

Addai Alex Lim, Senior Consultant, Authentic Business Group CIC

I am passionate about problem solving. I strongly believe that there is always a solution to every problem. I also believe the best in people and I enjoy helping them grow into their potential. Today, I consider myself a blessed person, despite having gone through bankruptcy and other significant lows in life. I hope that the testimony of my life transformation and entrepreneurship journey will be an inspiration to many. I spend most of my time today on my business, which focuses mostly on personal development, training, coaching and mentoring services.

My Life Purpose and Values

- My life purpose is 'Transforming Love' which describes perfectly how my life has been transformed by the power of love, and what I would like to see happen in others' lives, too.
- My top seven VIA Character Strengths are:
Spirituality, Gratitude, Hope, Creativity, Honesty, Appreciation of Beauty & Excellence, and Prudence

Experience

- I have been an entrepreneur for more than 15 years, in the fields of IT, Software Development, Audio Visual, IOT and corporate training in the ASEAN region.
- My past experience includes time as a lecturer, programmer, technician, country manager, regional IT manager, director of sales and marketing.
- I am now a General Manager at EP-Tec Solutions, and in this role I specialize in training for sales & marketing, leadership and management.
- I am a certified trainer of John C. Maxwell Leadership courses.

Beyond AB

- I love travelling and exploring the world with my amazing wife. I have one precious daughter whom I enjoy spending quality time with. I love watching her grow into different stages of life. Photography is my favourite hobby; I love capturing people's special moments and spectacular scenes in nature.
- Languages: English, Mandarin & Cantonese (Professional Working Proficiency); Malay, Hokkien & Teochew (Full Professional Proficiency); and Thai (Native)



I am a structured thinker. I love to resolve problems and challenges by mapping them out, breaking them down, analyzing them at multiple levels, and, finally, strategising a plan for effective execution.

With many years' experience in business and personnel development, I have regularly helped transform lives of clients and their employees by showing them the *right way* – and helping them to discover that the *right* things will come naturally as a result.

If there is one thing I believe, it is this: life is all about *love*. With love, we transform, we inspire and we become great in every way. LOVE is all we need!

