

# CERTIFIED PROFESSIONAL TRAINER (CPT)

**Date : 6<sup>th</sup> – 9<sup>th</sup> November 2017**

**Venue : Vistana Hotel, Kuala Lumpur**



Certificate awarded by  
**Western Kentucky  
University (USA).**

## Workshop Description

This intensive, comprehensive and hands on workshop provides all the knowledge, skills and abilities for an individual to become a dynamic all-round trainer and facilitator. Facilitated by 3 renowned International Master Trainers to many Multinationals, this is a **MUST** attend Certified Workshop for trainers. The program is certified by **Western Kentucky University, a state university from the USA.**

## Workshop Learning Objectives

- Understand the training management cycle;
- Understand the principles to Training Needs Analysis and Training Evaluations;
- Understand the various key factors that need to be present in any successful training;
- Sharpen and enhance your presentation skills;
- Develop confident and dynamic training and facilitation skills;
- Develop skills to manage difficult and disruptive participant effectively;
- Develop, select and use activities appropriately;
- Learn to use adult learning technique effectively;
- Start with a sizzle and conclude with a Bang

## Who Should Attend?

- Trainers
- Consultants
- Head of Departments
- Learning Facilitators
- Human Resource Personnel
- Academics
- Training and Development Personnel  
Human Capital Specialists

### Workshop Chronology

**0830 Registration**  
**0900 Workshop Begin**  
**1030 –1045 Morning Break**  
**1300 –1400 Lunch**  
**1530 –1545 Afternoon Break**  
**1700 End of Workshop**

*Chronology applies for Day 1 and Day 4.*

*For Day 4,  
1600 – 1700 Examination*

### Training Methodology

The training methodology will be based on the ATCEN PEAK methodology.

This will include:

- High Impact Short Lectures
- Lively Activities and Exercises
- Numerous Presentations and Discussions
- Continuous Real Time Feedback from Facilitator

**Facilitated & Marketed by:**

# ATCEN<sup>SM</sup>

This training is **PSMB claimable**  
Subject to PSMB approval

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## Module Outline

### Module 1: Training and Development Overview

- Organization Training and Development
- The Essentials About Training and Development
- Viewing the Training and Development Role Holistically
- The Role of A Trainer in Today's Organization
- Create a Culture for Learning

### Module 2: The Training & Development Management Cycle

- The Fundamentals of Knowledge Management
- The 6 Key Steps in the Training Management Cycle
- Developing the Organizational Training Needs Analysis
- Key Factors in the Implementation of Successful TNA
  - a) The importance of organizational culture and the operating environment
  - b) Incorporating TNA into organizational processes and business models
- Training Administration and Training Calendars
- Planning and Implementing Effective Training
- Evaluating the Success of Training - Donald Kirkpatrick's Model

### Module 3: Adult Learning Techniques

- Leveraging on Adult Learning Concepts to Promote Understanding and Retention
- Do's and Don'ts of Adult Learning

### Module 4: Designing Training Workshops

- Create Trainings To Be The Participants
- Learning Responsibility
- Deriving Learning Modules Using Systematic Design from the TNA
- Create Story Flows for Ease of Understanding
- Relation Theory to Job Practicality
- 12 Do's and Don'ts of Side Design

### Module 5: Enhancing Your Presentation and Training

- Advance Presentation Skills
- Improved Communication Skills
- Information Gathering Skills
- Technological Skills
- Political and Cultural Diversity Skills
- Content Versus Process Skills

### Module 6: What is Facilitation?

- Facilitation vs. Training vs. Lecturing
- Inventory Your Skills as A Facilitator
- What Do Facilitators Do?

