

ELIZABETH CHAN

FOUNDER & CEO

Center For Competency-Based
Learning and Development

- MASTER OF MANAGEMENT (HRM)
- MASTER TRAINER - ACTA
- CERTIFIED PRACTISING MANAGEMENT CONSULTANT (PMC)
- MORE THAN 20 YEARS OF EXPERIENCE IN OFFICE ADMINISTRATION, HUMAN RESOURCE, TRAINING & CONSULTANCY
- AWARD WINNER FOR CONTRIBUTION TO NATIONAL WORKFORCE DEVELOPMENT BY SPRING SINGAPORE (2002) UNDER THE NATIONAL SKILLS RECOGNITION SYSTEM
- CERTIFIED AS A STRENGTHS COACH BY GALLUP



Elizabeth holds a Master of Management (major in Human Resources Management) from Macquarie University. She brings with her more than 20 years of working experience in office administration, human resource management and development, as well as training and consultancy. In 2000, she left her job as a Human Resource Practitioner to be one of the pioneer consultants for the National Skills Recognition System (NSRS), then a new initiative by the Ministry of Manpower. She developed functional maps, skills standards and assessment plans for about 30 different industries which led to her earning an award in 2002 from SPRING Singapore (under Ministry of Trade and Industry) for her contribution towards national workforce development, the only NSRS consultant to be awarded that year.

She was also featured in the Straits Times for her active involvement in the NSRS. Later, Elizabeth was appointed by SPRING Singapore, the implementing agency of NSRS, as Industry Supervisor and Supervising Assessor to supervise assessments for various industries.

She was also appointed as an auditor for NSRS approved training centers & training programs and trainer for the NSRS Consultant, Manager and Assessor Courses. In addition to her involvement with NSRS, Elizabeth developed on-the-job training blueprints for various industries for SPRING Singapore and was an approved trainer for this series of On-the-Job Training (OJT) programs.

Elizabeth's extensive work in NSRS eventually led to her training and consultancy work with the Singapore Workforce Development Agency (WDA), a statutory board of Ministry of Manpower, which was established in 2003.

She was involved in the development and implementation of the Singapore Continuing Education and Training Framework, later known as The Singapore Workforce Skills Qualifications (WSQ) Framework by developing Industry Competency Maps, Competency Standards, Assessment Plans & Standard Curricula. Some of the WSQ frameworks, which she had managed/developed, which earned her recognition, include Retail; Meeting, Incentive, Conventions & Exhibitions (MICE); Training (Advanced Certificate in Training & Assessment); Employability Skills; Creative (Animation & Games Development); Community & Social Services (Senior Care); and Early Childhood Care & Education. Till date, Elizabeth is still actively involved in such consultancy work, which makes her one of the very few individuals with expertise in the full spectrum of the competency framework.

Elizabeth also helps companies from different industries in adopting and implementing the WSQ Frameworks, including developing training programs and assessment plans, and providing training to course developers, trainers and assessors who come from a variety of occupations such as CEOs, directors, lecturers, managers, trainers and training administrators.



"Elizabeth did a great job in making the class relevant and interesting with real-life examples and making sure the class understood the objectives."

- ACTA classes





“Elizabeth presented her rich experience in HR, in a useful & systematic framework. Definitely one of the best trainers I have ever met.”

- Christina (NUS)

She founded the Community of Practice in Assessment (COPA) in 2005 while conducting training with the Singapore Training & Development Association (STADA). **When she started her own company, Center for Competency-Based Learning & Development (CBLD Center) in 2007, she re-activated the COPA**, which is now a platform for developers, trainers and assessors to come together to exchange the latest ideas and best practices in the training industry. Guided by her vision and passion, **Elizabeth has grown CBLD Center to be a front runner in competency-based training and consultancy.**

In 2011, she started a new business unit to provide training and consultancy services in competency-based human capital management. This is with the objective of championing the adoption of a holistic competency HR framework for organizational success. Through her leadership, the Company has established itself to be a reputed training and consultancy firm providing high quality competency-based training programs and consultancy services.

Elizabeth has served as a Council Member with the Training and Adult Education (TAE) Manpower Skills and Training Council formed by WDA from 2011-2013. She is also certified as a Practicing Management Consultant by the Singapore Business Advisors and Consultant Council in 2012, which qualifies her company, CBLD Center to offer HR consultancy services to companies, riding on grants from SPRING Singapore.

Elizabeth is certified Gallup Strengths coach providing strength based coaching services to individuals as well as companies. These coaching and training sessions will equip individuals with the skills and knowledge to Name their Strengths, Claim them to get a deeper understanding of who they are, and Aim them by “flex-ing” their Themes to hone their Strengths, build on their areas of greatest potential, and overcome barriers as well as weaknesses. Elizabeth believes empowering people with the right competencies and strengths to fly high.

TRACK RECORD

These are the following industries that Elizabeth has worked with under the NSRS and WSQ frameworks:

- Aerospace
- Automobile
- Bakery
- Biomedical Science
- Call Centre
- Creative
- Early Childhood Care and Education
- Education
- Eldercare Services
- Electronics
- Entertainment
- Environmental Cleaning
- Finance
- Food & Beverage
- Floral
- Healthcare
- Human Resource
- Insurance (General, Life)
- ICT (Infocomm Technology)
- Land Transport (Bus, Taxi)
- Landscaping / Horticulture
- Logistics
- Manufacturing
- Nursing Homes
- Patient Care
- Pest Management
- Petroleum Retail
- Precision Engineering (Machine Tools)
- Real Estate
- Retail
- Shipping
- Tourism (Accommodation, Attractions, Travel, MICE, SPA)
- Training
- Waste Management

Awards:



SPECIALIZATION

- Development of competency maps and standards
- Development of competency-based HR systems
 - Manpower Planning
 - Competency-based job descriptions
 - Competency-based interview system
 - Competency-based performance management system
 - Competency-based learning and development
 - Career progression and development
 - Talent management
 - Succession planning
 - Development of on-the-job training infrastructure and training programs
 - Development of competency-based training programs and assessment plans (WSQ & non-WSQ)
- Coaching in discovering and developing own strengths



**Center For Competency-Based
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