# ELFARINA ZAID

## BBM | Certified Professional Co-Active Coach | ACC

## Professional Coach, Leadership Developer

# Contact Details

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# Elfarina Zaid 3.JPGEXECUTIVE SUMMARY

# Leadership Development, Coaching & Culture Management Professional

Dynamic and driven individual with international experience; and an acute understanding of multicultural diversity. A professional certified coach and leadership developer with commercial awareness and excellent communication skills who empower individuals to develop leadership and effective working relationships at all levels towards organizational values and vision.

# AREAS OF EXPERTISE

* Internationally accredited People Development Coach and Facilitator
* Specialist fields include Leadership, Team and Individual Performance; Cultural Management
* Superior ability to reach consensus, establish goals & attain results in alignment with organizational vision
* Excellent interpersonal, communication and facilitation skills at all levels of the organization

**CAREER HISTORY**

**ASIA PACIFIC COACHING CONFERENCE (APCC) 2012 Nov 2011 - Present *Organizing Committee***

* Steering the marketing and PR efforts of the upcoming APCC 2012, a bi-annual and leading coaching conference in Asia Pacific held in Singapore
* Intrinsic understanding and ability to communicate and integrate various stakeholders, agenda and vision within the committee, organizations, media and sponsorship partners

**REINVENTION CIRLCE Nov 2011 – Apr 2012**

***Leadership Developer, Facilitator, Coach***

* Designing & facilitating workshops, offer coaching to high potential individuals in re-invention process globally

**SINGAPORE BUSINESS COUNCIL, UNITED ARAB EMIRATES May 2011 – Dec 2011**

***Executive Committee, Director of Strategic Development***

* Business strategist and connector of business professionals and potential businesses for Singaporeans and Singapore based companies in UAE

**ELF COACHING, UAE & Singapore Dec 2009 - Present**

***Leadership Developer, Trainer, Coach***

* Designing workshops, conducting training, creating *‘high impact’* coaching interventions to achieve immediate results in the areas of Leadership, Empowerment and Work Life Balance
* Professional Coaching for Individuals and Executives that led to testimonials and invitation as keynote speaker for Singapore Business Council, Arab Business Club and an appointment for Executive Committee within Singapore Business Council in UAE as Director of Strategic Development
* Co-organised the pioneering "Parentology" franchise into Asia, Singapore in April 2010
* Individual and corporate clients include Managing Directors, Entrepreneurs, executives, individuals and those undergoing the re-invention process from Fortune 200 companies, MNCs and SMEs from around the globe; such as IPT, Emirates Airlines, OMD and Agri-Food & Veterinary Authority of Singapore

**PROGOLF INTERNATIONAL LLC, UAE Jul 2008 – Dec 2009**

***Brand Manager – Apparel***

**Leading Golf Distribution & Retail Company in Middle East**

Reporting to General Manager whilst coordinating team of more than 30

* Develop and facilitate sales training program for all brands under portfolio for distribution and retail business for all retail staff of >30
* Internal Coach on professional development, engagement and sales for internal team of 5 and retail staff of >30
* Responsible for buying portfolio of Top 5 International golf apparel brands (Ashworth, Callaway, Cutter & Buck, Burberry Golf, Oscar Jacobson) and driving sales volume increase by 50% in 2009
* Develop and implement marketing plans and maximise effectiveness of purchase and marketing budgets
* Attend international sales meetings for all apparel brands and PGA Merchandise Show

**CPD FZ LLC, UAE Jan 2008 – Jun 2008**

***Key Account Manager***

Reporting to the Chief Operating Officers

* Organised first MICE event for company – JVC Annual Conference & Exhibition – generating 65% of company revenue
* Excellent communication skills and business acumen that led to handling key accounts such as JVC, Dubai Multi Commodities Centre, Sheraton Starwood Hotels and Injaz, Dubai Properties and liaising across top level management and middle management professionals

**EMIRATES AIRLINES, UAE Nov 2005 – Dec 2007**

***Cabin Crew***

Reporting to Cabin Crew Manager, *Hiran Jayawardene*

* Interact with more than 100 nationalities of colleagues and passengers – providing good insight in multicultural sensitivities and orientation
* Innate ability to manage small teams and maintain professionalism under constantly changing and challenging environment that led to promotion from Economy cabin crew to serving in premium cabins within a year
* Highly motivated for self growth and development as proven by testimonials from passengers and maximising learning development resources within the organization

**VACHERON CONSTANTIN – RICHEMONT, Singapore Nov 2004 – Aug 2005 *Marketing Assistant***

Reporting to Marketing Manager & General Manager

* Prepared reports (Market Conditions, General & Product Line Sell-out, Sales Margin, Stock Evolution, Retailers’ Sales Incentives, etc.) that led to proper assessment of brand growth and strategic direction
* Organised and supported marketing & communications events for the 3 markets – successfully executed 10 high profile and critical events (press conference, product launch, boutique openings, gala celebrations) during the turning point of 250 years anniversary for the brand
* Liaised with internal departments, external promotion partners, advertising agencies and the mass media

