), a MIM Certified Professional Trainer (MIM-CPT) and a practitioner member of the Malaysian Psychotherapy Association (MPA). He has been actively involved in community and non-profitable work helping people from all ages to learn, grow and build better relationship with one another for a harmonious living.

