

MIND EDGE PTE LTD



PROFILE OF ALAN YIP

Master Trainer & CEO, MIND EDGE

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Profile of Master Trainer, Mr Alan Yip



Alan Yip is the Master Trainer and Founder of Mind Edge Pte. Ltd. He is the Master Trainer of the Singapore Memory Team which represented Singapore in the 2004 World Memory Championships (U.K.). He is also the Coach of the first and only Grandmaster Norm of Memory in Singapore (there are fewer than 40 such elite memory experts worldwide). In addition to his achievements, he is the Record Holder of Memory Power which is featured in the Singapore Book of Records

A passionate educator, cutting edge entrepreneur and one of the most dynamic, powerful and humorous speakers in Asia, Alan has over 20 years of diverse experience as an entrepreneur, consultant, university counsellor, human resource manager, spokesperson, managing director and peak performance coach. Reaching more than 10,000 people a year through speaking engagements and private coaching, he is dedicated to empowering others to unlocking the secrets to peak performance and realizing their highest potential for success in school, work and life.

Voted as the Best MBA Speaker and Founder of the Memory Sports Club (Singapore), Alan graduated with a Bachelor's Degree achieving the Highest Distinction in his triple-majors - Business, Economics and Computer Information Science - from the Franklin College of Indiana, U.S.A. He holds an MBA (Finance) from Indiana University (Bloomington). In addition, he was ranked among the top 1% in TOEFL (Test of English as a Foreign Language).

Alan Yip possesses a wealth of business and management experience across many industries. His many notable achievements include distinguished appointments as the Spokesperson and Regional Manager in charge of Public Relations, Crisis Communications and Human Resources in America and as a Managing Director in the Asia Pacific region for an American corporation where he was in charge of Asia Pacific business operation and expansion for 8 years. Furthermore, Mr. Yip was elected as the first-ever non-American President of the Indiana Personnel Association. Among his notable accomplishments was his honourable appointment by a US City Mayor as a Human Rights Commissioner.



As a Consultant, he was instrumental in designing and developing system improvements to a Self-Directed Work Team Model and high-performance corporate culture for a top-5 global pharmaceutical company in America. Mr. Yip single-handedly developed a High Performance Organisation System for the Career Development Centre of Indiana University (Bloomington, U.S.A.). He also successfully designed and implemented powerful public relations, low-cost/high-impact marketing, effective leadership, customer delight, impact presentation, win-win negotiation, revenue generation and business growth strategies for small and medium enterprises in America.

Alan wishes to share his personal story and values such as perseverance and self-belief with students. He firmly believes that anyone can achieve success, as long as they do not allow their mindsets and success potential to be constrained by their personal or family circumstances. Alan is always happy to share his own life experiences, including his early struggles overcoming financial hardship to win a Ful-Bright scholarship to study in the U.S.

Media recognition of Alan's achievements:

Channel News Asia (CNA), Straits Times, New Paper, Berita Harian, Lianhe Wanbao, Shin Min Daily, FM 938, TODAY, Human Resources Magazine, SHAPE Magazine, Family Magazine and U-Weekly Magazine

List of companies trained by Mr Alan Yip

- Atos Origin
- Automobile Association of Singapore
- Baker & Mckenzie.Wong & Leow
- Business Network International
- Chinese Development Assistance Council **(CDAC)**
- Citibank
- Credit Suisse
- Defence Science & Technology Agency **(DSTA)**
- Government Investment Corporation **(GIC)**
- Greenridge Secondary School
- Health Sciences Authority
- Health Promotion Board **(HPB)**
- Hongkong Shanghai Banking Corporation **(HSBC)**
- Hong Leong Finance
- IBM
- Inland Revenue Authority of Singapore **(IRAS)**
- JTC Corporation



- Land Transport Authority (**LTA**)
- Maritime and Port Authority of Singapore (**MPA**)
- Maxtor
- Ministry of Information, Communications and the Arts
- Ministry of Community Development, Youth and Sports
- Ministry of Defence
- Nanyang Polytechnic
- National Dental Centre (**NDC**)
- National Library Board (**NLB**)
- National University of Singapore (**NUS**)
- NatSteel Asia
- Ngee Ann Polytechnic
- NUS Alumni
- NTUC Income
- OCBC
- PSA
- People's Association
- Raffles Hotels & Resorts
- Reader's Digest
- SAFRA
- Singapore Action Group of Elders (**SAGE**)
- Singapore Human Resource Institute (**SHRI**)
- Singapore Indian Development Association (**SINDA**)
- Social Development Unit
- Singapore Discovery Centre
- Singapore General Hospital (**SGH**)
- Singapore Police Force
- Singapore Polytechnic
- Singapore Pools Pte Ltd
- Singapore Power
- Singapore Press Holdings (**SPH**)
- Singapore Management University (**SMU**)
- Texas Instruments Singapore
- Tuas Naval Base
- Urban Redevelopment Authority (**URA**)



Testimonials

Thomas Low S.K
Business Head, Emerging Business
Enterprise Banking. OCBC

“The lessons learnt are priceless and I have applied them to my work producing amazing results. I am truly grateful and would like to compliment you for being a Superb Trainer & producing an excellent training programme.”

