

# STRATEGIC ADVISOR & STRATEGIC CONSULTANT

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## Prince Raj | Certified Trainer | Project & Agile Management

Specialising in People Dynamics for Leading  
Strategic Transformation Change in Human  
Capital Segment & Business Advisory



Certified  
Transformational  
Leader



Let's Connect!



LINKEDIN | PRINCE RAJ

# STRATEGIC ADVISOR

## BACKGROUND

**Executive Leadership Trainer | AI Transformation Consultant | Fellow Coach (AOC-UK)**

With more than 20 years of cross-border leadership experience, Prince Raj is a recognized force in Organizational Development, Executive Coaching, and AI-Integrated Leadership Transformation. He is widely regarded as a strategic partner by C-suite executives, government stakeholders, and high-impact enterprise teams across Singapore, Malaysia, and Indonesia.

As a Fellow with the Association of Coaching UK (AOC) and a globally certified professional coach, Prince specializes in enabling clarity, alignment, and sustainable performance through behavioral diagnostics, agile frameworks, and real-time leadership simulations. He holds advanced certifications including Project Management Professional (PMP®), Chartered Manager (CMgr), and Certified Agile Professional, making him one of the region's few trainers equally fluent in people, process, and performance.

He is also the author of the highly regarded book "The Gatekeeper of Human Resource", which received endorsement from Malaysia's Minister of Human Resources and CEO of HRDF for its strategic insights into the future of workforce development. His work is regularly featured in Southeast Asian media, and he has spoken at international career and leadership events including the STJobs Career Fair in Singapore.

### **Key Strengths:**

#### **Executive Coaching & People Transformation**

Trusted by CEOs, CHROs & Government Stakeholders.

#### **AI Integration for Productivity & Project Execution**

Creator of the AI Readiness for Teams™ framework.

#### **Leadership Diagnostics & Team Alignment**

Certified Psychometric & Perfect8™ Behavioral Consultant.

#### **Confidential Advisor to High-Stakes Projects**

Including Digital Economy, SME Scaling & Organizational Restructures.



## Professional Certification:

Project Management Professional (PMP)

Certified Professional in Agile Project Management

Chartered Manager CMgr MCMI (P04740017)

Certified Transformational Leader (CTL), Chartered Management Institute, UK

Certified LEDA Recognised Leadership Skills Coaching (Level 3)

Master Trainer Identi3 Asia (Level 4), (MY-LVL4 00008)

CompTIA Certified Project+, (COMP001020857584)

CompTIA Technical Trainer (CTT+) (COMP001020857584)

HRDC Train the Trainer (TTT) 12495

Accredited Trainer HRDC

Fellow at AOC Association of Coaching UK

Expert Trainer on People Analytics (5 Assessments) (DISC, Hogan, WPB5, Reina Trust and Identi3)

Supercharge Your Learning Design with Generative AI - A Hands-On Intermediate Workshop

Productivity Hacks with Next Gen Tech (TGS-2024042519)

Generative AI For Business Professionals: ChatGPT, Media Synthesis, and Beyond (Synchronous E-Learning)



## STRATEGIC ADVISOR PROFILE

### Professional Association:

MIHRM Professional Member

Professional Member, International Institute Business Analyst (IIBA)

Professional Speaker, Malaysian Association of Professional Speakers (MAPS)

Book Author :- The Gatekeeper of Human Resource

### Academic:

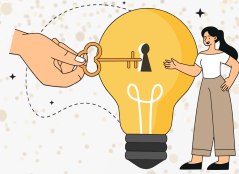
MBA UNITAR International University (Student Id: MC200912180)

MBA York St John University, UK (Student Id: 199130395)

Pursuing PHD (Currently) International University Malaya Wales (IUMW) (Student Id: 21090028)

Program Conducted by Prince Raj

# Discover a curated selection of impactful and industry-relevant programs



## Unlock Series

Unlock Series is a transformative learning journey designed to sharpen professional capabilities and unlock leadership potential. Each session empowers participants with practical tools, insights, and strategies for real-world success.



## Project Management Professional

Project Management Professional (PMP®) is a globally recognized certification that validates your ability to lead and deliver projects effectively. This program equips professionals with proven methodologies, tools, and leadership skills for real-world project success.