### Module 7: Enhancing Your Facilitation Skills

- How to Establish a Productive Group Climate
- Conducting Activities and Debriefing them
- Individual Motivation and Participation Tips
- Generate Discussions
- Verifying Participant Understanding and Retention
- Time Management in Discussions and Activities

### Module 8: Managing Participants and Questions

- The 10 Types of Difficult Participants in a Workshop and How to Manage Them
- Providing superb answers to questions
- Be Seen As Credible At All Times

### Module 9: Setting the Environment for Training

- How Seating Arrangements Play an Important Role
- Environment Setting – Good Session Starters
- Begin Well and End Well- The Crucial First 10 minutes and Last 3 minutes
- 10 Training Tips You Must Remember

### Module 10: Using Rewards, Audiovisual Aids and Computers in Training

- Creative Non-Monetary Rewards to Motivate the Audience
- Combining Audio-Visual Media to Make An Impact
- Using Music to Enhance Learning
- Leveraging on Technology to Improve Facilitation
- Flip Chart Management
- Knowing What is Suitable and What is Not

### Certification by:



Certificate of Completion awarded by  
Western Kentucky University (USA)

Certification is dependent on the following:

- Full Class Attendance (32 Contact Hours)
- 2-Part Assessment comprising of:
  - a) Part 1 - 50 Multiple Choice Question (50%)
  - b) Part 2 – Facilitator Assessment based on Video Recording (50%)

An examination score of **80 percent or higher** must be achieved in order to obtain certification.

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## Program Facilitators

### Ernie Chen



**Ernie Chen** serves as the Founder/ President & Group CEO of the ATCEN Education Group. Ernie has a MA in Communication, BA in Mass Communication, BA in Theatre from Western Kentucky University, America, and is presently pursuing his Doctorate in Business Administration (DBA) from Asia e University. Alongside his Professional Membership with the Malaysian Association of Professional Speakers, he has more than 20 years of experience working with education & training, entertainment, media communications, outsourcing, information communication technology and food & beverages industries.

Ernie is a TV & Radio personality, International Speaker and Serial Entrepreneur. He is better known as Asia's No.1 Business Coach by his peers, colleagues, customers, partners, friends and students for his enthusiasm in building people, brands, businesses and one of the most powerful and dynamic speakers from Asia. Ernie is an expert, well-known persuasive communication, sales & service strategist and practitioner. He is also a world-traveled speaker with a proven track record in leading speaking engagements and a frequent speaker at national and international conferences for businesses and property fairs.

Ernie is the business owner of the ATCEN Education Group of Companies that include ATCEN Sdn Bhd (a Business Training, Business Events & Business Advisory Company), ATCEN Communications Sdn Bhd (a Brand, PR, Marketing Communication & Publication Company), ATCEN Ventures Sdn Bhd (Holding company for various business brands), ATCEN Itech Sparks Sdn Bhd (Digital Marketing Solutions Company), outLOUD Studios Sdn Bhd (a Edutainment Company), Training Touch Sdn Bhd (a Training BPO Company), PORTMAN College Sdn Bhd (Tertiary Education) & Millionaire Business School (Business & Property Education) He believes in building businesses and investing in properties as the core strategies to financial freedom for all.

Ernie is also one of the hardest working man in show business, perfecting his act at theatres, clubs, corporate & dinner functions, colleges and product launches in the country. Ernie has also appeared in numerous radio and television commercials locally and internationally. He has also directed TV programs ranging from dramas, comedy, TV Commercials, Corporate Videos and an award-winning director with blockbuster movies for both local and international screens. Ernie has worked in nearly every performing capacity as an announcer, reporter, talk show host, man-on-the-street, television presenter, actor, emcee, writer, producer and music producer. Ernie's intelligent wit, charm, spontaneity and performance style landed him roles in local sitcoms such as "Kopitiam," "Show Me The Money", "Each Other" and "Table For Two" and recently "The Firm." The His success and achievements have been featured in TV1, TV2, TV3, NTV7, 8TV, Astro, Hitz FM, Fly FM, BFM, FHM Magazine, Channel V, The Edge, News Straits Times, Berita Harian, Harian Metro, The Star and The Sun Malaysian newspapers and numerous magazines.

His clientele include both MNCs and LLCs such as Financial Services Institutions, Telecommunications, Property Developers, High Tech Industries, Hospitality, Retail, Education, Advertising and Entertainment.

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## Jeremy Lee



**Jeremy Lee** is a Chartered Management Accountant (ACMA), Chartered Accountant (Malaysia) and holds a MSc. In Engineering Business Management from Warwick University. He is also a Certified Personality Profiler and a Certified Trainer. Jeremy has been involved in the training and knowledge management environment for many years. He started his learning and development journey as a Training Manager and later became the Knowledge Manager for a listed Malaysia company. Today he serves as the Principal Consultant for ATCEN and the Group CFO for the ATCEN Group.

