

CoachSimonYap.com



# PROFILE SIMON YAP, PCC

## COACH PROFILE

### Simon Yap

*Sales Leadership Coach*

*Certified Trainer, Facilitator, Coach Trainer*



Simon Yap is a distinguished **Sales Leadership Coach, Certified Trainer, Facilitator, and Training Evaluator**, holding the prestigious **Professional Certified Coach (PCC)** credential from the International Coaching Federation (ICF) USA. He was awarded the **Best Executive Coaching Provider** at the HR Vendors of the Year 2019 Awards by Human Resources Online Magazine Singapore. He was also featured in Britishpedia as one of the **Successful People in Malaysia & Singapore** 6<sup>th</sup> edition, 2024. With over 2,000 coaching hours, Simon has been instrumental in the growth and development of C-suite executives, heads of departments, segment leaders, and high-potential talents.

Simon's specialisation in business-to-business (B2B) sales and leadership coaching began during his tenure at Unilever Foodsolutions Asia in 2005. In his role as sales capability development lead for the SEA region, he collaborated with Country Heads, Sales Directors, and Sales Trainers to develop and execute leadership and salesforce strategies. His extensive training, coaching, and mentoring of sales managers and trainers spanned across Malaysia, Singapore, Indonesia, Thailand, Vietnam, and the Philippines.

Bringing over 20 years of experience in SME and MNC sectors, Simon's background includes chemical sales, training consultancy, direct sales, pharmaceutical, and food service industries. His diverse corporate experience in sales, business development, training, consultancy, human resources, and coaching enables him to adeptly guide clients through change management processes and overcome adversities to achieve outstanding performance. His sought-after programs encompass **Value-based Selling, Coaching for Performance & Development, Turning Vision Into Action, one-on-one, team and group coaching, and Train the Trainer program aimed at developing in-house coaches.**

Simon has served a broad client base, including food service, FMCG, insurance, healthcare, pharmaceutical, fitness, business services, industrial products, government-linked companies, and non-profit organisations. Some of his clients include FrieslandCampina Professional APAC and China, Mamee Food Service, KitchenAid Asia, URC Snack Foods, Canon Marketing, Samsung Malaysia Electronics, Marsh Insurance Brokers, HSBC, Ambank Group, and Fitness First Asia.

Coaching, facilitation, and training are Simon's passions. He loves what he does.

## HOW WE DELIVER HIGH-IMPACT LEARNING

Our learning methodologies are highly interactive and designed to drive measurable transformation. We combine **one-on-one coaching**, **group facilitation**, **hands-on training**, and **digital learning resources** to ensure a dynamic learning experience that leads to real-world application.



## OUR CLIENTS & PARTNERS

We have worked with leading global and regional organisations across diverse industries, delivering impactful leadership and salesforce development programs.



## CLIENT SUCCESS STORIES

Here's what our clients say about their transformational experiences:

“We were delighted to partner with Simon in the creation of the coaching program. He was able to bring his passion and expertise for coaching into our business and work alongside our Head of L&D to bring all the principles of coaching to help construct powerful frameworks and tools, giving us a sustainable, scalable solution to internal coaching certification.”

Chief Executive Officer, Evolution Wellness Holdings Pte. Ltd.

“Thank you for facilitating various training programs for our sales team and key distributors. It has given the sales team a good basic fundamental understanding of their roles and what they can do to make a difference in the business. Well done.”

General Manager SEA, AB Mauri

“Simon, thanks for bringing my team to the next higher level of sales success. It's our pleasure to have you as our partner!”

General Manager, BAKELS Malaysia

“Thank you for co-designing & delivering a successful “D&I” program for us. We love your dedicated approach to program design & delivery. I personally like the way you teach and demonstrate effective ways of connecting difficult conversations with coaching solutions. The learners now are not only get to learn what and how coaching helping them every day, but also embracing the value of being Coach-Leaders to their people and the Organization.”

Organization Development Manager, Samsung Electronics Malaysia

“Being an experienced coach, Simon was able to gain my trust quickly and thus delve into my inner self and how to mitigate my negative feelings. I am now a better person and feel better.”

Vice President, Rubber Cluster Services of FGV Holdings Berhad

“Thanks a lot, Simon. Your coaching sessions helped me learn coaching skills systematically. I'm glad to see my young engineers have improved their technical competencies and independence at work.”

Engineer Manager, Infineon Technologies Kulim

“My team has portfolio growth despite pandemic. Done pretty good for cross-selling and have a stable team with no resignation in 2020. Many thanks to your coaching which helps me see from the satellite.”

Senior Vice President, Marsh Insurance Brokers (M) Sdn Bhd

“Simon is a very mindful and systematic coach. I've enjoyed my sessions. Simon helped me to crystalise some of the ideas I have.”

Senior Manager of Camera & Commercial Printing Division, Canon Marketing (M) Sdn Bhd

“Simon is very good at leading me to think and kind to share real-life experiences to make my learning more meaningful and fun.”

