



GROUP

Vietnam  
Singapore  
Philippines



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# Capability Statements

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## ABOUT US



KF Group was established in 2011, and although it was not a formal corporate name, it operated under the name of “Career Strengths Asia” – now a brand

under KF Group which focuses on career strengthening service. As a result of market demand and arose opportunities, it expanded its range of other services to include English practicality courses for children and adults, entrepreneur training programmes, online videos, online books and market research. This venture is not possible without a team of experienced professionals who have worked in many countries over the world.

### Practicality • Discovering • Understanding

#### Our target clients are:

- Fresh graduates or under graduates from university or polytechnics (any degree or diploma) wanting to embark on a fulfilling career
- Young Professionals, Managers, Executives and Technicians (PMETs) in their late 20s, or early 30s who feels they are in the wrong career path or wants explore other career opportunities but not sure whether to do so
- Mid Career PMETs in their mid 30s who may have become redundant in today’s corporate race or feel an urge in responding to the heart’s calling but not sure what

We believe in the concept of teaching what we know and giving back. Hence, collating our collective background in Career Strengths Singapore, we have done the following before in our lives and therefore we know how to bounce from the bottom to enjoy career fulfilment. And more importantly we would then be able to competently teach/coach you on what we know.



## WHY US

KF Group offers a wide range of great service in career coaching, training, healthcare & consultation, with a team of experienced professionals who have worked in many countries over the world. We strive to offer the best solutions for your issues and impartial advice at an honest price.

We summarise the essentials of why we think we offer the best career coaching:

- Our coaching methodology, which utilises the world’s best tools and techniques, emphasises a strengths-based approach.
- Our analysis methodology has the ability to pick up subtle clues from the information you provide. No one does better than us.
- Our strengths are to maximise your strengths.
- We focus on career pull rather than career push.
- We give you the clarity and the hand you need in looking for your ideal career.
- We strongly believe everyone can find the right fit.

KF Group has gradually grown from a simple hobby to identify strengths to developing feasible, practical programs to help people, like you, achieve that. We are a modern coaching consultancy which hopes to add value to your life.

# OUR BRANCH



**Career Strengths Asia (CSA)** Coaching has gradually grown from a simply a hobby to identify strengths to developing feasible, practical programs to help people, like you, achieve that. We are a modern career coaching consultancy which hopes to add value to your career search journey.



**Let's Have A Chat Over Coffee and Let's Have A Chat Over Milo** is two of the most effective English learning models in Singapore, and has been brought to Vietnam by a Singapore expert – Kelvin Foo – who has worked in many countries for years. He has a passion for making Vietnam become one of the best English speaking countries in Asia.



**KF Bookstore** is a KF Group's online bookstore offering plenty of books with useful and interesting contents. It's an especially great resource for readers looking to dig deep into nonfiction books, with an extensive selection on topics like personal development, career coaching, entrepreneurship or business insight



**It's my business! – Entrepreneur programme** is one of KF Group's flagship initiatives for people who want to become an entrepreneur or have a desire to improve their current business.



**KF Online Courses** is a program aimed at unlimited participation and open access via the web. In addition to traditional course materials such as filmed lectures, readings, and problem sets, KF Online Courses provides interactive user forums to support community interactions among participants, coaches and teaching assistants (TAs). It is a recent and widely researched development in distance education and emerged as a popular mode of learning..



**A Visume** is exactly what it sounds like- a method of showcasing your career aspirations via video. It is a short clip, between one to three minutes in length, featuring you as a prospective employee. This method of promotion has been gaining popularity in recent years and its use during a job search is highly recommended. A Video CV is a recorded account of a job applicant's skills, background and suitability for the position.

## OUR SERVICES

### One to One Coaching

Career Strengths Asia Coaching session :

- **Session 1:** Career Strengths Discovery Model – “Who am I?”
- **Session 2:** Career Strengths Discovery II – “What are my passions?”
- **Session 3:** Career Themes and skills Development
- **Session 4:** *Nail that job!*



### Group Coaching

Group coaching is structured for a group of close friends, family or even colleagues. We will plan some activities and games to

illustrate some of the points we try to bring across, as well as open up a discussion to a group so we can pick more brains!

We will draft your group a fee proposal so you would understand more on our coaching session before we begin. Please note that we will still try to customise the coaching to your group needs’ but please understand that as we said, due to time, we may not be able to meet the individual needs’ as much as we like to – after all this is a group coaching.

### Career Strengths Workshop

Career Strengths Singapore Coaching is also in the business of delivering interesting and useful workshops for a mass group, for example 20 to 30 people, on specific career topics and timeline.

These career workshops have specific objectives and they will be delivered to hone a skill or to

impart valuable knowledge to enhance the career profiles of the participants. Regardless of the topics of our workshops, they have a common approach: to encourage a strengths-based career

### Career Development Forum

Career Development Talks on various topics, including:

- Strength-based Careers
- Pay Raises Topic
- Interview Techniques
- The perfect CV of Resume
- What are your career passions?
- Career Games
- Career Development Library
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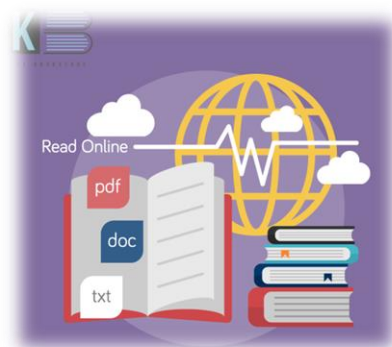
It provides practical support for businesses including training, coaching, mentorship and professional services are designed to lead to the maximum benefit of the whole, for the benefit of the entrepreneur.



