

TRINA GONZALES

Trainer and Business Simplification Coach

Connect with me <https://www.linkedin.com/in/trinagonzales/>



Skills and Certifications

- COACH & Trainer of the COACH APPROACH® - COACH International Business Simplification Inc.
- Event Planning, Marketing and Management Certification, Technology and Livelihood Resource Center
- Internet Marketing Certification, Mr. Jomar Hilario, Internet Marketing Guru



Core Competencies & Specializations

- Training:** Leadership and Development, Change Management, Performance Management, Communication, Work Attitude and Values Enhancement
- Coaching:** Improvement or simplification of Management Control Systems using a balance of technical and tactical approaches.
- Events and Project Management**

Main Client Assignments

- Consulting / Associations:** Knowledge Group of Companies
- Public Events:** Team Leader's Development Program, Strategies of Success and The Coaching Clinic

I got great insights from Trina about COACHing, and amazing hacks on smarter ways to deliver expectations.

As a leader, Trina taught me that learning to connect with different people can be achieved with fun. Her pleasant attitude towards people made me admire her as a leader. She generously shares her knowledge to the people she coaches and the people she works with.

She is self-motivated, a "silent operator" and she gets things done on time. Her determination and strong focus at work are her biggest assets in the profession that I think she has turned into a passion. Her good facilitation skills doesn't only start and end on the floor. She exerts extra effort on research and creativity to make her presentations really worth the time of her audience.

~ Emily Roman, Business Simplification COACH and HR Practitioner

"Trina was always there when my team and I needed assistance. I appreciate our discussions on Technical and Tactical techniques especially when she was helping me work on the Proposed Training Plan. For HRD, at first, the introduced tools were being done mechanically, because we knew we will be audited, so we had to comply. But, we have seen the significance of each tool. It improved our process and helped us in determining and achieving our targets as well. We became more objective in reporting, problem solving and decision making."

– Training Officer of an Aluminum and Glass Design, Supply and Installation Company



Trina is a trainer, management consultant and business simplification coach. She has worked in InAsia Management and Consultancy as a Senior Management Consultant for Brand Management with clients like retail shops, restaurants and specialty coffee shops.

Trina also worked in Singapore for two years as a missionary (trainer and event organizer) for Couples for Christ Singapore with the youth as her primary focus. She even spearheaded and supported community events within South East Asia. The events she handled ranged from fundraisings, concerts and international conferences.

For 16 years now (since 2002), Trina has developed modules and conducted numerous trainings on Personal Development, Communication, Change Management, Productivity and other Leadership and Management Development Programs for Supervisors and Managers. Her clients include banks, hospitals, sports retail shops, publication houses, government agencies and other enterprises with multiple member companies.

Meanwhile, as a business simplification coach, Trina coaches organizations in the simplification of their management processes, simplification of their communication between departments and between individuals, and the simplification of their planning and performance review forums. She does this by utilizing the COACH APPROACH® to improve management control systems and to transform the social condition within an organization through a unique, inclusive, bottom-up process that establishes better social norms of behavior, better work habits, voluntary discipline, and acceptance of both authority and accountability. Some of the organizations she has engaged with are in the following industry: retail, port management (maritime gateway for commerce), and glass and aluminum fabrication and installation.

Professional Experience

2004 - 2006



Senior Management Consultant for Brand Management

2006 - 2008



Trainer cum Events Organizer

2009 - 2010



Marketing Head, CreativeWitty

2011 - 2017



General Manager

2015 - 2017



Business Simplification Coach

2017 - Present



Marketing and Business Development Consultant

Education



B.S. in Commerce, Major in Business Management



Bachelor of Arts, Major in Psychology



Event Planning, Marketing and Management



Travel Agency Operations Program

"I learned so much I want to attend another ODP (Officer Development Program) with Ms. Trina. T.Y."

– Officer, Philippine Bank