



By Definition
www.ByDefinition.net

**CORPORATE
PROFILE**

HISTORY

BY DEFINITION PTE LTD WAS INCORPORATED ON 20 MARCH 2011 TO BRING TOGETHER THE EXPERIENCE OF THREE INDIVIDUALS OF DIVERSE BACKGROUNDS TO OFFER TRAINING AND MANAGEMENT CONSULTANCY IN THREE MAIN AREAS - PERSONAL, ORGANISATIONAL AND COMMUNITY DEVELOPMENT.

WITH A COMBINED EXPERIENCE OF MORE THAN 40 YEARS IN THE VOLUNTARY COMMUNITY AND SOCIAL SERVICE SECTOR, ABDILLAH ZAMZURI, EMAN LIM AND SURYAKENCHANA OMAR SHARES THE SAME VISION OF FACILITATING THE DEVELOPMENT OF INDIVIDUALS WITH A SOCIAL CONSCIENCE.

PERSONAL DEVELOPMENT

WE FOCUS ON THREE CORE AREAS - PROFESSIONAL RELEVANT SKILL SETS; CORE COMPETENCIES FOR EFFECTIVENESS; NETWORKING CAPACITY AND CAPABILITY.

ORGANISATIONAL & COMMUNITY DEVELOPMENT

WE FOCUS ON CAPACITY BUILDING SOLUTIONS FOR ORGANISATIONS OPERATING IN THE COMMUNITY AND SOCIAL SERVICE SECTOR IN CORPORATE GOVERNANCE; COMMUNITY DEVELOPMENT STRATEGIES; AND IN CAPITAL AND FUND-RAISING ADVISORY.

IN ADDITION, WE ALSO PROVIDE EXPERTISE IN CURRICULUM DESIGN & DEVELOPMENT.

By Definition Pte Ltd is a social enterprise that researches, develops and delivers developmental programmes through partnerships with schools, businesses and community organizations.

"When You H.I.T CUSTOM, It's By Definition!"

VISION

To Be Regions' Best Training & Consulting Firm

MISSION

To Research, Develop and Deliver Customised
Training & Consulting

VALUES

Honesty

Integrity

Timeliness

Customisation

CONSTANTLY IMPROVING, CONSTANTLY DEVELOPING

CONSTANTLY IMPROVING

We track the effectiveness of our programmes and trainers through Qualitative and Quantitative methods.

Qualitative Methodology

For every programme that is conducted, a Programme Coordinator will be attached to observe how trainers conduct programmes and provide immediate feedback for improvements.

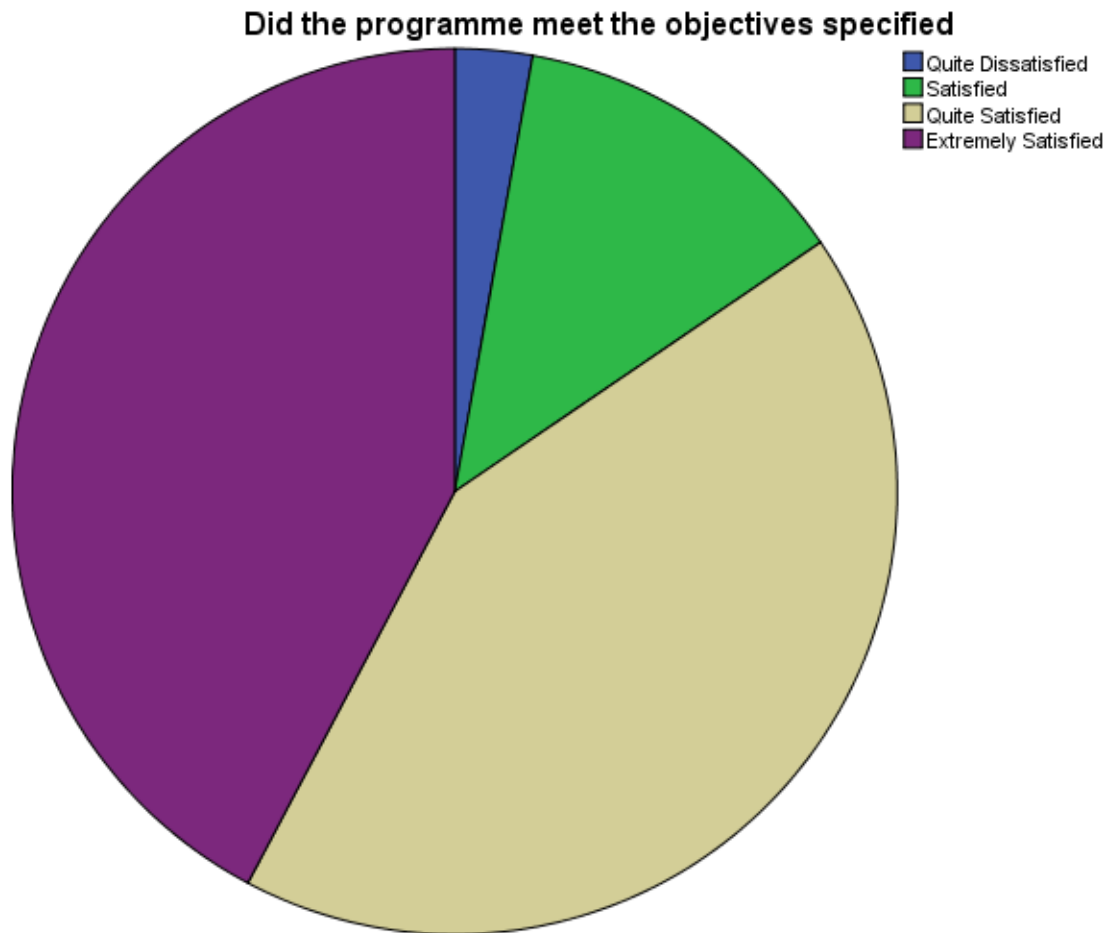
The Programme Coordinator will also be responsible to liaise with the client to ensure the smooth running of the programmes.

