

# **MURPHY LUM CHYE-YUEN**

2A, Jalan Wawasan 3/6, Pusat Bandar Puchong, 47160 Puchong, Selangor Darul Ehsan, MALAYSIA

LinkedIn: <https://www.linkedin.com/in/coachmurphy/>

Cell Phone : (+6016) 244 8530

Email: [murphylum@gmail.com](mailto:murphylum@gmail.com)

## **PROFESSIONAL SUMMARY**

**I am an experienced entrepreneur with over twenty years of diverse experienced in starting, managing and growing businesses. Throughout my entrepreneurial journey, I have achieved several milestones and developed a wide range of skills and expertise in solving business problems, while serving companies of all sizes in and outside Malaysia. I am now seeking a new opportunity in business consulting/coaching where I can leverage my experience and contribute to the success of enterprises of all sizes.**

## **CAREER HISTORY**

### **Freelance**

*Business Operational Excellence coach*

*Jan 2021 to Present*

*Providing coaching, mentoring and consulting services to SMEs and tech-startup companies.*

### **Major Duties**

- Provide guidance and lend experience to executive teams to harness organisation's systems, processes, frameworks and competitive edge.
- Lead strategy sprint sessions to identify and address business challenges, develop and/or review strategies and explore growth opportunities.
- Review existing business strategies and tactical plans to assess its effectiveness vis-a-vis business short-term, mid-term and long-term goals and priorities.
- Coach and mentor key men (and women) as part of their individual capability development agenda.

### **Key Achievements**

- Effectively influenced key policies and decisions made by the executive teams through the "see further, see wider, see deeper and see within" principles.
- Meeting and even exceeding key business metrics, and increased sales revenues with leaner and more agile management approach.
- Created a business-aligned talent development framework that appeals to the younger generation talents.
- Regularly helped C-suite executives to experience personal breakthrough moments through planned coaching and mentoring sessions.

- Measurably improve business performance in the area of sales turnover, average customer and employee satisfaction levels, and performance measure identification and achievements.
- Staff became significantly more motivated to pursue career development rather than working on a job.

## **PEOPLE COACHING WORKS SDN BHD, MALAYSIA**

*Chief Executive Coach, Master Trainer*      *May 2006 to Feb 2020*

*Own business in training, coaching and consultancy specialising in leadership development with the aim of promoting business-aligned leadership talent development strategies to companies in and beyond Malaysia.*

### **Client Engagement & Solutions Development**

- Utilised a consultative approach to identify client issues through insightful coaching questions, co-creating solutions, and rolling them out collaboratively.
- Monitored outputs and outcomes of project progress, tweaking and adjusting solutions as and when required for improved results.
- Leveraged lessons learned from prior project experiences to develop and refine subsequent solutions, ensuring clients objectives are always achieved.

### **Leadership Development & Operational Excellence**

- Created leadership talent development frameworks, processes, tools and activities for rapid deployment and quality assurance, especially for high-stake projects.
- Established and implemented internal processes to sustain operational excellence in the VUCA world.
- Built a high-performing team that thrived under the implemented internal processes.

### **Client Relations & Problem Solving**

- Cultivated a trusted advisor relationship with clients, earning their trust through valuable advice and proven track record of project successes.
- Demonstrated a systematic approach to problem-solving, resolving both internal and client issues effective over time.

### **Key Achievements**

- Successfully built People Coaching Works SB into a trusted brand where it was regularly selected for key learning and development projects over bigger competitors in and outside Malaysia.
- Successfully developed and executed leadership talent development programs using a whole-of-business approach for major clients.
- Invited by a large GLC client with over 5,000 staff as keynote speaker in their internal HR Conference to speak about successes achieved in leadership development programs implemented a year earlier.

- Invited by a leading conference producer in Singapore to conduct a Gamification in Learning Masterclass for its A-list regional customers to showcase success in implementing gamified learning and assessment.
- Consistently achieved over 79% employee learning satisfaction rate, based on performance reviews and traditional evaluation methods, measured over 10 years.
- Effectively designed and developed work-relevant gamified learning frameworks and activities for better learning engagements, enhanced learning motivation and sustained internalisation.
- Effectively designed and developed comprehensive learning support structures and tools for more effective learning retention and enduring application at the New Normal workplace.
- Maintained long-term relationships and trust with clients through private dialogue, problem-solving and advisory roles .

## **Main skills developed**

- Diverse entrepreneurial strengths in managing and scaling businesses.
- Strength and agility to learn rapidly & effectively on the go to work efficiently in VUCA environment.
- Attentive listening, critical thinking and articulate expression to ensure clean communication at all times.
- Ability to navigate between individual and group tasks that achieve goal(s) within deadline and budget.
- Strengths in leading, motivating and guiding people to strive to become the best versions of themselves.
- Ability to assess and evaluate the work of others and provide proper feedback.
- Design, development and delivery of talent development programs and activities with technology tools.
- Competent in coaching & challenging leaders to be the best version of themselves.

### **WHOLISTIC LEARNING SDN BHD, MALAYSIA**

*General Manager/Director*

*July 2004 - Apr 2006*

*Given one year contract to customise a series of self-empowerment programs for the new owner.*

- Produced comprehensive personal development training content for parent company in China.
- Conducted extensive trial training workshops to fine tune program to suit intended audience.
- Oversaw language translation project team to complete within time and budget.

### **ASPECTUS SDN BHD, MALAYSIA**

*Director of Training*

*Feb 2002 – June 2004*

*Headhunted to build a training and development function within the organisation and develop appropriate training programs to be offered to the general public.*

- Diligently conducted research covering areas from adult learning principles to top-notch learning organisations with the aim of identifying critical success components of organisational learning.
- Effectively developed personal improvement training programs using experiential and accelerated learning methodologies that resulted in a takeover by one of the largest companies in China.
- Efficiently delivered those training programs to thousands of people in Malaysia and Singapore that resulted in many media interviews and coverage.

## **Education & Qualification**

### **Practicing Certificate in Marshall Goldsmith Stakeholders Centred Coaching**

Marshall Goldsmith Global Team

### **Practicing Certificate in Neuro Linguistic Programming (NLP) Practice**

Taylor's University & World Institute of Neuro-Linguistic Programming

### **Practicing Certificate in Professional Training**

Malaysian Human Resources Development Board

### **Practicing Certificate in Behavioural Coaching**

Behavioural Coaching Institute, Sydney, Australia

### **Postgraduate Diploma in Management Studies**

University of Glamorgan, Wales, UK

### **Higher National Diploma in Business Studies**

Institute of Commercial Management, UK

## **Professional Development & Membership**

Attended Coaching from the Heart Workshop

Attended 7 Habits of Highly Effective People Workshop

Attended Leadership Greatness: Great Leaders, Great Team, Great Results

Member of Association of Corporate Executive Coaches (USA)

Member of Marshall Goldsmith Stakeholder Centred Coaching (USA)

Past Area Governor, Past President and Distinguished Toastmaster of Toastmaster International (USA)