

SITI HAJAR MOHD DAHLAN

Associates Trainer



Hajar served as a Human Resources professional for the past 25 years and previously heading the Talent Management and Learning & Development in one of a leading utility company. Hajar started as Human Resource generalist and later build the L&D team where she finds passion in nurturing and developing especially the high potentials. Currently Hajar is one of the Directors in Protégé Advisory Sdn Bhd specializing in designing content for soft skills training. She is a certified Content Designer with the Accelerated Learning Practitioner. Protégé does coaching certification endorsed by the International Coaching Federation in the US.

Coaching since 2012, she has clocked in more than 400 hours and has coached up to 200 Executives which include C-Levels and also postgraduates. Most of her clients are young managers and executives. At the international level, Hajar has also coach potential leaders of Cinepax company in the entertainment industry based in Lahore, Pakistan. It was a 7 months engagement where she was instrumental in spreading the coaching culture to a group of 30 Managers.

Learning & Development Experience

She has a passion in growing internal talent and plays important role as Mentor and Coach to talent pools and that includes newly hired fresh graduates. She continuously keeps abreast with the latest developments and trends in the areas of succession management and recommended the appropriate HR solutions to address the business needs in managing talent. As a trainer Hajar's strengths lies in her engaging style with her participants. She has been featured in the myStarjob.com as guest-writer sharing her professional opinion on career matters. Most of her writings are tailored for young managers and fresh graduates.

Coaching Experience and Testimony

Hajar has been getting good testimony from her clients. Her caring approach and providing space made clients feels at ease and that creates high awareness in her clients. One of her clients holding high profile position in a family business was initially was not open to coaching. Through time with her presence and abundance of validations, the client was brave to finally opened up and explore many possibilities that she never knew she has in her. Hajar is also a sought-after Coach and getting popular request amongst her clients to be coached by her such as Lembaga Zakat Selangor, Affin Finance Berhad, the EPF, ELK-Desa, Cinepax and Universities with PhD students such as International Islamic University.

Current Work Activity

- Public Coaching Certification Program in collaboration with JMC – certified by International Coach Federation (ICF).
- Learning & Development Initiatives for Sr Exec & Managers from ELK-Desa Berhad : Developing soft skill competencies, 360 Feedback Assessments & Individual Development Plan.
- 6 months engagement with women from B40 group to empower them in growing themselves & their business (collaboration with WARDA, Melaka).

Previous Work Activity

- Senior leadership experience - 20 years.
- Asst. Vice President Human Resources - 7 years.
- VP, Organizational Development - 5 years.
- Trained and coached > 250 leaders.
- Leadership coaching experience > 400 hours.
- Webinar Panellist: the Mindfulness Webinar, social cause.
- Winner of Ingenuity'19, Tech for Good Summit, Asia Pacific and Malaysia Levels.
- Shortlisted for Inspiring Woman 2019, Spendless Academy.



Academics & Credentials

Masters in Managerial Psychology

Bachelor of Analytical Economics
(Honors)

Certified Accelerated Learning
Practitioner, IAALP USA

Certified Coach – ACC
International Coach Federation
(ICF)

Learning Game Design
Practitioner – North American
Simulation Gaming Association
(NASAGA)

Neuro Linguistic Programming
Certified Practitioner, ABNLP,US

Hogan Certified Assessor

WAVE personality Certified
Assessor

ICF Global member & Malaysian
Chapter member

ICF ACC Credential Facilitator