



LEE JOHN SERAFIN

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RESUME

1. CURRENT OCCUPATION:

- He is at present the **General Manager** and part of the **Directors team** of **MAXIMA TRAINING & CONSULTING**.
- He is an **Executive Life Coach**, specialising in training various Personal Development courses, and consulting people of all walks of life, in every aspect of life: *career, social, relationships, spirituality, healthy living, financial, management.*
- He serves as **in house advisor** to **MAXIMA TRAINING & CONSULTING** Executive Management.

2. QUALIFICATION AND EXPERIENCE:

- He completed and qualified (1991 – 1993) his **Technical Officers Diploma** in Computer Communications as computer technician for one of the largest corporate communications companies in Southern Africa (1991 – 1997)
(There he obtained valuable experience and exposure to the business market and its current state of values)
- He is one of the **pioneer members** of **MAXIMA TRAINING & CONSULTING** since its launch in 1997
*(Previously *Successful Living Services* and later *Kinglife Training & Consulting*)*
- **He has completed studies in Professional Life Coaching.**
(These studies are in the process of being officially recognised as a four year Diploma in Life Coaching with the expected NQF accreditation standards within the Services Seta)

- In **2000** he completed the **MAXIMA TRAINING & CONSULTING in-service training** and **Theological studies** and was ordained as a Kingdom Minister in 2000.
(This training is on course with the expected NQF accreditation standards within the Services Seta)
- He is the **first successful and qualified, in-service trainee, Assistant Life Coach, Life Coach, Senior Life Coach and Executive Life Coach** within existence of **MAXIMA TRAINING & CONSULTING.**
- **He has 11 years of practical experience in Personal Development, Life (Soft) Skill training and consulting,** and has helped hundreds of people to experience improved standards of success and happiness in all aspects of life: *career, spiritual, relationships, business ventures, financial and management.*
- **He is at present Life Coach to various business people; religious ministers and the everyday person** seeking the next step to a life of personal, relationship and career abundance and have seen how many of these people excel in their lifestyle *(Professional and Personal)* on earth.
- He successfully completed the Assessors Course (Unit Standard – Conduct Outcome Based Assessments) at the ETDP SETA to qualify as an Assessor.
- He has a proven track record of soft skills training and consulting success in companies such as:
 - AIM ACADEMY OF COSMETOLOGY
 - ASSOCIATE PSYCHIATRIC HOSPITALS
 - BARLOWORLD – (Construction)
 - BERGRIVER MUNICIPALITY
 - BOLAND KAVALIERE RUGBY
 - BONDCHOICE
 - BREËRIVER WYNLAND MUNICIPALITY (Ashton)
 - BRIGHT'S (Electrical & Builders Centre)
 - BRITECHEM
 - CITADEL
 - CITY OF CAPE TOWN
 - COLLEGE OF CAPE TOWN
 - DEPARTMENT OF PUBLIC WORKS
 - DEPARTMENT OF HEALTH
 - DEPARTMENT OF EDUCATION
 - DIETRICH, VOIGT AND MIA INCORPORATED (PATHCARE)
 - DISTELL
 - HOMENET
 - HOWELL ATTORNEYS
 - METROPOLITAN
 - MORNE V DEVENTER DECORATORS
 - MOULDMED – SA
 - NETAFIM
 - PICK AND PAY FAMILY STORE BRACKENFELL
 - PICK AND PAY FAMILY STORE PAROW
 - PICK AND PAY FAMILY STORE OTTERY
 - PICK AND PAY FAMILY STORE WELLINGTON
 - PROFESSIONAL SECRETARIES OF SA
 - SANLAM
 - SAP – SOUTH-AFRICA POLICE SERVICES
 - SEVEN ELEVEN

3. FIELD OF EXPERTISE:

- **He is a specialist** in the knowledge of Life-principles: *universal timeless, time-tested guaranteed success-enhancing and life-enriching keys for every aspect of life.*
- **He has a strong and exceptional** management, negotiating, advising and training & consulting gift.
- He presents the various courses with enthusiasm and conviction, leaving his audience motivated and with the necessary tools/knowledge to apply the principles of success as presented in the applicable course.
- He has a proven track record of success.
- He is a born **negotiator / mediator** and finds much fulfilment and satisfaction in the negotiating processes on behalf of **MAXIMA TRAINING & CONSULTING** in various marketing, business and training contracts and events. He has played a significant part as mediator in many interpersonal business and personal ventures.

Company motto:

“OUR AIM IS YOUR MAXIMUM SUCCESS AND HAPPINESS”

“WE COACH BECAUSE WE CARE”

His personal motto:

“LET’S BE REAL”