



## MEDIA RELEASE

### **COMMUNICATION SKILLS ARE VITAL FOR SUCCESS IN TODAY'S GLOBAL BUSINESS ENVIRONMENT**

SINGAPORE, TUESDAY 06 MAY 2014--FOR IMMEDIATE RELEASE

In April 2014, MP Mr Hri Kumar Nair mentioned that Singaporeans are "often led down by their standard of spoken English and a lack of confidence to persuade or articulate their views on their feet." Communication skills are vital for success in today's global business environment.

Regina Chua, founder and managing partner of DD Consulting Pte Ltd knows full well the importance of engagement and purposeful communication. Although she was considered to be successful in her career--she was the youngest marketing director of Asia in Schlumberger based in Beijing at age 29, her strong technical and market knowledge which surpassed her counterparts was trumped by their savvy communication skills. Her counterparts closed sales deals more easily and built strong and lasting relationships with their customers.

Regina soon realised that engagement and purposeful communication were key to business and career success.

In a developed nation like Singapore, where people have similar skills and qualifications for any job scope, communication skills can determine the level of success one achieves. Moreover, in a working environment of intense global competition and where business stakes are high, employees have to maximise their chances of success and minimise failure in their daily interaction with customers and colleagues.

Through her international career, Regina realised the pitfalls of relying purely on feelings in the spontaneous flow of conversation. As she was not naturally strong in interpersonal engagement, she wanted a methodical process that was easy to follow and left no room for error. Her idea of turning the art of conversation into a science, led her to research and devise a model for engagement and purposeful communication she named FIREFLY.

After she left her international career due to a crisis in her marriage and family life, she realised that her FIREFLY model combined with her skills for market commercialisation and expansion she had honed in her career, could become a successful human capital development business. This led her to start Discipline Dynamics in 2003, which was re-branded to be DD Consulting Pte Ltd in 2008.

FIREFLY is a purposeful engagement model that facilitates open dialogues in order to achieve desired outcomes. Effective in influencing without authority, facilitating open communication and expressing ideas, FIREFLY has been used by top consumer and commercial companies in Singapore and overseas in areas of customer engagement, business negotiation and teambuilding.

In November 2013, Regina published a book based on the FIREFLY model, *F.I.R.E.F.L.Y. Consultative Engagement* to make successful engagement more accessible to people who want to improve organisational performance through personal effectiveness. Regina Chua, founder and managing partner of DD Consulting Pte Ltd says: "I wrote this book to put a framework to engagement that is easy to use, to equip others with the skills for engagement and purposeful engagement, which is the difference between success and failure in today's fast-paced work environment."

**Media Kit: FIREFLY Consultative Engagement/DDC/Regina Chua [06 May 2014]**

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## NOTES TO EDITOR

### ABOUT DD CONSULTING PTE LTD

Established in 2003, by founder and managing consultant, Regina Chua, Discipline Dynamics (re-branded as DD Consulting Pte Ltd in 2008) began as a pioneer in spearheading the design and development of Business-to-Business executive development program for several prestigious academic institutions.

DD Consulting Pte Ltd (DD Consulting) is today a human capital development company that helps organisations to achieve their desired business outcomes using engagement solutions that address actual business case scenarios.

The aim is to help organisations to make their staff more effective in a highly competitive global marketplace.

The human capital development solutions offered can be custom-designed, or customised using DD Consulting's FIREFLY model as the framework for each organisation according to their unique business characteristics and desired business outcomes. The solutions encompass consulting, facilitation, coaching and training. No two solutions are alike as each organisation is unique.

Like a business consultancy, DD Consulting first facilitates a process to fully understand the industry and business context of each organisation, in order to suggest and tailor solutions that will meet their desired business outcomes.

The comprehensive pretraining due diligence which includes market visits, customer sales calls, interviews and focus groups enables DD Consulting's team of corporate veterans to pinpoint critical areas for development.

The customisation of the training design and development instantly simulates a real workplace application. Post-workshop follow-up tracks the learning from workshop to workplace in a directed and systematic manner. The outcome is staff are able to immediately apply what they have learnt and real results are achieved. For the organisation, their returns on investment (ROI) are high, and a sustainable solution is achieved.

DD Consulting's human capital development solutions has also been used for engaging both external and internal customers of corporations and government-linked organisations.

Clients are organisations based in Singapore, New York, London, Shanghai and Bangladesh, and range from the world's best-known consumer and industrial brands, to government-linked organisations. They include the local and regional offices of ExxonMobil, Maserati, Samsung Asia, Siemens, Volvo, DBS Limited, and Singapore's Economic Development Board, among many others.

DD Consulting's proprietary workshops based on the FIREFLY model are also made available to the public through partnerships with established training organisations.

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## **CUSTOM-DESIGNED SOLUTIONS**

Custom-designed solutions are available and will be proposed upon enquiry with DD Consulting.

## **CUSTOMISED SOLUTIONS**

Customised solutions are available for a list of DD Consulting's proprietary courses based on the FIREFLY model .

