

Mr. Alfred Lye | Group Managing Director



## The Art of Advisory

In the corporate world, it is not unusual to find someone at the summit running the ins' and outs' of his/her corporation. Decisions that have to be made are not always straight forward and one can so easily destroy what has built over the years with just a single wrong decision. As much as we think that all companies have their decisions made by one person at the top, these men and women often take advice from other, more qualified persons.

## Why Do What We Do

When companies make significant decisions that can make or break them, they usually engage the expertise of business or management consultants. Service Distinction Consulting Pte (S) Ltd (SDC) does just that and you can count on them for their talented and disruptive business consulting.

Service Distinction Consulting (S) Pte Ltd has an array of services that they provide to businesses. For example, SDC advises on mergers and acquisitions; critical decisions that can affect in more ways than one, the future of a company.

With businesses, funding and key resources play a huge role in the success of a company and you can trust SDC to assist both in project funding advice and consulting. Other areas of business advisory include management and corporate restructuring and startup of new businesses.

To date, SDC has provided much needed advice and consulting to local as well as foreign businesses and clients. From their base in Singapore, their network spans over 13 regional and global partners and offices, ranging from ASEAN, North Asia, Australia/NZ, Europe and the US.

## In the Beginning

Leading and managing at Service Distinction Consulting (S) is Group Managing Director, Mr. Alfred Lye. He spent over a decade in management with the public sector. During the early 90s' he left the public sector, to begin his fledgling consulting practice in the private sector and not until after having learnt and acquired useful skills and knowledge that will differentiate him from the rest.

Mr. Alfred Lye has a Masters of Arts in Education, Training and Development as well as other professional qualifications. He began by providing Human Resource Development initiatives, corporate intelligence and new market development consulting services to organizations in Asia and globally, often to both private and public organizations.



## More than a business, a Passion

A founding Fellow member of the Institute of Management Consultants Singapore and International council of management consulting Institutes as well as a pioneer member of the Practising Management Consultants (PMC) Singapore on top of other professional accreditations; he initially led Service Distinction Consulting (S) Pte Ltd to focus in the hospitality, healthcare, education, Government, finance and banking sectors and evolved more to trending and adaptive businesses.

Mr. Alfred Lye is a man with an array of credentials and achievements and among these is his involvement in Corporate Social Responsibility.

Over recent years, he has assisted in launching overseas projects such as in Myanmar, an initiative for impoverished families and helping and equipping young children for school. Beginning this year, he also initiated a project entitled "Honoring our 50 nation builders", in line with our SG50 and one that focused on the extraordinary ordinary nation-builders and their valuable contributions to our Nation building.

Mr. Alfred Lye, with an extensive global network and experience, offers much needed expertise to globalizing businesses and he does it without so much as a tinge of lethargy. While managing his businesses, he mentors aspiring entrepreneurs and of his many advices for success; is to follow a passion. Having a passion that is grounded with realism will ensure eventual success. However that is another chapter to the book of life. Final advice; ' Ask not what one can do for you but what you can do for others'.