



WILLIAM CHUA

William started his career as a cabin crew with Singapore Airlines 37 years ago and rose through the ranks to become an in-flight manager, followed by becoming an in-flight auditor. In 2009, he took the challenge and became a full-fledged trainer cum business consultant. Before that, he served as an internal trainer at Singapore Airlines for six years and conducted numerous training sessions on service skills, customer relations, fleet conversion and communications. He was also responsible for monitoring and auditing the crews' service, performance, and grooming standards.

His passion for training and the use of unconventional and effective learning methods have won him consistently high review ratings. He has received positive feedback from participants that they have enjoyed his interactive style of training and creative approach.

His wealth of knowledge and track record as a service provider in training and inter-personal communication spans across airlines to hospitality organisations, and other industries specializing in service excellence, leadership, and people management.

He facilitated contextualised programmes and Singapore Workforce Skills Qualifications (WSQ) courses:

- Leadership
- Service Excellence
- Critical Core Skills

He has facilitated training for the government sectors, private organisations and educational institutions such as:

SATA, SAFRA, Maybank, NTUC INCOME, Civil Service Club, Army HUB, Grohe, ZF, Reachfield Securities, Bukit Batok Driving Center, On Cheong, Sport SG (SEA Games), K&S, IBM, National University of Singapore (NUS), NTUC Income, Sport SG, Civil Service Club, Raffles Country Club, Bukit Batok Driving Centre, Army Hub, Maybank, Marina Bay Sands, Resort World Sentosa, Wok People, ZF, other SMEs and many public runs.

To this today, William is also best remembered for his deep passion for charity work, which is to care for the elderly, sick, poor, and abandoned children both in Singapore and abroad. William was responsible for building and implementing a dynamic culture in caring and giving through the Cabin Crew Club for Community Care (5Cs). This initiative was spearheaded overseas under ROPES, (Reach-Out Programmes by Employees of SIA). He worked tirelessly, seeking local and overseas partners to pursue the aims of 5Cs, including fundraising. As a result of his resourcefulness, 5Cs has been able to conduct regular volunteer trips to the ASEAN countries.

William holds the following qualifications and certifications:

- Master's Degree in Business Administration (MBA) from Anglia Ruskin University, UK
- Advanced Certificate in Training and Assessment (ACTA)
- Diploma in Teaching English to Speakers of Other Language (TESOL)