

KELVIN CHEE

CHIEF IGNITER



Kelvin Chee has a big heart and passion to help ignite potential in individuals from all walks of life from youth, families, communities, and organizations. For him, success in life is when one recognizes their given talents and utilizes them to contribute and impact their circle of influence. He strongly believes that the “meaning of life is to find your gift, and the purpose of life is to give it away”.

For more than a decade, Kelvin has facilitated many training programs for local and multinational companies, helping them to ignite their potential and performance at a personal and team level. In recent years, Kelvin’s passion in strengthening and equipping families and communities has now led him to develop and run family enrichment programs. He hopes to empower families for a positive future generation. He believes that the strength of the nation begins with the family.

Kelvin is an **inspiring and energetic facilitator** that has the unique strength in making training personal and fun. He uses innovative demonstrations and thought-provoking **experiential activities** to help motivate and enhance his participants learning. He constantly keeps his participants on their feet with his practical and high-impact learning experiences that **touch the heart, mind and soul**.

Some of the corporate projects that Kelvin was involved with include clients like *Alstom, Maybank, RHB, Bank Islam, Alliance Bank, Maxis, Nestle, Oracle, Western Digital, BMW, Volvo, Strateq, Tomei, I&P, iPay88, Sunway Group, Sutera Harbour Resort, Maya Boutique Hotel, Premier League* and many more.

Kelvin started his marketing career in Unilever where he managed international brands like *Lipton, Lady’s Choice and Knorr Soupy Snax*. After his successful marketing career, he moved to Hakuhodo Malaysia, one of the largest advertising agency in Japan and was appointed as the *Strategic Planning Director* where he was responsible in leading the development of brand and communication strategy for global brands such as *Kao, Ajinomoto, Kia, AEON and Toyota*.

He also serves as the Matrix Football Community Club head coach and is one of very few certified Level 1 Premier Skills coach educators in Malaysia. This is a collaboration between British Council and Premier League to run programs for community football coaches in Malaysia. One of the biggest highlights in his football journey was when he was invited to Everton Premier League football club for a month to work alongside with the “Everton in the Community” programs in the UK. He believes that football is a great medium to impact the young generation positively.

“Everyone has a hero that lies within ready to be ignited.”



CREDENTIALS

- ◆ Certified Training Professional, IPMA (UK)
- ◆ Certified Trainer, PSMB
- ◆ Certified Coach, ICF-ACTP
- ◆ Certified SSI Practitioner
- ◆ Certified Sales Trainer, SMI
- ◆ Certified iWAM Practitioner
- ◆ Certified Premier Skills Community Coach Educator
- ◆ Pioneer for Mentoring Malaysia a joint effort by UNICEF & HELP University College
- ◆ Master in Strategic Planning Training from Hakuhodo University
- ◆ Post graduate Diploma in Marketing, The Chartered Institute of Marketing
- ◆ Associate of Science Degree, Major in Family Studies
- ◆ Certified in Basic Occupational First Aid, CPR + AED
- ◆ AFC C License certified Football Coach

KELVIN'S SIGNATURE PROGRAMS:

SELF-LEADERSHIP

'IGNITING THE HERO WITHIN'
'IGNITING CREATIVE REVOLUTION AT WORK'

TEAM EFFECTIVENESS

'IGNITING HEROES IN YOUR TEAM'

FAMILY ENRICHMENT PROGRAMS

PARENTING TOOLBOX,
'HAPPY FAMILY, PRODUCTIVE EMPLOYEE'