



Profile: EDWIN SIM

Currently a Learning Strategist & Director of 5hue, Edwin has over 18 years of experience in law enforcement, information and communication technology as well as human and organizational development.

Prior to founding 5hue, Edwin spent the last 5 years helming leadership positions in leading training and consultancy firms in Singapore. His passion lies in designing appropriate customized learning interventions that help organizations change and transform. More than 200 organizations have benefited from his insight in delivering practical, “do-able”, simple and yet impactful interventions, especially in areas of Leadership, Communication, Teamwork, Organizational Change, Sales and Service Improvement.

Edwin adopts a candid, interactive and reflective approach in the classroom, where individuals are encouraged to discover their strengths to make quantum improvement leaps in their performance. For training to deliver results, Edwin believes that training must focus on the needs of the organization and be connected with the people being trained. Simply put, he sees his role as helping to prepare people for new roles, redesign established practices and drive company change and culture.

A winner of the Leonard Nadler Award for his outstanding leadership, scholarship and service by the George Washington University, Edwin holds a Masters of Human Development & Leadership and a Bachelors of Business (Marketing). He is a certified trainer and assessor under the Workforce Skills Qualification as well as a Six Sigma Green Belt practitioner. He is also a certified facilitator of Edge Leadership programs and a certified Action Learning Coach with the World Institute of Action Learning. Currently, he is pursuing the field of Positive Psychology.