



Trainer's Profile **Zainudin bin Kadir**



Zainudin Kadir holds a Master of Business Administration from Charles Sturt University, Australia. He has 28 years of corporate working experience in a diverse range of industries. Among other positions, he was the District Trainer for KFC Holdings (M) Sdn. Bhd. and the Training Manager for Tesco Stores (M) Sdn. Bhd.. In the latter position, he was responsible for organizing and delivering training solutions for leadership, general and operational skills for 52 stores and 2 distribution centres in Malaysia. He was also accountable to identify training requirements across the stores and help stores to have clear training plans in order to meet the needs of people development, customer relation and business operation. He has conducted many training programmes on the topic of leadership and team building, besides other operational training programmes in retail management and quick service restaurant management.

Today, Zainudin runs his own training business. His areas of expertise include leadership & team building, human resources, customer service, management and food safety. Besides his vast hands-on experience, he also has a slew of certificates to prove his credential. Zainudin a Certified Trainer with the Human Resource Development Fund (HRDF), an Accredited Training Specialist with the Institute of Leadership & Management (UK), a Certified Trainer for Situational Leadership II with Ken Blanchard Companies (USA), and a Certified Food Handler Trainer recognized by the Ministry of Health Malaysia. In addition, he is a Panel Member of Curriculum Development for National Occupational Skills Standard and a Committee Member of Technical Standard for National Occupational Skills Standard, both under the Ministry of Human Resources.

Over the years, Zainudin has trained thousands of representatives from government ministries and large organizations including Ministry of Human Resources, International Islamic University Malaysia, McDonald's Malaysia, KFC Holdings Malaysia, Marrybrown Malaysia, A & W Malaysia, Dutch Lady Malaysia, Perwira Niaga Malaysia and others. In 2014, he received a Certificate of Appreciation from Datuk Richard Riot Jaem, Minister of Human Resources Malaysia for his contribution to Tesco Malaysia in successfully completing the National Dual Training System with a total of 123 staff graduating from the Technical Education Vocational Training. Among his training programme participants, Zainudin is known for his applicable and job-related content delivered at a vibrant pace. His mastery in combining soft skill concepts with real life requirements makes him a highly respected trainer.

As an independent trainer, Zainudin intends to expand his repertoire to include more training programmes aimed at all levels of society and organization.