

## Curriculum vitae

Tay Chinyi Helena	
<b>Tel</b>	+65 86524763 (Singapore), +91 9901983541 (India)
<b>E-Mail</b>	taychinyi@oscarmurphy.com
<b>Date of Birth</b>	04 January 1970
<b>Website</b>	<a href="http://www.oscarmurphy.com">www.oscarmurphy.com</a> , <a href="http://www.theassessmentworld.com">www.theassessmentworld.com</a>
Professional Experience (the latest first)	
2001 – 2005	<b>Consultant Partner /</b>
2005 till date	<b>Executive Director</b> Oscar Murphy Life Strategists LLP, Singapore
2003 till date	<b>Executive Director</b> Oscar Murphy Life Strategist Pvt Ltd, India
	<ul style="list-style-type: none"> <li>▪ Senior leadership coach in the field of leadership interventions with many of the world's best-known companies, in areas of Strengthening Organisation Culture, Strategic Thinking at Different Levels, Managing Change in Dynamic Environment.</li> <li>▪ Trained and coached learners across organizational hierarchy of diverse cultural backgrounds.</li> <li>▪ Instrumental in the development of online various Psychometric Assessment Tools at <a href="http://www.TheAssessmentWold.com">www.TheAssessmentWold.com</a></li> <li>▪ Lead team in creating organizing benefit driven e-learning courses, practical workshops and other valuable customised trainings to suit different needs</li> <li>▪ Partnering Organisations in Developing and Delivery of Behavioral interventions that brings the attention of the participant to their attitude, beliefs, values and thought patterns when it comes to work, performance and growth. Targeting the three dimensions that form the key to unlocking any personal transformation: <b>B</b>ehavioural, <b>A</b>ttitude and <b>T</b>hinking.</li> <li>▪ Actively deployed different kinds of learning methods, such as coaching, job-shadowing, online training and so on.</li> <li>▪ Partner Organisations in the Developments of Assessment &amp; Development Centre for the purpose of Hiring at the Senior &amp; Management Positions, High Potentials.</li> <li>▪ Travelled widely across countries and continents during facilitating behavioural interventions. This also helped me gain insights in understanding the diverse cultures and practices.</li> <li>▪ Took an active part in establishing the Oscar Murphy Life Strategies in India right from the very start.</li> </ul>

1998 to 2000

**Some areas of specialisation are:**

- Transformational Leadership with Growth Mindset
- Situational & EQ Leadership
- Dealing with Changes & Challenges
- Optimizing People Engagement and Retention
- Succession Planning Exercises (Individual and Organisational)
- Influencing People & Leveraging Network Strategies
- Managing & Engaging Cross-Cultural Teams & Stakeholders (and remotely)
- Creating the Spirit of Oneness across teams, departments, regions & Organisation
- Innovative Approaches in Design Thinking
- THINK 360 Degrees & Benefit
- Development of Assessment Centre

**Sample List of Organisations to have Benefited from the Behavioural Interventions:**

- Buhler (Pan-Asia, Middle East & Africa), Desmet Ballestra, Dynapac
- Anheuser-BuschInBev, Pepsi, Diageo (Serengeti Breweries)
- Wells Fargo, LOWES, NIKE, Levi's, JK Tyre, TVS, FMCL, Kewalram
- Siemen, Bosch, TE Connectivity, Toyota, Volvo, Atlas Copco (China & India), Wipro
- Dr. Reddy's Laboratories, Mylan Pharmaceuticals, Manipal Hospitals and many more...

**Corporate Trainer & Content Developer at The McGregorr Consultants**

***Career Milestone Accomplishments:***

- Prepared and implemented learning strategies and people development programs.
- Monitored the successful development and implementation of plans and helped employees make the most of learning opportunities.
- Created quality content and managed Content effectiveness as well as it's effective distribution across different platforms for maximum reach.
- Collaborated with managers and heads of departments to develop their team members through career pathing exercises.
- Continuously reviewed individual and organizational development needs to contribute to people and organisational growth.
- Actively deployed different kinds of learning methods companywide, such as mentoring, job-shadowing and so on.
- Took interest in organizing benefit driven courses, practical workshops and other valuable customised trainings to suit different needs.
- Always made sure of overseeing budgets and negotiate contracts favourably.
- Organized hiring the right person for the right role and in engaging them with development to enhance performance and productivity to meet individual and organisational goals.
- Groomed several L&D Specialists in our team to ensure their job satisfaction, learning and career growth.

1996-1998

**Sales & Marketing Associate at ERA Reality Network Pte Ltd**

***Ealy Learnings and Progress:***

Managed tasks like conducting market research and identifying new opportunities. Gathered and analysed consumer behaviour data. Generated reports on marketing and sales metrics.

Contributed to collaborative efforts and organized promotional events. Coordinated with the marketing design and content teams to generate digital and print advertising material. Maintained impeccable records of marketing metrics and results of past campaigns. Prepared and delivered regular sales forecasting reports. Monitored and reported competitors' marketing and sales activities.

**Achievements:**

As a real estate agent, I had helped people made the most important financial decision of their lives. Helped upto 100 families find homes where they create cherished memories. This is also where I have picked up the Consultative Selling & Negotiation Skills.