Many examples of world-renowned entrepreneurs as well as business success stories are offered through games, quizzes and auctions. Through these examples, and with the help of visualization and introspection exercises, and the supervision of our consultants, participants grasp the main key factors for a successful start-up project: the entrepreneurial skills of the project leader, the importance of listening to the needs of the market, finding a “good idea” and selling it efficiently.

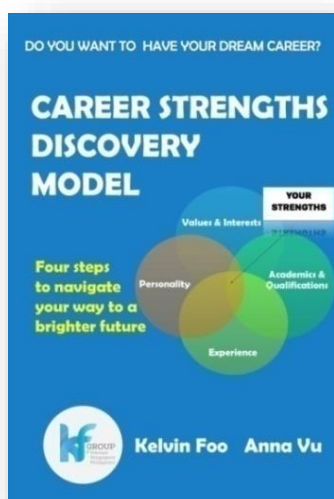
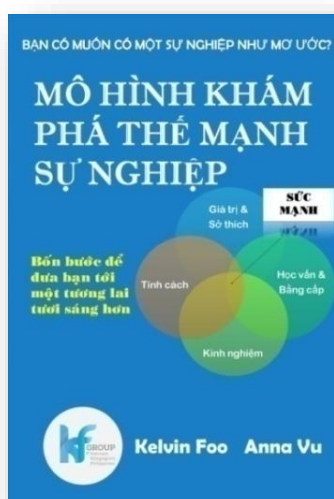


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## CAREER STRENGTHS DISCOVERY MODEL

### MÔ HÌNH KHÁM PHÁ THỂ MẠNH SỰ NGHIỆP



As a certified Career Coach and a trained Myer Briggs Type Indicator (MBTI) practitioner, many candidates have been requesting us to write a concise book on discovering the job we love.

Now based in Vietnam and Singapore, we have had the privileges in coming across all sort of people, be they students, fresh graduates, mid-career professionals, lay-off personnel, or retirees etc., and how our programmes assist them to discover themselves and more importantly better themselves in their pursuit of a better career.

This is not rocket science, but it does take a lot of commitment, perseverance and honesty to truly face ourselves, in the pursuit of understanding our personalities, values, interests and our ups and downs in our lives, so as to find the common point which points to a certain set of characteristics of a career which match us.

I hope this book will help you like it helps so many others, and special thanks to our co-writer, Anna Vu, a Vietnamese herself who went through similar path of self-discovery and now wants to touch people's lives through her bare words in this book.

This is precisely why I set up KF Group in the first place, where I strongly believe in personal development and we aim to touch 500,000 lives in 5 years through our series of programmes and products.

Without further ado, I present this flagship book of KF Group, and I am sure you will find value of this book to your lives.

# KF GROUP' S VIDEO VISUME PRODUCTION

## 6 Benefits of A Video Resume



## What is Visume or Video CV ?

A Visume is exactly what it sounds like- a method of showcasing your career aspirations via video. It is a short clip, between one to three minutes in length, featuring you as a prospective employee. This method of promotion has been gaining popularity in recent years and its use during a job search is highly recommended. A Video CV is a recorded account of a job applicant's skills, background and suitability for the position. For any job application, a perfect resume has to be created. Nowadays paper resumes have been taken over by Video CV. A Video CV is a way for job seekers to showcase their abilities beyond the

capabilities of a traditional paper resume. The Video CV allows prospective employers to actually see and hear the applicant's capability and how he presents themselves. Video CV is growing in popularity in staffing sector because of the modern capabilities of transmitting streaming video via the internet.



## Why Visume is Important ?

Gone are the days that people simply hand in a boring document containing their information. With thousands of people chasing vacancies, it is time to stand out with an incredible looking video CV or video Resume called Visume. Everyday people are missing out on interviews and not getting noticed simply because they were at the

bottom of the pile. In our fast paced world, in times when unemployment rates are pretty high, a simple resume and cover letter are often not enough to get a job. One of the techniques that have been gaining in popularity recently is a Video CV or Visume.



## So what are the next steps ?

Email us an online inquiry or call us today for your FREE 15-minute phone consultation and one of our friendly Career Coaches will ascertain your needs and will ask you:

- To provide a copy of your current resume (if you have one) & key information
- To complete a short preparation workbook



# OUR EXPERIENCE



## University of Santo Tomas

Kelvin Foo, our Director, KF Group has been invited as one of the key expert speakers, and the only international speaker, to a conference of College of Tourism and Hospitality Management, University of Santo Tomas, at the Grand Ballroom of the Buenaventura Garcia Paredes O.P. building, on 16th November 2016.



## HDB Hub – Housing & Development Board SG

Our team of KF group with Kelvin Foo, our director talked about Human Resource Management and Organization Management from 5<sup>th</sup> to 6<sup>th</sup> Dec 2017.



## The Student Entrepreneur Programme (SEP)

The KF Group team which was made up of Kelvin Foo (Director, KF group was invited to Yumin Primary School to share our knowledge and experience in running a successful enterprise. The presentation covered various aspects of entrepreneurship through the story of KF Group, including:

- Marketing: Public Relations, Unique Selling Proposition and Differentiation Strategy of KF Group;
- Human Resource: the priority put on staff and company culture.



## One to One Coaching – Tang Hung Cuong & Vu Nguyen Minh Phuong

Resolved Cuong' s Prolem through 4 sesions :

- Session 1: Cuong' s Character through MBTI assessment;
- Session 2: Discovered Strengths of Cuong and Phuong;
- Session 3: Career Orientation and skills Development .
- Session 4: Nail That Job !





# Contact

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