

Elaine Poon Siew Yan

Academy Director
B.Pharm (Hons) UM, Rph, MMPS

Certified Smoking Cessation Service Provider (SCOPE Training)
HRD Corp Certified Trainer (May 2022)
HRD Corp Accredited Trainer (January 2024 - 2027)
Licensed NLP Coach (July 2024)
Licensed NLP Trainer (March 2025)
The Society of NLP, United States

Klang Valley
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As a passionate advocate for the growth and transformation of community pharmacists, I specialize in empowering professionals to step beyond traditional roles and embrace their full potential as healthcare leaders. With a strong foundation in pharmacy practice and a deep commitment to mentoring, I help pharmacists shift perspectives, build confidence, and cultivate the leadership skills needed to thrive in today's evolving healthcare landscape.

My mission is to guide pharmacists through personal and professional development journeys—unlocking new opportunities, increasing their impact within the community, and reigniting purpose in their careers. Whether through one-on-one coaching, group workshops, or leadership training, I'm here to support, challenge, and inspire those ready to lead with clarity and compassion.

Elaine was recently appointed to be a Council Member of Malaysia Pharmacy Society (MPS) 2025-27.

As a member of Malaysia Pharmacy Society (MPS) since 2002, she actively joined the annual events of MPS, such as National Pharmacy Conferences. She was involved in the "Semakan Semula Buku Log Bagi Latihan Liberalisasi Ahli Farmasi Provisional (PRP) di bawah BLFM, 2022"

Over the years Elaine has been actively participating in various skills enhancement workshop as follows:

- Licensed NLP Trainer - March 2025 issued by The Society of NLP™ and personally signed by Dr. Richard Bandler
- Licensed NLP Coach - July 2024
- Licensed Master Practitioner - June 2024
- SLII Leadership Workshop 2025
- HRD Corp Accredited Trainer January 2024
- Licensed Practitioner Of NLP - October 2023
- HRD Corp Certified Trainer May 2022
- How to Implement Change - Adizes Methodology 2022
- Lawrence Walter Seminars- Passion For Service & Sales in 2014
- Uplifting Service by Ron Kaufman workshop in 2018
- Subliminal Persuasion for Better Negotiations Workshop in 2019
- Certified Performance Culture Professional in 2019
- CMEd Gold Level Certified
- Certified Yoga Instructor RYS Alliance Yoga 200, Dec 2022