*Please refer to Appendix: Corporate Library (Proprietary DD Consulting Pte Ltd)*

## **BIOGRAPHY**

**Regina Chua, Founder and Managing Partner, DD Consulting Pte Ltd**



Regina Chua, 47, is the founder and managing partner of DD Consulting Pte Ltd (DD Consulting).

Well-versed with consumer and commercial management experience, her extensive hands-on corporate exposure to both process and product management across Asia Pacific has moulded her into a rare breed of consultant who can effortlessly synthesise the business need and design and develop a solution to achieve business transformation, one person at a time. DD Consulting's long-term strategic relationship with their clients and prestigious organisations such as the Singapore Institute of Management (SIM) is a testament to her pursuit for excellence in consulting and training.

Her stellar corporate career includes 15 years of international careers with Fortune 500 corporations with responsibilities in marketing and sales and "go-to-market" commercialisation in Asia Pacific. Rejecting the offer to pursue her honours degree at NUS Business School after graduating in 1988, she became the first ever graduate to be hired by Ogilvy One. Her career then moved over to the

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client's side heading regional management roles with corporations like Apple, Compaq and Kimberly Clark.

At the age of 29, Regina became the youngest regional director to join the Asia Pacific senior management team in the Beijing office of Schlumberger, managing commercialisation of new innovation in North and South Asia, her teams creatively leverage the lifestyle media in North Asia to launch new mobile innovations in 1999. And such creativity led to the launch of the world's first mobile solutions in the world, such as mobile banking and gaming in Hong Kong. Her ability to work closely with partners also saw shared successes in India with the Mumbai Stock Exchange and the Philippines Stock Exchange during her tenure at Verisign.

As she was not naturally strong in interpersonal engagement, she wanted a methodical process which she could follow. This led her to research and devise a model for engagement she named FIREFLY, which stands for: Flex, Impress, Rapport, Engage, Flow, Leverage, Yield. Sequential yet free-form, it is a model to build trust and credibility fast.

Challenges in her marriage and family life led her to leave her corporate career, and she soon realised that her proprietary FIREFLY model combined with her skills she had honed in her career could become a successful human capital development business. This led her to start Discipline Dynamics Pte Ltd in 2003, which was later re-branded as DD Consulting Pte Ltd (DD Consulting).

Today, DD Consulting is an established human capital development company.

In 2013, Regina published a book based on the FIREFLY model, *F.I.R.E.F.L.Y. Consultative Engagement* to make successful engagement more accessible to people who want to increase organisational performance and achieve career success.

#### **Regina Chua's Professional Qualifications:**

1. Certified Emergenetics© Associate Consultant (2012)
2. Certified DISC Behaviourial and Career consultant (2005)
3. MBA in Strategic Marketing from the University of Hull, United Kingdom (2000)
4. Bachelor of Business Administration, National University of Singapore (1988)
5. Executive Development for 'Managing Strategic Opportunities, Thunderbird Graduate Business School for International Management, Arizona USA (1994)
6. Kepnor-Tregoe ® Problem Solving and Decision Making workshop (1995).

#### **Regina Chua's Professional Accreditation:**

1. International Association of Facilitators, USA (2003 – present)
2. Crestcom© International, USA accredited facilitator for Bullet proof© Manager
3. Institute Of Motivational Learning©, USA Certified DISC Behavioral Consultant
4. Institute Of Motivational Learning©, USA Certified Keys Career Consultant

Regina is also a faculty advisor at the Wharton-SMU Executive Development programme.

Regina is married and has three children aged 14, 18 and 20.

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## ABOUT FIREFLY MODEL



Regina Chua, founder and managing partner of DD Consulting Pte Ltd knows full well the importance of emotional intelligence and interpersonal engagement. Although she was considered to be successful in her career, being the youngest marketing director of Asia in Schlumberger, she observed how savvy her international counterparts were in engaging with their clients, leading them to close sales deals easily and build strong and lasting relationships with their customers.

She soon realised that interpersonal engagement is the key to business and career success.

As she was not naturally strong in interpersonal engagement, she wanted a methodical process which she could follow. This led her to do extensive research on interpersonal engagement. She devised a model for engagement for her own use she named FIREFLY, which stands for: Flex, Impress, Rapport, Engage, Flow, Leverage, Yield. Sequential yet free-form, it is a model to build trust and credibility fast. It worked very well for her, and from there she realised that it could be used by corporations and retail brands, as it is the root of communication with their customers.

Since 2003, the FIREFLY model has been used by some of the world's best-known brands consumer and industrial brands.

The FIREFLY model is a principle-based framework, a methodical process that turns the art of conversation into a science. It is easy to use and leaves no room for error, empowering its users with the communication skills for success.

It started as a model for consultative engagement for sales professionals and has since evolved into various aspects of the FIREFLY model being selected and adapted to be used as models in human capital development solutions for Negotiation and Team-Building, and other communication programmes.

