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## MIM Course Leader Profile



### **MICHAEL CHUA MING MOY MMIM, MIM-CPT**

Dip. In Marketing (Chartered Institute of Marketing, UK);  
Dip. In Management (MIM, KL); MBA (HRD) with distinction (Univ. of Hull, UK)  
MBA (General) (University of Bath, UK)

**Major (Rtd) Michael Chua (TUDM)** has served in the public sector for over 23 years prior to joining the private sector as a HRD Training and Development (T&D) Consultant. Michael has been involved in T&D work for the last 18 years. His services with the public and private sectors have provided very rich experiences in people management and development. This vast experience and a passion to help people develop and bring out their potential is the driving force behind Michael's drive to pursue excellence in this industry, where learning and helping others learn is a life-long journey.

Michael's philosophy is, "In Helping Others Develop, We Develop Ourselves." Believing in continuous learning for the development of people has motivated him to pursue two Masters of Business Administration (MBA) degrees, one in General Management from the University of Bath U.K. and the other in Human Resource Development (HRD) with a Distinction from the University of Hull, U.K. He also holds a Diploma in Marketing from the Chartered Institute of Marketing, U.K.

Michael is a Certified Senior Trainer of the American Management Association (AMA). He is also a certified trainer for Professional Selling Skills under "The Professional Selling Skills P\*SS 125 Series" led by Professor Chia Hock Hwa, a member of the worldwide P\*SS 125 founding team. Michael leads a team of trainers for the "Certificate of Training Practice" (CTP), a Train the Trainers programme by the Chartered Institute of Personnel Development, U.K.

Key assignments undertaken by Michael are, helping organisations identify their training needs, Train the Trainers, Training Design and Course Development, Workshop Facilitation, Management and Supervisory Skills Development. Examples of some areas of training and development provided include Supervisory and Management Skills, Performance Management, Interpersonal Relationship Skills Development, Communication Skills, Group Dynamics and Teambuilding, Change Management, Presentation and Public Speaking Skills, and Professional Selling Skills.

Michael Chua has served corporate clients across all industries. Among them are, Bank Negara Malaysia, Maybank, Citibank, Standard Chartered Bank, KL Mutual, S.P. Setia Bhd, Matsushita Electronic Components (M) Sdn Bhd, Siemens Malaysia, HP Malaysia, Sankyo Precision Malaysia, AIROD Sdn Bhd, Transmile Group Sdn Bhd, Jaya Jusco Stores, Diethelm (M) Sdn Bhd, Pan Pacific Resort Pangkor, Pelangi Resort Langkawi, Sapura Holdings, Pemas International Holdings Sdn Bhd, TV3, Castrol Malaysia, Taylor's College, Malaysian Institute of Management (MIM), See Hoy Chan Sdn Bhd., Darulaman Realty Sdn Bhd, Sabah Forestry, Sabah Shipyard, Supermix Concrete, DiGi Communications Sdn Bhd., Star Cruises, Takaful Malaysia, Star Publications and many more.

Michael Chua is a member of the Malaysian Institute of Management (MIM), a MIM Certified Professional Trainer (MIM-CPT), an AMA Executive Member, and also a member of MIM Toast Masters' Club.