Quantitative Methodology

Through feedback forms that we collect, we generate the information collected into data to provide us with information about the effectiveness of the programme and trainers.

This data is also shared with clients.

SAMPLE OF QUANTITATIVE DATA



Did the programme meet the objectives specified

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quite Dissatisfied	2	.8	2.8	2.8
	Satisfied	9	3.8	12.7	15.5
	Quite Satisfied	30	12.6	42.3	57.7
	Extremely Satisfied	30	12.6	42.3	100.0

CONSTANTLY DEVELOPING

Through the Qualitative and Quantitative data collected, we seek to constantly develop our programmes and trainers to meet ever-changing needs.

Feedback Sessions

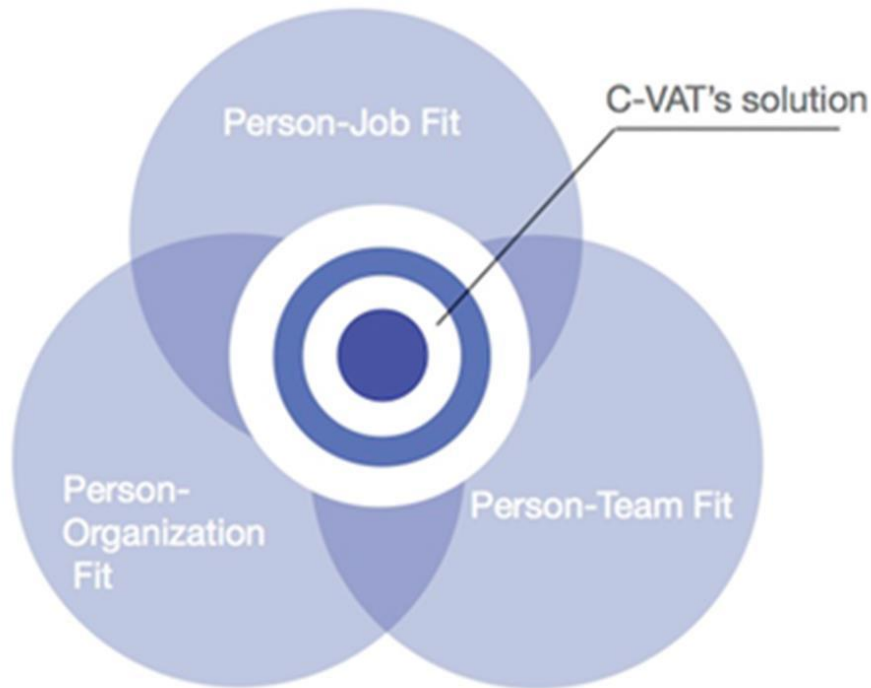
Besides conducting observations as formative assessments to provide trainers constant feedback to help them improve and make changes during programmes, summative assessments are also conducted to review the effectiveness of the programme conducted and performance of the trainers.

Developmental Sessions

Developmental training sessions are conducted throughout the entire year from time to time to provide trainers with the latest update and information on the programmes they are conducting as well as to provide them with growth opportunities to expand their Skills, Knowledge and Experience.

VALUE ADDED SERVICES

C-VAT PSYCHOMETRIC TOOL



Developed in 1984 by Professor Reed Nelson, the C-VAT Psychometric Tool is being used globally to gain greater self-awareness.

Here at By Definition Pte Ltd, all our founders are Certified C-VAT Psychometric Coaches and all our employees undertake the C-VAT Psychometric test to learn more about their 16 personality traits.

We believe that understanding our employees and learning how best to motivate and encourage them will help them deliver in the best way possible to our clients.

PHOTOS & VIDEOS



We take, edit and upload your memories throughout the entire journey of the programme so you won't have to worry about losing them.