1991-1996

**Ocean Butterflies Production Pte Ltd**

***Fine Career Start:***

**Assistant to Artist Manager** - Actively participated in the development of artists' careers, including key contacts involved in engagements.

- Acted as key management representative for artists on location, promotional activities, photo shoots, events
- Assisted with planning and implementation of album release campaigns, including promotional/social media plans, press, marketing, South-East-Asia touring
- Liaised with promoters and artists for production matters, including but not limited to complimentary tickets, interviews, biographies.
- Ensured continual engagements with organisations and promoters with a view to securing future engagements.

**Pro-active Event Planner** - Organized and managed every aspect of an event.

- Identified clients' requirements and expectations for each event.
- Assisted with creative decisions and implementing event plans and concepts.
- Attended all meetings to act as a second point of contact.
- Helped set up and dismantle events efficiently through to completion.
- Liaised with clients and suppliers.
- Handled logistics, managing budgets and invoicing.
- Organized accreditation needs.
- Assisted in branding and communication.
- Presented post-event reports.

**Stage Manager** – Supported and organised all the different teams involved in the day-to-day running of stage production from rehearsals right through to performances and then post-show.

- Created and set up rehearsal schedules.
- Managed furniture and props.
- Arranged costume and make-up.
- Liaised with all stage production departments and collate information.
- Liaised with Production Manager regarding budgets.

	<b><u>Achievements:</u></b>
1993 – 1995	1. <b>The Singapore Golden Melody Annual Awards</b> ceremony, which aims to promote Singapore's music career and reward outstanding musicians in Singapore and abroad.
1993 – 1996	2. <b>The Singapore XinYao Annual Concerts</b> , a stage for talented young people to compose and sing their own songs, were regarded as a tool to promote Chinese culture in Singapore, has successfully moved a lot of music composers and singers from national to international stage.
1991 ( Volunteer)	3. <b>Wataboshi 1st Asian Music Festival</b> is a International festival that showcases music from people with disabilities from Asian and Pacific countries.

#### Education and trainings (last training first)

Date of completion	
2007-2009	MA (Psychology) with IGNOU University – School of Social Sciences
2001	Certification in Psychometric Analysis by Oscar Murphy International, USA
2000	Certified Behavioral Master Trainer by Oscar Murphy International, USA
1999	Certification in Content Development & Design by The McGregorr Consultants, Singapore
1996-1998	MA (Sociology) with RMIT University, Australia
1994-1996	MBA with Institute of Management Studies

#### Publications (last first)

2020	<b>Unmasking Candidates</b> (Co Author) Book published by Notion Press
2019	<b>SEARCH – Select Enable Attain &amp; Reach Career Happiness</b> (Co Author), Book Published by Notion Press
2019	<b>HAPPY – Holistic Approach to People, Personality &amp; You</b> (Co Author), Book Published by Notion Press
2017	<ol style="list-style-type: none"> <li>1. <b>CRP – Change Response Profile – A Psychological Assessment Measuring Employee concerns during Organisational Change</b> was Co-authored and Published a research paper in IMPACT – International Journal of Research in Business Management (IMPACT:IJRB) (P): 2347-4572; ISSN (E): 2321-886X Vol. 5, Issue 8, Aug 2017, 27-40C Impact Journal</li> <li>2. <b>LEAP – Leaders Effective Aptitude Profile</b> was Co-authored and Published a research paper in International Journal for Innovative Research in Multidisciplinary Field -ISSN - 2455-0620; Volume 3, Issue 7, July 2017</li> <li>3. <b>Behaviour Pattern Analysis</b> – Based on the research of B F Skinner was jointly published in International Journal for Innovative Research in Multidisciplinary Field ISSN – 2455-0620 Volume 3, Issue 4 Apr 2017</li> <li>4. <b>4C's Inner Motivation Styles</b> based on Dr William M Marston's research was jointly published in International Journal of Scientific and Research Publications ISSN – 2250 – 3153 Volume 7, Issue 4 April 2017</li> <li>5. <b>PPC 20 – People Performance Competency Assessment</b> – An Objective Psychometric Measure was jointly published in IMPACT – International Journal of Research in</li> </ol>

Business Management (IMPACT:IJRBIM) (P): 2347-4572; ISSN (E): 2321-886X Vol. 5, Issue 4, Aug 2017, 1-18 Impact Journal

6. **FITS Personality Type Assessment** – Based on Carl Jung’s Research was jointly published in International Journal for Innovative Research in Multidisciplinary Field – ISSN – 2455-0620; Volume 3, Issue 3, March 2017

7. **Communication Pattern Analysis** based on the reseach of Dr Eric Berne & Douglas McGregor was jointly published in the Imperial Journal of Interdisciplinary Research (IJIR) ISSN – 2454 – 1362 Volume 3, Issue 4 2017

2015 **Scientifi Performance Management – A Comparative Study** was jointly published in ‘Personnel Today’ JUL – DEC 2015

2012 **Role of Psychometric Assessments in HR Strategy** jointly published in ‘People and Management May-June 2012

[https://wkdndv.academia.edu/TayHelena?from\\_navbar=true](https://wkdndv.academia.edu/TayHelena?from_navbar=true) is a place where you can download my different research papers published in prominent international journals.