## Leadership Skills Coaching

Leadership Skills Coaching empowers individuals to lead with clarity, confidence, and impact. This program focuses on developing emotional intelligence, strategic thinking, and effective communication for leadership success.



## Team Readiness Program

Team Readiness Program equips teams with the skills, mindset, and collaboration tools needed to perform at their peak. It focuses on alignment, agility, and accountability to drive collective success in dynamic environments.



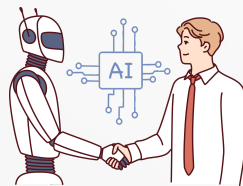
## **Leadership Series**

Leadership Series is a curated development journey designed to cultivate confident, future-ready leaders. It blends strategic insight, emotional intelligence, and real-world application to elevate leadership at every level.



## **Leadership and Management**

Leadership and Management training empowers professionals to lead teams effectively while driving organizational goals. It combines strategic leadership, people management, and operational excellence for impactful results.



## **Artificial Intelligence**

Artificial Intelligence explores the fundamentals and applications of AI to drive innovation and smarter decision-making. This program equips learners with practical knowledge of machine learning, automation, and data-driven strategies.



## **Customer Value Management**

Customer Value Management focuses on strategies to deliver, measure, and maximize value across the customer journey. This program equips professionals to drive loyalty, satisfaction, and long-term business growth.

## Our Focus

We specialize in delivering training programs, coaching sessions, and strategic consultations infused with biblical wisdom and ethical values.

Prince brings a unique blend of technical expertise and practical wisdom to every training session. His facilitation style is interactive, outcome-focused, and tailored to meet the learning needs of diverse participants—from emerging professionals to senior project leaders.



## Training Approach

Prince believes in experiential learning, combining global best practices with local context and real-life case studies. His sessions are known for high engagement, practical tools, and actionable insights that translate seamlessly into the workplace.

## Notable Highlights:

- Accredited trainer
- Regional Strategist ASEAN & Beyond
- Fellow Association of Coaching, UK
- Book Author - The Gatekeeper for Human Resources
- Conference Speaker ST Jobs Singapore

## Key Expertise Areas:

- Team Readiness Program
- Team Alignment Productivity
- Psychometric Measurement Tools & Personalized
- Team Coaching Expert

# UNLOCK YOUR D.E.S.T.I.N.Y



## Discover Your Path

Help individuals uncover their unique strengths, aspirations, and direction in life or career.



## Elevate Mindsets

Encourage personal growth by shifting limiting beliefs into empowering thoughts that unlock potential.



## Set Strategic Goals

Guide clients to define clear, measurable, and achievable outcomes that drive long-term success.



## Ignite Inner Potential

Awaken their creativity, passion, and untapped talents to pursue meaningful progress.



## Yield Sustainable Results

Ensure the journey leads to lasting impact—personally, professionally, and relationally



## Transform Habits

Support the creation of new, sustainable routines that align with their personal and professional goals.



## Navigate Change with Confidence

Equip clients with emotional intelligence and adaptive skills to thrive through transitions.



# What Makes Prince Raj a Trusted Name in Organizational Growth



## Proven Turnaround Expert

Successfully restructured a debt-ridden college into a profitable institution through strategic alignment and leadership intervention.



## AI-Driven Performance Consultant

Delivers hands-on productivity frameworks leveraging ChatGPT, behavioral analytics, and enterprise collaboration tools to prepare leaders for the AI era.



## Fellowship & International Credentials

Recognized as a Fellow Coach (AOC, UK) and a Chartered Manager (UK CMI)—credentials that symbolize his global-level mastery in leadership and coaching.



## Trusted by Leaders in Oil & Gas, Manufacturing, Education, and Government

His coaching, team development, and talent diagnostics have been praised by executives from top firms for transforming culture and clarity.

## The Gatekeeper of Human Resource

A strategic handbook for forward-thinking HR leaders endorsed by Malaysia's top HR policymakers

# TESTIMONIAL

## LINKEDIN TESTIMONIAL

### **Arif Ahmed**

**Artificial Intelligence Product Builder | HR Automation Consultant | Tech Coach | Learning Experience Designer | Human-Centred Technologist**

Prince Raj is a Leader in the Organisation Development field - leveraging on the People's Strength and Readiness for the Business Growth Initiatives. I have had the pleasure of working with him and co-training companies - and his greatest asset is his ability to Mentor companies to success. He has shown that Training & Development isn't about Knowledge sharing, but it is more on developing People & Process.