# PROFESSIONAL CERTIFICATIONS

*“Elfarina has helped me find, within me, an added zing to my daily get go – a positive impact on the business coming in and opportunities I generate now”*

* *Mehar Nimkhedkar, Managing Director, IPT Technologies, UAE*

*“The consultants were professionally competent. They demonstrate great teamwork amongst themselves too and can engage audience in an interesting way. Highly recommended to facilitate in workshops.”*

* *Agri-Food & Veterinary Authority of Singapore*

**Graduate of Co-Active Leadership Program**

**Certified Professional Co-Active Coach (CPCC)**

**Associate Certified Coach by International Coaches Federation (ACC)**

**Certified Energy (Pranic) Healer**

# EDUCATION

**Leadership Programme**, Coaches Training Institute, 2010 - 2011

**Advanced Coaches Certification Course**, Coaches Training Institute, (UAE, United States) 2009-2010

**Pranic Healing (Energy Works)**, World Pranic Healing Foundation, 2010

**International Exchange Programme,** ESSEC Business School (France) 2003

**Bachelor of Business Management BBM,** Singapore Management University (Singapore) 2004

# CPCC LogoaccclElfarina Zaid | Coach, Authentic Leadership Developeracccl BBM, CPCC, ACC

**Areas of Expertise:**

* Authentic Leadership Coaching
* Relationship Coaching
* Team Development
* Emotional Intelligence
* Performance Management
* Re-invention Process
* Communication Skills

**Professional Experience:**

* *Coach & Facilitator,* Elf Coaching
* *Coach & Facilitator,* Reinvention Circle
* *Director of Strategic Development – Executive Committee,* Singapore Business Council
* *Mentor,* Singapore Management University Alumni
* *Brand Manager,* Progolf – Royal Sporting House
* *Marketing,* Richemont Luxury Group

**Education:**

* BBM, Singapore Management University
* Graduate Co-Active® Leadership Program, Coaches Training Institute, US
* Certified Professional Co-Active® Coach, Coaches Training Institute, US
* Certified Pranic (Energy) Healer, Pranic Healing Foundation

**Professional Affiliations:**

* International Coach Federation – Executive Committee Singapore Chapter
* Asia Pacific Coaching Conference 2012 - Organizing Committee
* Singapore Business Council, UAE

**Background:**

Elfarina Zaid is amongst the **first Singaporean to be a Certified Professional Co-Active® Coach (CPCC) and Graduate of Co-Active Leadership Program** (year-long experiential program) by The Coaches Training Institute, one of the oldest and leading worldwide coach training school. She is also an Associate Certified Coach by the International Coach Federation, currently 1 out of 25 Singaporeans to hold this acclaimed credential. She is a coach, workshop designer and facilitator.

With over 400 trained hours in Coaching and Leadership, Elfarina Zaid applies insights from humanistic psychology, behavioral sciences, adult experiential learning and transformative development to inspire authentic leaders to include “being”, in the “doing” and “knowing” towards collaboration, aligned work environments, individual and organizational performance.

Elfarina blends her corporate experience of brand and organizational management, her community role as Director of Strategic Development with Singapore Business Council, UAE with her acute sense of cross cultural understanding having lived and worked in Australia, Europe, Asia and Middle East over the past 8 years. She partners with her individual and corporate clients which includes Managing Directors, Entrepreneurs, executives, individuals and those undergoing the re-invention process from Fortune 200 companies, MNCs and SMEs from around the globe; such as IPT, Emirates Airlines, OMD and most recently with Agri-Food & Veterinary Authority of Singapore.

Elfarina is known to go beyond boundaries with a mission to enroll others to dare to be happy, dare to live and dare to love and engaging in community work towards Authentic Leadership.

Elfarina has appeared on Berita Harian, Her World and Human Resource Magazine. She has been a guest speaker at Warna 94.2FM, 938LIVE; as well as Arab Business Club and Singapore Business Council in United Arab Emirates. She is also an Executive Committee of ICF Singapore and Organizing Committee of upcoming Asia Pacific Coaching Conference 2012.

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## Testimonials

*“Elfarina has helped me find, within me, an added zing to my daily get go – a positive impact on the business coming in and opportunities I generate now” –* ***Mehar Nimkhedkar, Managing Director, IPT Technologies***

*“Elfarina has a soft yet powerful leadership style – a short deep and powerful workshop” –* ***Michelle Chedotal, JumpStart Kinesiology***

*“The consultants were professionally competent. They demonstrate great teamwork amongst themselves too and can engage audience in an interesting way. Highly recommended to facilitate in workshops.”****- Agri-Food & Veterinary Authority of Singapore***