Acting Head of CS, Samsung Malaysia Electronics (SME) Sdn Bhd

# OUR IMPACTFUL DEVELOPMENT PROGRAMS



## **SALESFORCE DEVELOPMENT PROGRAM**

Designed a salesforce curriculum and sales leadership learning for the HoReCa, Key Account and Distributor segments in Malaysia, Singapore, Thailand, Philippines, and Vietnam. Train, mentor, coach, and shadow coach them in the sales field.



## **TURNING VISION INTO ACTION**

Designed and facilitated 14 cohorts of a 2-day workshop for 500 Head office and branch offices employees. The workshops were aimed to clarify the company vision/direction, align the priorities, co-create cross-functional collaborations, bring everyone onboard and be committed to achieve the company goals.



## **LEADERSHIP COACHING PROGRAM (12 months)**

Coached 2 cohorts of a total 20 Senior VP Business Managers and VP Business Managers to improve on their personal growth, management leadership skills, communication skills, and business-leadership strategy execution.



## **DIVERSITY & INCLUSION CERTIFICATION PROGRAM**

- Co-created the D&I certification learning curriculum.
- Facilitated the D&I Awareness workshop for the C-suite Executives, HR team, and a group of 10 Senior Managers who were selected as D&I Ambassadors.
- Trained and facilitated the coaching skills mastery, and currently on the D&I follow-up workshops for the D&I Ambassadors for certification process.



## **LEADERSHIP GROUP COACHING PROGRAM (12 months)**

Conducted ten monthly 1.5 hours group coaching sessions for two groups of 5 Senior Managers and Managers, respectively to improve on their leadership mindset, actions and performance.



## **TRAIN-THE-TRAINER COACHING SKILLS PROGRAM**

Co-created in-house 'Coaching for Performance & Development' course. Conducted Train-the-Trainer workshop for a group of 20 Regional Business Managers (in-house Facilitators) from Malaysia, Singapore, Indonesia, Thailand, Philippines, and Hong Kong.

# PRACTICAL TOOLS FOR LEADERS & SALES PROFESSIONALS



Strategic Leadership Compass  
(competency assessment included)

Grab Your Copy



The Sales Leader's Playbook  
(strategies for leading a high performance team)

Get the Playbook



G.R.O.W. to Lead:  
Sales Coaching for High Performance

Get the Guide



战略领导力指南针  
(附带能力评估)

获取您的副本



销售领导者的攻略手册  
(领导高绩效团队策略)

领取您的手册



G.R.O.W. 领导之道:  
销售教练迈向高绩效

获取您的指南



The Sales Manager's First 90 Days  
(90 days checklist included)

Claim Your Copy



60 Lead with Purpose Missions  
(900 coaching questions included)

- Available Soon -



60 Lead with Purpose missions  
(900 coaching questions + complimentary e-book)

Get Started

## WHY WORK WITH SIMON?

### 1. Extensive Industry Experience

Simon Yap, the founder of Minds & Senses Coaching Academy, brings over 18 years of experience across global foodservice, consumer products, pharmaceutical, chemical sales, direct sales, and training consultancy. Having worked in both B2B (business-to-business) and B2C (business-to-consumer) settings, Simon understands the nuances of different industries. With his hands-on expertise, Simon can relate to your developmental needs, tailoring learning solutions that align with your business maturity, people capabilities, and preferred pace.

### 2. Certified Coach and Facilitator

Simon is an ICF-trained and certified Professional Coach, as well as a qualified Facilitator, Trainer, and Training Evaluator. His non-directive approach and coaching fosters self-awareness and empowers individuals to excel in their roles while feeling valued as part of a team. Simon's approach unlocks potential, enhances team dynamics, drives higher performance, and ensures accountability for actions and results.

### 3. Globally Recognised Professional Coach

As a Professional Certified Coach (PCC) accredited by the International Coaching Federation (ICF), Simon's expertise has earned him the title of 'Best Coaching Provider' at the HR Vendors of the Year 2019 Awards, hosted by Human Resources Magazine Online Singapore. Simon actively stays ahead with the latest coaching practices and industry insights, sharing his knowledge through pro-bono talks and podcast episodes. This equips your team with up-to-date knowledge, skills, and capabilities to thrive in a competitive environment.

### 4. Experience Across Diverse Organisations

Having worked with both SMEs and multinational corporations (MNCs), Simon has firsthand experience navigating diverse workplace cultures and business environments. This enables him to understand the challenges your organisation faces; whether large or small. Simon's adaptable approach ensures your team achieves desired outcomes, driving organisational success.

### 5. Multilingual Training and Coaching Delivery

Simon delivers training programs and coaching in English, Malay, Chinese, and Cantonese, ensuring content is consistent and aligned across multiple languages. By eliminating the need for external translation services, this approach minimises misunderstandings, maintains learning quality, and saves costs, while creating a seamless learning experience for participants and coachees.





MINDS & SENSES COACHING ACADEMY PLT (LLP0003865-LGN)

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