As a Knowledge Management practitioner, he has successfully implemented long term cultural change in organizations and has re-engineered company processes to ensure higher effectiveness and efficiency of service delivery.

In the area of Training Management, he is familiar with the entire training administration process from Training Needs Analysis to Learning Evaluation. He is also highly familiar with designing adult learning workshop content and facilitating them.

Jeremy has lead Multinationals, Large Local Companies and Government Linked organizations to achieve performance optimization by conducting audits, internal controls audits and investigations of their operations. At a strategic level, Jeremy consults organizations in their strategic positioning of their operations to ensure that optimum value is gain by the organization. He is also experienced in coaching and mentoring many types of people under various circumstances. He has lead many of these individuals to gain fantastic performance results at work and in their life. As a coach he has been said to be a great listener, focused and adaptable in his approach to get the best out from individuals.

Serving as a Trainer and Consultant for numerous companies, he has conducted and facilitated thousands of individuals in the areas of customer service, leadership skills, sales, negotiation skills, communication skills and coaching skill. He has facilitated workshops in China, Indonesia, Singapore, USA and Malaysia. He is able to managed people from different backgrounds and levels.

## Ken Ng



Ken serves as Principal Consultant and Chief Master Trainer for The ATCEN Group – the People Development expert. He is a Certified Professional Speaker, Certified Support Manager from Service Support Professionals Association of America and Certified Master Trainer from Western Kentucky University, USA and holds a BSc in Marketing and Organizational Communication. Ken has been in the forefront of the Asian sales and customer interaction management industry since the mid-90's and is better known as the "Sifu" to his peers, colleagues, partners and customers.

With more than 16 years of both strategic and operational customer contact experience, Ken is an author of numerous white papers, articles and has conducted in depth research and studies on sales, marketing, contact centers and customer experience in Asia Pacific. He is a much sought after speaker and has been highly involved in providing strategic directions for the Asian customer contact management industry through summits, congresses, conferences and knowledge sharing tradeshows. He was recently appointed by Customer relationship Management & Contact Centre Association of Malaysia (CRM & CCAM) as one of notable judges in the highly recognized CRM & CCAM awards for their Inbound and Outbound categories.

His expertise has led to consulting and people development engagements at Multi-national Companies, Large Local Conglomerates and Government Link Companies regionally, where he focuses on the mission critical aspects of customer contact Strategic Blueprint design, Human Capital Recruitment & Development, Sales & Marketing, Motivation & Teamwork, Performance Management implementation, Contact Center Management & Knowledge Management of product and customer data in a highly challenging environment to achieve performance excellence.

Ken first became involved with sales in the mid 80's while he was still in America. Since then, Ken has held a variety of leadership and management, operational roles in sales, service, marketing, collections for major customer contact operations. Ken is also a pioneer/owner of the first premier cyber cafe chain in Malaysia and has held key positions in many organizations such as Senior Consultant with the largest Business Process Outsourcing organization in Asia, Head of Technical Support for the Nokia Care Line responsible for supporting of the Asia Pacific region, consultant for Microsoft Malaysia's MSN website to Sales and Marketing Strategist for the Kirby Company, USA.

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## Companies that have attended “Certified Professional Trainer” public workshop since 2010

