

# COACHING FOR HIGH PERFORMANCE WORKSHOP

(How to Coach for Performance At Work)

**Date : 4<sup>th</sup> – 5<sup>th</sup> December 2017**

**Venue : Vistana Hotel, Kuala Lumpur**

## Workshop Description

The knowledge professional works in a fast-paced and stressful environment. Organizations are utilizing coaching to communicate, motivate, discipline and enhance knowledge and skills. This workshop specifically looks into coaching techniques and applications that are relevant to the current employee and workplace environment.

To further develop managers with the essential skills required to coach, this 2-day workshop will provide a hands-on fully interactive session to utilize skills learnt immediately with immediate feedback on improvement areas.

## Workshop Learning Outcomes

- Appreciate the importance of coaching;
- Understand the difference between managing and coaching;
- Know the what's, when's and why's of coaching;
- Learn the skills and the objectives of being a Coach;
- Develop and internalize the various types of coaching approaches;
- Improve communication of performance feedback;
- Learn to set and monitor personal development goals;
- Appreciate the barriers to coaching;
- Learn advanced communication techniques for better coaching interpretation.

## Who Should Attend?

- Managers
- Senior Managers
- Team Leaders

### 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 2.*

### Training Methodology

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

This will include:

- Group activities
- Exercises
- Discussions
- Presentations
- Fun
- Lots of reflection and sharing

**Facilitated & Marketed by:**

**ATCEN**<sup>SM</sup>

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

# Coaching for High Performance Workshop

4<sup>th</sup> – 5<sup>th</sup> December 2017, Vistana Hotel, Kuala Lumpur

## Module Outline

### Day 1

#### Module 1: Winning the Performance Game

- What are the Difference between Coaching, Mentoring and Counselling?
- Determining the Objectives of Coaching for your Organization
- Coaching and Managing - The Difference

#### Module 2: Developing Key Coaching Skills

- The Criteria, Principles & Qualities of an Effective Coach
- Superior Questioning Skills and the Power of Silence
- Developing Advanced Communication Skills to Ensure Buy-In and Build Rapport

#### Module 3: The Coaching Session Proper

- Preparing, Planning and Conducting a Coaching Session
- Know What to Coach- Attitude vs. Behaviors
- The Differences Between Reprimanding, Commanding, Supporting and Motivating

### Day 2

#### Module 4: Different Coaching Techniques

- Coaching for Personal Development Initiative-GROW
- Coaching for Work Performance Improvement- Curbstone
- Coaching for Disciplinary Issues- DESSC

#### Module 5: Turning Resistance to Positive Change

- The Different Types of Resistance that will Occur
- Applying Various Approaches to Manage Different Resistance
- Coaching is a Tool in Management

#### Module 6: Coaching in the Workplace

- Getting Individuals to Work on Themselves
- Developing a Performance Culture of Openness and Transparency

## Program Facilitator

### Jeremy Lee

Jeremy serves as CEO/ Principal Consultant of ATCEN Sdn Bhd. He is also the part owner and Group Chief Financial Officer of the ATCEN Group overseeing several companies in 3 different industry. He is a Certified Personality Profiler with Thomas International, a Chartered Management Accountant (ACMA), Chartered Global Management Accountant (CGMA), Chartered Accountant (Malaysia) and holds a MSc. in Engineering Business Management from Warwick University. He is also a Certified Trainer by Western Kentucky University (USA), a member of the Malaysian Association of Professional Speakers (MAPS) and was exempted from PSMB Train the Trainer Program. He also has a valid Teachers license.

Jeremy is a highly sought after as a People Development Expert, Performance Optimization, Human Performance Improvement Consultant in the Service and Manufacturing Industry.

With more than 20 years of both strategic and operational management experience, he has worked and been involved in numerous industries. Serving as a Trainer and Consultant for numerous companies, he has conducted and facilitated thousands of individuals in the areas of customer experience Management, performance management, leadership skills, management skills, communication skills and coaching skill. He has facilitated workshops in Malaysia, Indonesia, Singapore and China and is able to handle people from different backgrounds and levels

He has also led customer contact centers project teams to be ISO certified. He was the project manager to drive business process re-engineering projects undertaken to improve the controls and systems for the first ISO 9002:1994 certification for a vacation ownership company and their Resorts, the first ever worldwide. Jeremy has collaborated with Accenture on a multi-million-Ringggit e-commerce project in the loyalty program industry that achieved the prestigious MSC status for the organization.

Jeremy has held a variety of leadership and project management roles such as Senior Consultant with the largest Business Process Outsourcing organization in Asia, Head of Knowledge and Learning Management Division of a list company. He has been involved in Mergers and Acquisition, Financial Reporting, Pitching, Liquidation, Collections etc. Recently he lead and completed a 2 year project with a large local bank to enhance their customer experience that consisted of all their branches and contact centre.