### **Michael A DaCosta**

**Senior Pastor | Business Consultancy at NNDC**

"Prince Raj is a Leader, entrepreneur and business man with a sharp eye for detail. His ability to understand people management and the management landscape has led him to the success he has today, A sought after mentor and Human Resource expert Prince Raj's portfolio of work speaks for itself. If ever there was a time for Managers and companies to be equipped with clear strategies for people management in this ever changing employment world it is now and Prince Raj is a key component for success in this era. A highly recommended expert in his field and one I would not hesitate to recommend to my business networks.



### **Hairi Hamzah**

**Human Resources Manager at BMI Malaysia (Monier)**

"Not many people can handle human capability assessments as Prince can. He was always very patient, solution-oriented, with great insights, a genuine believer of human potential and I would personally believe that there was nothing he couldn't solve when it comes to getting to know the inner potential in people. He is also very kind, accommodative and easy to deal with, which made our relationship smooth as helped us tremendously in providing us interpretation know-how and business solutions for our organizational and talent development needs."

**Erin Kong**

**IIBA | BA | Business Process Transformation | BPM | Operational Resilience | Business Architecture | Matrix & Metrics Generator**

"My gratitude to Prince Raj who has enlightened us about the magic of possessing a rightful Profiling: Discover Your Potential. I personally liked the words he said: "integrate your work with life" because it is so dear to me that I now see myself more objectively. During the program, his "down to earth" approach and candid feedback has helped me in so many ways to lead myself, lead others, and I believe it definitely will lead the business in the right direction too. Mr. Prince has a lot of relevant knowledge and hands-on skills and can definitely contribute more in terms of building a high-performance team.



**Andy Saedah**

**Platform Support at Enterpryze**

"Mr. Prince Raj is one of the best among all people I have ever worked with. His abilities in leadership makes him to view solutions rather than problems. Being a carer, Prince Raj never refuses you when you ask him for help. Yes! He's a life coach, a motivator, a great mentor and I really enjoyed working with him on the numerous projects we took on. You're the best, Mr. Prince!"

# TESTIMONIAL

## WHAT SENIOR PROFESSIONALS SAY ABOUT PRINCE RAJ

**Dennis Surin, Engineer** ★★★★★

I have discovered myself and I know myself better and deeper and I became to know myself more clearly now I'm more conscious of ME What I've learnt these two days will bring me to implement my future, my career and the best thing is I now have the best method to work in a team company Best in job fit, team fit culture fit

**Noriliani Roslan, Student** ★★★★★

I took the personality test, it helps me know my strength and weaknesses Although I will be graduating soon, I was still confused as to what I want to do as part of my career growth. The results of this test have now shown me what I can do I will rate the accuracy of the results a 9 out of 10 Everyone should experience this product

**Adrienne, School Leaver** ★★★★★

I struggle as a person, finding it hard to discover myself Until I discovered identi 3 from someone I knew and let me tell you, it was mind blowing and I was speechless I walked out the training program as a new person, I recommend this for all the millennials out there or anyone at all to take this test because it will really help you in your presence and your future life

**Gurmit Singh, Pastor** ★★★★★

I would like to say Thank You to our trainer Prince Raj, training has opened my eyes to understand the personality of an individual and to understand the Iceberg concept, where the 20 is just up there the rest of the 80 inside it Every 16 traits remind us that our lives have to be aligned and in order which will then allow us to be fruitful My mind is now opened and my heart, overwhelmed It's a great, great tool for everyone!"

**Sum, Key Account Manager** ★★★★★

The best part was the leadership challenge and teamwork. The facilitators have done a great job! Thanks!"

**Gordon, General Manager** ★★★★★

It was actually very good and well organized for the 2 days. Trainers handled the activities very well. Also, the style of training was quite good. It was not forceful or pushy."

# CORPORATE

## CLIENTS



# QUESTION? CONTACT US.

If your organization is preparing for change, growth, or disruption—Prince Raj will bring clarity, structure, and transformation.

He is not just a coach or trainer. He's a builder of people, processes, and purpose-driven performance systems.

Let's connect on LinkedIn to share insights, continue the conversation, and grow together professionally. I look forward to exchanging knowledge, best practices, and future opportunities with you.

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