

TRAINER'S PROFILE: HAMIDON ABU BAKAR

Hamidon Abu Bakar is a registered Trainer with Human Resource Development Corporation. He has over 30 years of training and personal development experiences with vast experiences in designing, developing and conducting in-house and public courses in the fields of insurance, takaful, corporate training and personal self-development.

He holds a PhD in Human Capital Development, Master in Human Resource Management and Industrial Relations and Bachelor of Business Administration in Marketing.

He has acquired professional certification in the area of training through the Trainer Certification Programme (TCP) conducted by The Malaysian Insurance Institute. At the same time, he has also attended the Certified Training Professional (CTP) programme conducted by Asian Regional Training and Development Organization International (ARTDO) and Institute of Training and Development.

His professional experiences include being the Training Specialist in a Takaful company where over his nine (9) years working with the company, he helped to set up the training department from scratch until it became an academy. During that period, he helped to develop training programmes for the agents of various categories as well as the training programmes for various levels of employees. As the Training Specialist in the company, he was responsible in coordinating, planning and delivering training programmes with the aim to constantly upgrade the skills of agency force and staff.

Prior to that, he was also the Head of Bancassurance of a life insurance company where he was also involved in developing sales and marketing strategies to position the company as one of the key players in the business. At the same time, he was also required to develop the training modules and conducted the programmes for the Financial Executives of a commercial bank that was involved in the Bancassurance project.

Hamidon acquired the skills in conducting Organizational and Personal Development Programmes while working as a Senior Consultant with a human resource development company.

He is proficient in both Bahasa Malaysia and English and will use both the languages interchangeably as the situation necessitates. With the skills and knowledge acquired, he was invited to conduct training programmes in Brunei, Egypt and Sri Lanka. On top of that, he has also conducted classes for participants from Sudan, Pakistan, Oman and Cambodia.