

Profile of ASHRAF

Ashraf has been in the field of Human Resource Development for 15 years as a Corporate Trainer conducting various Leadership and Management development programs. He is the founder and director of Life Academy- a life skills training organization based in Chennai. He is a certified Master Practitioner of **NLP** (Neuro Linguistic Programming - The Science of Excellence) from National Federation of Neuro Linguistic Programming, U.S.A. He has also undergone training in Transactional Analysis, Hypnosis and Silva Mind Control Method. He is affiliated with **IIFE** (International Institute for Professional Excellence) based in Canada to conduct their Leadership and Management Certification programs in India.



Ashraf is a **Creative EnterTrainer** and believes learning has to be interesting and entertaining. He uses Creative Engagement (through Games, Exercises, Magic Demonstrations, Stories & Videos) to facilitate learning among his participants. He is an **ABLE Facilitator** & specializes in **Activity Based Learning Experiences** which includes:

- ❖ **LEARNING GAMES**- to teach leadership, teamwork & interpersonal skills
- ❖ **NEUROBICS** - exercises to activate the brain & nervous system
- ❖ **CATHARSIS** - exercises to let go stress, anxiety & worry
- ❖ **BREAKING MIND BLOCKS**- by walking barefoot on broken glass pieces & fire

HIGHLIGHTS OF HIS TRAINING CAREER / ACHIEVEMENTS

He is a Trainer by Choice. His passion towards learning and sharing *SUCCESS PRINCIPLES* inspired him to resign his secure job as an engineer in the government and start his own training institution called **LIFE ACADEMY** in May 2002.

He has conducted more than **500 Corporate workshops & 300 Public Workshops** on *LEADERSHIP, TEAM BUILDING, CREATIVITY, COMMUNICATION SKILLS, EMOTIONAL INTELLIGENCE, STRESS MANAGEMENT, PEAK PERFORMANCE, SELLING SKILLS, NLP* & various topics benefitting more than **25000 participants**.

He has been a visiting faculty for the Zonal Training Centre of **RESERVE BANK OF INDIA** from 2005 training their officers and managers on Personal Effectiveness through *NLP, STRESS MANAGEMENT, CREATIVITY AND MEMORY SKILLS*.

He was invited by various chapters of **CII (Confederation of Indian Industry)** to conduct workshops on *LEADERSHIP, SELLING SKILLS, CREATIVITY & CHANGE MANAGEMENT*.



Ashraf with **JACK CANFIELD**, International Author & Trainer

SOME OF HIS CLIENTS FROM VARIOUS SECTORS

AUTOMOBILE INDUSTRY:

He has done a series of Training Programs for the technicians and executives of **HYUNDAI, RENAULT-NISSAN, HINDUSTAN MOTORS, FORD INDIA, TAFE and EICHER MOTORS.**

BANKING INDUSTRY:

He has done many Training Programs for executives of **RESERVE BANK OF INDIA, CANARA BANK, CITIBANK, AXIS BANK, UCO BANK and BANK OF INDIA.**

INFORMATION TECHNOLOGY (IT) INDUSTRY:

He has done several Training Programs for executives of **HCL, COGNIZANT, CAPGEMINI, ACCENTURE, CSS CORP, SCOPE INTERNATIONAL, SIFY and R.R.DONNELLEY.**

TELECOM INDUSTRY:

He has done Training Programs for executives of **VODAFONE and AIRTEL.** He has also done 40 days of training for **NOKIA** for their operators and supervisors on the topics of **PROBLEM SOLVING, CREATIVITY & MONEY MANAGEMENT.**

INSURANCE & FINANCIAL SERVICES INDUSTRY:

He has conducted more than 50 workshops (in the last 9 years) for the Insurance advisors of **LIC OF INDIA** (Life Insurance Corporation) on the topics of **SELLING SKILLS, MOTIVATION & COMMUNICATION.** He was also invited by the LIC zonal offices of Chennai and Nellore to address their Development officers on **LEADERSHIP SKILLS.**

He has done a series of workshops for **J.P.MORGAN** on **SELLING SKILLS** for their clients; **BAJAJ CAPITAL** and **SUNDARAM DIRECT**

He has trained the top Sales Officers (insurance) of **METLIFE** on **SALES SUCCESS & PEAK PERFORMANCE** at their annual sales convention held at Ooty.

BUILDING & CONSTRUCTION INDUSTRY

He has done **OUTBOUND - TEAM BUILDING** training workshops for the staff members of **L & T (LARSEN & TOUBRO – ECC DIVISION)**. He has also done workshops on **CREATIVITY, MANAGERIAL EFFECTIVENESS** for their Managers.

He has done **LEADERSHIP PROGRAM** for the staff of **TVH (TRUE VALUE HOMES)**.

MANUFACTURING INDUSTRY

He has done a series of workshops for **MICHELIN, STERLITE, SYRMATECH, PANASONIC INDIA, MURUGAPPA GROUP, SUPREME INDUSTRIES, MAHESH ELASTOMERS, TAGROS CHEMICALS, GOLDEN VATS** and many more.

PUBLIC SECTOR INDUSTRY

He has done workshops on *CUSTOMER SERVICE* for **IOC (INDIAN OIL CORPORATION)** for their dealers.

He was a part of the Training team for the **STRESS MANAGEMENT** program held for the officers of **CB-CID** Police department. He has also done a workshop on **POWER OF MIND** for **APCA (Academy of Prisons & Correctional Administration)**

MEDICAL INDUSTRY

He has done workshops on **MOTIVATION, TEAM BUILDING** for the Staff members of **APOLLO HOSPITALS, DEEPAM HOSPITALS** and **DR.NIRMAL EYE CARE**.

He was invited by Tambaram chapter of **INDIAN MEDICAL ASSOCIATION (IMA)** to conduct a workshop for the doctors.

EDUCATION INDUSTRY

He has done workshops for the students and Professors of **ANNA UNIVERSITY, THYAGARAYA SCHOOL OF MANAGEMENT, MADRAS SCHOOL OF SOCIAL WORK** and **FEDERAL INSTITUTE OF SCIENCE AND TECHNOLOGY, VIT (VELLORE INSTITUTE OF TECHNOLOGY)**. He was invited by **TAMILNADU CHAMBER OF COMMERCE & INDUSTRY** to conduct workshops on *LEADERSHIP & TEAM BUILDING* for their **YOUNG ENTREPRENEUR SCHOOL (YES)**

MEDIA

He was interviewed and featured in leading newspapers (**THE HINDU, TIMES OF INDIA & DECCAN CHRONICLE**) and television channels (**SUN TV, JAYA TV& KALAIgnAR TV**)

SOCIAL MEDIA LINKS:

<https://www.facebook.com/ashraflife>

<https://www.linkedin.com/pub/ashraf-s/43/832/231>

ASHRAF'S TALK SHOW ON EXPERIENTIAL LEARNING:

https://www.youtube.com/watch?v=N5nsNT_tr3A

ASHRAF'S VIDEO PROFILE:

<https://www.youtube.com/watch?v=nvFYhdJ8JLO>

PERSONAL DETAILS:

DATE OF BIRTH: 23.10.1974

MARITAL STATUS: Happily Married to **HUMERA** with two wonderful sons; **Armaan** (13 years) & **Adnaan** (10 years)

LANGUAGES KNOWN: ENGLISH, HINDI & TAMIL

HOBBIES: READING, MUSIC, TRAVELLING & MOVIES

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