

echtventure[®]

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ECHT is an English word that carries the meaning of being authentic, real, genuine and true. The pronunciation of it sounds closely to the word “Add”. Denoting adding value to the businesses and lives we come in touch with.

Our mission is to provide the right resources at the right time to maximise our clients' business potential.

COACH PROFILE



KEITH TAY

Thought Leader | Leadership Coach | Pastor | International Speaker



@KEITH_TAY



Spotify LIGHT LOVE LEAD

Co-Founder of Collective Global, since 2004

An organization consisting of 15 thriving churches across Southeast Asia.

Founder of ECHTVENTURE, since 2019

A coaching and training company that specializes in helping the Working Millennials to Progressively Realize their Passion and Purpose in Life.

Co-Founder of Autrui Global, since 2019

A social enterprise with the vision to create a sustainable future for the healthcare professionals globally.

Managing Director of New Orange Sdn Bhd, since 2022

A digital agency that transforms vision into cutting-edge digital solutions.

Director & Co-Founder of Zera International School, since 2024

An international school with an aim to provide holistic education from preschool to primary and secondary levels that nurtures graduates into confident, committed, and competent lifelong learners.

Qualifications

- 2010 – Bachelor in Mechanical Engineering, Monash University
- 2013 – Masters in Theology, University of Wales
- 2018 – People Management with Enneagram, Relationship Studio
- 2019 – Certified Associate Coach, Corporate Coach Academy
- 2020 – Certified Professional Coach, Corporate Coach Academy
- 2022 – Certified Coach Model, Optimyze Asia Plt
- 2023 – Design Thinking Practitioner, eiHub, Monash University
- 2025 – Certified ScrumMaster, Scrum Alliance



COACH PROFILE



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Thought Leader | Leadership Coach | Pastor | International Speaker



Keith Tay is a Thought Leader, Life & Business Coach, International Speaker, Pastor and Co-Founder of Autrui Global; a social enterprise that has the vision to create a sustainable future for the healthcare professionals globally.

He has been in the Learning and Development industry since 2004, and has been passionately training the next generation leaders since 2005. Known for his dynamic and engaging style of speaking, he travels actively to more than 12 different countries to give talks on Leadership and Purposeful living.

Having been trained in both the Engineering field (B.Eng. Mechanical) and Theological Studies (Masters in Theology), Keith leverages on his experience of corporate management and holistic development to teach on the integration of leadership, work and spirituality.

He is also a certified professional coach to many young entrepreneurs and business owners of different industries. He has a unique way of using the Enneagram Personality Profiling as a tool to help others connect their professional and personal relationships. He is often being regarded as a relationship guru and leadership coach because of his years of experience in leading churches.

TYPES OF ENGAGEMENTS

Conference & Keynote Speaker





TYPES OF ENGAGEMENTS

&
Company Team Building
Team Leaders Group Coaching



TYPES OF ENGAGEMENTS

&

Individual Leadership Coaching Management Leadership Coaching



TYPES OF ENGAGEMENTS

The Enneagram Workshop





PAST ENGAGEMENTS TOPICS

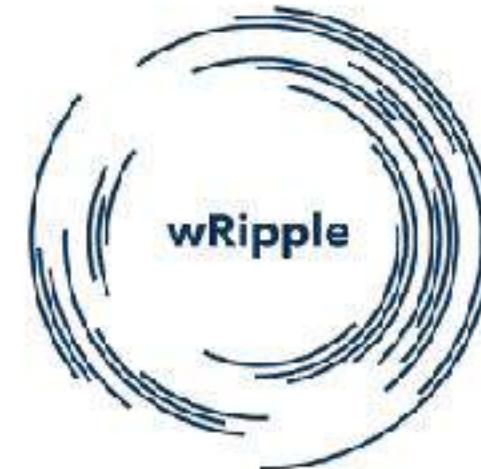
1. Creative Leadership : The Power Of Story Telling
2. Sustainable Leadership : Winning Habits
3. Growth & Fixed Mindset
4. Developing Critical Thinking
5. How To Get And Stay Motivated
6. Struggling Up
7. Communicating Your Way To Clarity
8. The Winning Formula To Success
9. Culture Code I – Psychological Safety
10. Culture Code 2 – Healthy Culture
11. Culture Code 3 – Developing Meaningful Relationship
12. Bridging the Generation Gap
13. Changing the way you think about Change
14. Organisational Culture Iceberg



PEOPLE WE WORK WITH :



Morison Global



Telecommunication
Consulting Group



IMPACT

as of June 2025

100+

Individuals in
Life, Relationship & Leadership Coaching

2500+

Individuals through
Corporate & Conference Engagements

WE BELIEVE IN THE PROGRESSIVE REALIZATION OF PURPOSE AND PASSION!