AIG Shared Services (M) Sdn Bhd	Matrix Power Services Sdn Bhd
Bank Of Maldives	Measat Broadcast Network Systems Sdn Bhd
Bank Pembangunan Mal. Bhd	Media Prima Berhad
Bank Rakyat	Mega Lifescience Sdn Bhd
Bukit Kiara Properties Sdn Bhd	MISC Bhd
Courts (MTIUS) Ltd	Paradise Sandy Beach Resort
Dagang Net Technologies Sdn Bhd	Petronas Penapisan (Melaka) Sdn Bhd
Dancom Net Services Sdn Bhd	PORTMAN College
Danone Dumex (Malaysia) Sdn Bhd	Prince Court Medical Centre Sdn Bhd
Danone Asia	Prudential Assurance (M) Bhd
DHL-IT Asia Pacific	Rangkaian Pengangkutan Integrasi Deras Sdn Bhd (Rapid KL)
Digi Telecommunication Sdn Bhd	RBC Investor & Treasury Services
Etiqa Insurance Berhad	Ricoh (Malaysia) Sdn Bhd
Flamingo By The Beach, Penang	SMBC SSC Sdn Bhd
Hartalega Sdn Bhd	SME Bank Berhad
Hong Leong Asset Management Bhd	SRG Asia Pacific
Hong Leong Capital Berhad	Sumitomo Mitsui Banking Corporation
International Medical University (IMU)	Sunway Hotel Georgetown, Penang
Kementerian Kesihatan Malaysia (KKM) - Bahagian Keselamatan & Kualiti Makanan	TDM Berhad
Kumpulan Wang Simpanan Pekerja (KWSP)	Top Glove Sdn Bhd
Malayan Banking Berhad	Travel Guard Asia Pacific (TBC)
Mary Kay (M) Sdn Bhd	Viewpoint Research Corporation Sdn Bhd

## Participants' Feedbacks

*“Awesome!” - Senior Associate, Measat Broadcast Network Systems Sdn Bhd*

*“Learning was insightful. A lot of sharing took place that helped with learning new ways of looking at and doing things. Nice to have a different perspective in things that I've been doing all the while.” – Learning Facilitator, RBC Investor & Treasury Services*

*“Tremendously. Adios-keep it up. Always do the best.”*

*“I really have learnt from THE BEST!”*

*“Feedback session was powerful. I learned different type of presentation. The situation/scenario was very real. It was very superb idea during the presentation”*

**14th**  
**SESSION**  
**SINCE 2010!**

**93%**  
**Score on Trainer's**  
**Feedback – Last**  
**Session**  
**(July 2017)**

**100**  
**Numbers of**  
**participants that have**  
**joined this course**  
**(public workshop)**  
**since 2010**

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## Registration Form

### Participant 1

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

Kindly contact me through Social Media? Yes  No

### Participant 2

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

Kindly contact me through Social Media? Yes  No

### Participant 3

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

Kindly contact me through Social Media? Yes  No

**Human Resource / Approving Manager:** \_\_\_\_\_

Job Title: \_\_\_\_\_ Email: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Invoice Attention To / : \_\_\_\_\_

Finance E-Mail Address \_\_\_\_\_

Company Stamp Chop:

For further information,  
kindly email your enquiry  
to [info@atcen.com](mailto:info@atcen.com)

### Workshop Investment – RM5,800 per participant

(NOT Inclusive of 6% GST)

Group Discount of 10% for 3 or more participants who register for the workshop at the same time and are from the same organization.

Price is inclusive of all materials, lunches and tea-break.

\*\*This training is **PSMB claimable**  
subject to PSMB approval

### To register, complete this form:

1. Email form back to sender's email address/  
info@atcen.com
2. Fax this form to +603-7728 2620

### Bank Draft:

Payable to **ATCEN Sdn Bhd** and courier to:  
D-05-12, Ritze Perdana Business Centre,  
Jalan PJU 8/2, Damansara Perdana, 47820 PJ,  
Malaysia.

### By Direct Transfer:

Account Name: **ATCEN Sdn Bhd**  
Bank : Public Bank Berhad  
Acc No : 3130460034

### By Credit Card:

We take VISA and MasterCard only.  
(3% transaction fees is applicable)

All bank charges/fees to be borne by payer.

## Terms & Conditions

1. Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend our programs.
2. Payment is required with registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 working days prior to event commencement. However a substitute is welcome at no additional charges
5. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
6. The organizer reserves the right to make any amendments and/or changes to the workshop, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.
7. The certificate of completion will be awarded by ATCEN Sdn. Bhd.
8. The personal information that you provide in this Registration Form and information provided at any other time during the event, can be used by the organizer and related parties to market, advertise and promote our goods and services via various communication mediums. Participants are responsible to advise the organizer if they do not wish to be included in the above.

## For Office Use Only

Corporate Sales Consultant:

Invoice Number:

Invoice Date: