Association of Professional Trainers
SINGAPORE

SYNOPSIS

The missing link between training and results.

Organizations spend millions of dollars in training and developing their employees, expecting a promising return of investments (ROI). However, the outcome can be far from expectation, and this is as a result of the low retention rate of learning. So, what is the 'missing link'? During the Talk, we will explore this 'missing link' and make the recommendation on what might enhance the learning experience of employees and in turn generating the expected ROI.

SPEAKER

David Loke is a Corporate Trainer and Coach in the Healthcare sector. Over the years, he has facilitated Sales effectiveness workshops across countries like China, Hong Kong, Japan, Korea, India, and many others in South East Asia. He is fluent in Mandarin, Cantonese and English.

Besides conducting workshops, David spends most of his time coaching middle to senior level salespeople to ensure a smooth transference of learning. This process is done through a systematic approach in Planning, Observation and Evaluation, which David has developed through substantial research and experience.

David believes in bringing out the best in individuals through coaching and feedback.