Liu Fang Joo
Senior Vice-President
Human Resource and Corporate Communications
Natsteel Asia Pte Ltd

“Your unique “FUNtastic™ Mind Power” Workout was a FUN-filled, dynamic, interactive, refreshing, humorous, yet practical and productive learning experience and team-building exercise for our participants. They were captivated and impressed by your easy to understand and light hearted energy. I would recommend Mind Edge to other organisations for it will give them the Winning Edge.”

Vincy Ng
Vice President, HR Asia Pacific
Atos Origin

“The mind memory method is indeed powerful! Thumbs up for Mind Edge!”

Albert Lim
Assistant Director, Corporate Planning
MICA Innovation Fiesta Organising Committee

“The Creativity and Innovation Workshop certainly challenged participants to think differently, ignited their enthusiasm for creativity and made an impact on them.”

LTA Yeo Chee Wee
SO External Training Management, SCDF

“The course was well received as Alan Yip was able to communicate effectively. There was a remarkable improvement in all the participants. Many were convinced that a powerful memory was achievable after the training.”



Tan Huan Meng
Assistant Director - Business Excellence
Organiser, Learning Festival 2006
DSTA

“All who attended were impressed, not just by your charisma but by what they learnt through the interactive and interesting ‘games’ that they played during your session. They learnt something interesting that will benefit them in both their personal as well as professional lives.”

Karen Kwok, HR Manager, Health Promotion Board (HPB)

“Expanding Memory Power was taught in an interesting and stimulating manner, with much interaction between the trainer - Mr Alan Yip - and the participants. Participants learnt useful techniques which are effective in improving mental alertness and memory skills. Alan was a very engaging trainer. He demonstrated thorough knowledge of the subject matter and was able to encourage participation during the training. Overall, he was a very effective communicator.”

Mr. Lim Peng Hun, B Eng (Hons), M Sc (Elec), M Ed (Harvard)
Director, Dept. of Industry Services, Singapore Polytechnic

“Alan has great presentation skills! His talk attracted the highest number of staff and student participation in the 55@SP Entrepreneurship Talk and Networking Series. Some staff who attended the talk are very keen to attend further training by Alan. I will forward their requests to HR. Well done, Alan!”

Julias Wikarta, Vice President, Nanyang Polytechnic Staff Association

“It was truly a fun filled and enriching session which all participants thoroughly enjoyed. Your interactive and light hearted presentations are excellent and a sure way of getting the participants to unleash their potential...they are eager and hungry to learn more of your unique techniques.”

Human Resource, Singapore Polytechnic (SP)

“The participants have given very positive feedback about Alan's training. Alan has proven to be a very committed trainer and the participants have benefited a lot from the various sessions of the Memory training.”



Tze Wei
SGH Learning Centre

“Everyone who attended the session not only learned a simple and useful technique but also enjoyed the session thoroughly. Besides being a memory expert, Mr Alan Yip's sense of humour has made the session an interesting and entertaining one!”

Lim Lin Da (Ex-Director, Education) Singapore Discovery Centre

“I was so convinced that your creative memory programme would benefit our school audience. Apart from the useful and fun memory techniques, it is your faith in the human potential that makes this programme valuable. Many educators are results-oriented but few are process-oriented. Even rarer still is one who delights in developing and enhancing a child's self-esteem. I am glad that you, Mr. Yip, are one such motivational guide to sweeten the path of learning itself.”

Philemon Tay May Ling
Executive (Admin & Social), PSA Club

“Alan Yip is a powerful and engaging speaker who can demonstrate and deliver his talk in a fun and entertaining manner. It is evident that the participants enjoy his talk tremendously and can easily relate and apply what they have learnt to their everyday

Leonardo Drago
Senior Vice President, Credit Suisse

“I am able to remember important information about each of my clients, without having to refer to my notes, or PDA. I would highly recommend Mind Edge memory training to everyone!”

Caroline Loh
Director of Library, Ngee Ann Polytechnic

“Convinced by the positive results from the programme, I have arranged for all my staff to go through the programme... Wish I had known about this programme earlier. A unique brand of Memory programme that nobody can do without.”