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## **ABOUT THE BOOK-- *F.I.R.E.F.L.Y. CONSULTATIVE ENGAGEMENT***

In November 2013, to make the FIREFLY model more accessible to the public, the book *F.I.R.E.F.L.Y. Consultative Engagement* was published.

Simplifying the consultative engagement process into seven interlocking stages, this book assists everyone in dealing with deadlocks and obstacles that are “naturally” embedded in any sales conversation.

Proven since 2003 as a best-selling human capital development model in Asia, FIREFLY is a dependable engagement model that will sharpen one’s ability to persuade, influence and impact others. The concepts in this book simplify the conversation, encourages dialogue, and with its application as a human capital development framework, is a breakthrough in communications.

In the current business environment of global competition, the need for increased chances of success is vital for businesses and careers.

This book combines the art of communications and the science of psychology with presentation and sales engagement techniques in the context of the global workplace.

Regina wanted to write this book for Asians who are working in the international arena, and for the international workforce that works in Asia by de-mystifying the engagement process at international organisations.

She lets readers in on the secrets of engagement through distilling the collective experiences of herself, her colleagues and her clients, using real-life examples from her international career and her own successful international training business.

Regina's desire to write *F.I.R.E.F.L.Y. CONSULTATIVE ENGAGEMENT* as a "no holds barred" book was because she wanted to share the secrets of engagement with others, to put them on the path of success.

*F.I.R.E.F.L.Y. CONSULTATIVE ENGAGEMENT* is sold at major bookstores: Popular, Times, and Kinokuniya at S\$15.90 per book (with GST). It is also available at [amazon.com](http://amazon.com) at US\$15.99 per book.

## **CLIENT LIST**

AIG S.E. Asia Pte Limited  
Beyond Beauty International Pte Ltd  
Building & Construction Authority  
Canon  
Credit Agricole Corporate & Investment Bank  
DBS Bank Ltd  
DSO National Laboratories  
Economic Development Board

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ExxonMobil  
International Enterprise Singapore (IE Singapore)  
Kaplan Professional  
Maserati China  
Miele Pte Ltd  
MobileOne  
MTU Asia Pte Ltd  
Samsung Asia  
Siemens  
Singapore Telecommunications Limited (Singtel)  
Singex Ventures Pte Ltd  
SMC Pneumatics (SEA) Pte Ltd  
SNP Excel (Hong Kong) Co Ltd (Guangzhou)  
SOXAL  
ST Electronics (Satcom & Sensor Systems) Pte Ltd  
Tien Wah Press  
Surbana Corporation Pte Ltd  
Takasago Singapore Pte Ltd  
Volvo East Asia (Pte) Ltd  
World Courier  
*And many more....*

#### **CLIENT TESTIMONIALS**

“Well-researched, organized and delivered. The trainer’s wealth of experience and knowledge of the industry that we are in proved invaluable in bring across the learning points, adding value to the sharing and enhancing her rapport with the participants.”  
*Head of Human Resources Department, AIG S.E. Asia Pte Limited*

“The workshop reinforced a common vision for regional team members by creating alignment by defining the role of a consultant and the consultative skill sets essential to achieve this outcome. More importantly, all the diverse teams were able to apply the tools and techniques and further tailor and develop a structured and systematic approach to meet the practical and strategic needs of the department.... The regional team benefited immediately from the 2-days engagement as many of the processes are highly practical in their CRM role.”  
*Vice President & Country Manager – Corporate Real Estate Strategy & Administration, DBS Bank Ltd*

“The trainer is able to synthesize pre-course inputs into a customized workshop that accurately addresses the learning needs of the participants. Her business experience especially brings a valuable dimension to her workshops.”  
*Assistant Head, Human Resources, Singapore Economic Development Board*

“Having conducted several runs since 2010, we are delighted with the consistent stream of impressive feedback received from participating organizations who demand practical solutions for

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their highly competitive markets. ... the models provided in the FIREFLY consultative engagement has been viewed as simple yet effective for SMEs from a myriad of industry type.”

*Sales & Marketing Director, Kaplan Professional*

“The Purple Sage sales team has become more structured and energized at the same time. Best of all, it is the results – sales targets have not only been achieved but over-achieved by over 30-40%!”

*Managing Director, Purple Sage Pte Ltd*

“As we support the commercial and industrial clientele, the context-based 2-day workshop was well received by the experienced parts sales team. The delivery of the workshop was highly interactive thus providing an arena for discussions and participations. ... We were pleased to see an overwhelmingly positive feedback received on the contents and its application to the various business situations.... This advanced service engagement workshop will indeed enable our staff at MTU Asia to sustain our leadership positioning for the best in service and sales excellence for our key customers.”

*Manager Part Sales, MTU Asia Pte Ltd*

“The participants have given very good feedback on the training, having found it systematic and relevant to their day to day business. The consultant was ranked extremely well for her knowledge and delivery of the subject matter. We recommend DDC to any organization looking to sharpen their negotiation competency through a customized business-context approach.”

*Training Manager, Volvo East Asia (Pte) Ltd*

*And many more....*

**##END OF MEDIA KIT##**

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