

Performance Consultant Profile

Sam Yip MBA

NLP Practitioner
Certified Hypnotherapist
Certified Career Coach Trainer
Certified Personality Dimensions Trainer
Dip in Teaching and Training
Cert in Corporate Training



Sam is a practical strategist, consultant and training professional on talent development, leadership development and customer relation management. With more than 10-year solid experience in Business Development and HR Management, Sam successfully demonstrates high training performance and implemented different kinds of trainings and talent development projects with significant outcome in Hong Kong, Macau, China, Taiwan and Philippines.

During his service at Popular Holding Limited (Greater China Region) as a Talent Development Manager, he responsible for training needs identification, staff development, succession planning, training execution for Greater China Region with HK, China, and Macau and Taiwan business bodies. As a Training Head worked in Popular Holdings Limited, Sam successfully set up a new training department to enhance training performance, team spirit and staff loyalty, and also won the awards and accreditations including “Manpower Development Award” , “Caring Company” and “Quality Service Scheme” within 2 years through a series of staff training projects and cultural change initiatives.

As a professional trainer, Sam has solid training skills and experience for classroom training in different topics including Sales, Marketing, Team Building, Customer Service, Personality Analysis with NLP and Enneagram knowledge and theory. He is also an expert in teaching Enneagram with over 100 classes, seminars and workshops for different kinds of Organizations, NGOs and Government. He not only gained the support and admiration from corporate clients and participants, but also earned the reputation from media including TVB, Newspapers and Magazines because of the outstanding training skills and participation. His contribution and passion towards training is highly appreciated by various organizations.

企業績效顧問簡介

葉慶榮 (Sam) MBA

工商管理碩士

培訓及教學文憑

認可催眠治療師

認可性格透視培訓師

身心語言程式學執行

國家企業培訓師證書

認可職涯教練發證導師

葉先生十多年來的培訓足跡遍及港澳、北京、上海、廣州、深圳、台灣等地，通過運用在業務發展、人力資源及營銷管理的專業知識及經驗，過去在人才發展、領導力培訓和客戶關係管理等領域上，為不同知名企業、專業組織、中小企以及教學團體，成功設計及推行一系列的專案，並取得出色的成效及回饋。

作為一名專業的培訓師，葉先生擁有豐富的培訓技巧和經驗，通過活用心理學的知識，教授的課題不限但包括營銷管理、團隊建設、客戶服務及領導力等。同時，他亦是一位教授性格心理學的專家，過去曾為不同類型的工商機構、慈善組織、政府機構及教學團體提供合共數百場的公開班、研討會和培訓課程，包括 AEON、AIA、英國保誠、蘇黎世保險香港、利豐集團、百麗集團、大眾集團、澳門銀河娛樂、屋宇署、PaperOne 等數十間中港澳企業與組織。

為確保卓越的培訓質素與效益，葉先生堅持以客戶需要為本度身設計培訓內容，務求令每一個培訓細節都緊扣訓練目標。憑藉優秀的培訓技巧與教學熱誠，加上互動體驗培訓模式，不但獲得企業客戶和課程參與者的支持和讚賞，更贏得不同的媒體包括電視台、報章及雜誌的採訪報導，教學成效取得各界一致認同。