MEDIA RECOGNITION

sundaytimes
news 10 October 2004

SHE CAN MEMORISE ALL THE NEWSPAPER HEADLINES IN 26 PAGES IN 15 minutes

TOTAL RECALL
Michelle Low, 23, can remember a sequence of 940 playing cards



联合晚报
Lianhe Wanbao

通过有趣方式 加强记忆力

文/ 魏文宁

好一阵子，在一家美国公司担任行政文员兼人事助理的Michelle Low（魏文宁），最近心血来潮，决定挑战一下自己的记忆力。她决定在15分钟内，把26页的《联合晚报》的所有标题都记下来。她成功了！

Michelle Low在挑战之前，曾参加过多次记忆力训练课程。她发现，通过有趣的方式，可以大大提高记忆力。她决定挑战一下自己的记忆力。她决定在15分钟内，把26页的《联合晚报》的所有标题都记下来。她成功了！

TODAY
MEDIACORP Press
we set you thinking • todayonline.com
Thursday • July 29, 2004 • MY\$1.17 (incl GST)

Got what it takes to be a memory champ?

THREE minutes was all it took for Mr Alan Yip, president of the International Federation of Memory Sports (IFMS) Singapore, to effortlessly memorise and list the sequence of 20 random playing cards.

This, Mr Yip claims, is something everyone is capable of doing.

"The brain is very powerful. All of us have a 'Ferrari of the mind' and we only need to know how to drive it," he said.

For instance, one secret to unlocking the "super memory" is to associate different items with images or body parts.

Mr Yip, who will lead the republic's first memory team at the World Memory Championship in the United Kingdom next month, sees Singapore as a potential centre of excellence for memory sports.

Human Resources
Guru for hire



Name
Alan Yip

Job Title
Founder and master trainer

Company
MIND EDGE

In a nutshell
At only 26, Yip had already served as the spokesperson and regional manager in charge of public relations, crisis communications and human resources in the US. He was also voted as the Best MBA Class Speaker and elected as the first-ever non-American President of Indiana Personnel Association, USA. His other accomplishments include the appointment by US City Mayor to be a Human Rights Commissioner. He has also served as managing director for Norcote International, a specialty chemicals company, in Singapore for eight years.

As the master trainer at MIND EDGE, Yip has been coaching the Singapore Memory Team to represent Singapore at the World Memory Championships. He has also coached Michelle Low, the first and only Grandmaster Norm of Memory in Singapore. Yip has been communicating his memory techniques and peak performance principles to numerous individuals and organisations such as the Ministry of Defence, Health Promotion Board, Citibank and the Urban Redevelopment Authority.

Mind Edge教你5个方法 让你的孩子成为天才

家长的黄金生涯，也是父母帮助孩子成为天才的黄金时期。Mind Edge 记忆力训练课程，让您的孩子成为天才。

5个方法：
1. 从游戏中建立自信
2. 从生活中建立自信
3. 从学习中建立自信
4. 从挑战中建立自信
5. 从成功中建立自信

让孩子成为天才，从 Mind Edge 开始。

Refreshed or new?
Most of his programmes are designed to sharpen the human mind through the incorporation of memory enhancement techniques. The key emphasis is on direct application of creative memory skills to work requirements and daily life usage. By using such skills as the foundation of his other programmes such as emotional-selling, high impact presentations and entrepreneurship, it reinforces and maximises participants' learning efficiency, retention and practical application.

Delivery?
Humorous and light-hearted, participants warm up to Yip quickly. Interactivity amongst participants is greatly encouraged. Creativity and energy are two of his trademarks.

Put in front of
From administrative staff to managers to upper echelons including CFOs and CEOs.

Cost
Fees for memory enhancement programmes (24 hours spread over eight weeks) are \$1,298. Private coaching starts at \$5,000.

Visit www.mindedge.com.sg or email mind_edge@pacific.net.sg

联合晚报
Lianhe Wanbao

通过有趣方式 加强记忆力

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参加增记忆力课程 女生功课突飞猛进

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MIND EDGE
Memory Training

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SINGAPORE
THE STRAITS TIMES Thursday, 29 October 2004

Thanks for the memory

Michelle Low, 23, can remember a sequence of 940 playing cards

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Office survival kit

一个成功的职员 懂得帮上司取分

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you can do it!
HOW DO YOU MOTIVATE YOUR CHILD TO PERFORM BETTER AT SCHOOL. YEAH!

小back to School

family

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新明日報
22 October 2004

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MIND EDGE™
Sharp Mind; Extraordinary Life