Jeremy is also sought after for his ability to handle of diverse personalities. Some of the companies he has worked with includes ACI, Atos Origin, AIA, Alliance Bank, American Express, Altera, AmBank, Asia Assistance Network, Bursa Malaysia, Bank Islam, Bank Rakyat, Bangkok Bank, BP, Celcom, City Link, Comex Genesys, CMA-CGM, CNI, Continental Automotive, CIMB Bank, Danisco, Dell, DHL, DiGi, Danome Dumex, EON, Exxon Mobil, EtQa, Fibertex Persoanl Care, Fresenius Medical Care, Fuji Xerox, General Electric, Great Eastern, Guinness Anchor Berhad, EPIC-I, Hitachi, Hong Leong Bank, HP, IJM, IBBM, IBM, IOI Properties, LaFarge, Maybank, MAA, MBF, MYOB, Merck, Mesiniaga, Nokia, Nike Sales Malaysia, UOB Bank, Philips, Petronas, Prometric, Perodua, Prominent, PSDC, MLRe, RHB Insurance, RHB Bank, Scomi, Shell Trading, Shell IT, Sony Malaysia (Penang), Sony Marketing, SRG, Standard Chartered, STAR Publications, SWIFT, Telekom Malaysia, Telekom Sales & Service, TIMEdotCom, TM Touch, TM Net, TNT Express, Tenaga Nasional Berhad, UMW Toyota, Vsource, VADS, ZTE etc.

# CLIENTELE

## Companies that have attended ATCEN's public workshops

Advance International Freight Sdn Bhd  
Affin Bank Berhad  
Aims Data Centre Sdn Bhd  
Airfoil Services Sdn Bhd  
Ajinomoto (M) Bhd  
Alcan Packaging Malaysia  
Alcatel-Lucent Malaysia Sdn Bhd  
Alliance Banking Group  
Allianz Life Insurance Malaysia Berhad  
ALSTOM Asia Pacific Sdn Bhd  
Amanah Raya Berhad  
AmBank (Malaysia) Berhad  
AmG Insurance Bhd  
AmLife Insurance Berhad  
Amway (M) Sdn Bhd  
Arachem Tech Training Centre  
Autoliv Hirotako SRS Sdn Bhd  
Automobiles Peugeot  
AXA Affin General Insurance Bhd  
Axon Solutions Sdn Bhd  
Bank Islam Malaysia Bhd  
Bank Muamalat  
Bank Negara Malaysia  
Bank Rakyat  
Beaufour Ipsen International  
BlueScope Steel (M) Sdn Bhd  
BMW Malaysia Sdn Bhd  
Boustead Petroleum Marketing Sdn Bhd  
Business Information Technology  
Byte Craft Sdn Bhd  
Canon Marketing (M) Sdn Bhd  
Celcom (M) Sdn Bhd  
Central Forwarding Agency Sdn Bhd  
Century Total Logistics Sdn Bhd  
Chemopharm Sdn Bhd  
CIMB Bank Berhad  
CL Computers (M) Sdn Bhd  
CMCM Perniagaan Sdn Bhd  
CNI Enterprise (M) Sdn Bhd  
Colgate-Palmolive (M) Sdn Bhd  
Computer Systems Advisers (M) Berhad  
Credit Guarantee Corporation (M) Bhd  
CSC Malaysia  
D G Kom Sdn Bhd  
Dagang Net Technologies Sdn Bhd  
Datacom South East Asia (M) Sdn Bhd  
Datacraft Advanced Network Services Sdn Bhd  
Dell Global Business Center Sdn Bhd  
DHL Express (Malaysia) Sdn Bhd  
Dialog Telekom Limited  
Diethelm (M) Sdn Bhd  
DiGi Telecommunications Sdn Bhd  
Dumex (M) Sdn Bhd  
East of Suez Holdings Sdn Bhd  
ECM Libra Investment Bank Berhad  
ECS Pericomp Sdn Bhd  
Edaran Tan Chong Motor Sdn Bhd  
e-Genting Sdn Bhd  
Entellium Technologies Sdn Bhd  
EON Bank Berhad  
EPF Social Security Training Institute (ESSET)  
EPIC-I Sdn Bhd  
EPS Computer Systems Sdn Bhd  
Ericsson Malaysia  
Etiqa Insurance Bhd  
Etiqa Takaful Bhd  
Euratech (Malaysia) Sdn Bhd  
Formis Software Dynamics Sdn Bhd  
Fresenius Medical Care Malaysia Sdn Bhd  
Frontline Technologies Malaysia Sdn Bhd  
FSBM Mantissa (M) Sdn Bhd  
Fuji Xerox Asia Pacific Pte. Ltd  
Fujitsu (Malaysia) Sdn Bhd  
Gagasan Carriers Sdn Bhd  
Gapurna Technologies Sdn Bhd  
Genting Information Knowledge Enterprise Sdn Bhd  
Global Transit Communications Sdn Bhd  
Group Associated (C&L) Sdn Bhd  
Grundfos Pumps Sdn Bhd  
Gucci (Malaysia) Sdn Bhd  
Guinness Anchor Berhad  
HeiTech Padu Bhd  
Hewlett-Packard Sales (M) Sdn Bhd  
Hilton Petaling Jaya  
Honda Malaysia Sdn Bhd  
ICI Paints (Malaysia) Sdn Bhd  
IITC Global Technology Sdn Bhd  
IMU Education Sdn Bhd  
InfoConnect Sdn Bhd  
ING Insurance Bhd  
interTouch (Malaysia) Sdn Bhd  
iPerintis Sdn Bhd  
Islamic Banking and Finance Institute Malaysia Sdn Bhd  
ISS Consulting (M) Sdn Bhd  
IT-365 Malaysia Sdn Bhd  
ITApps Sdn Bhd  
Jabatan Pengangkutan Jalan  
Jabatan Pentadbiran Latihan  
Jebson & Jessen Communication Solutions (M) Sdn Bhd  
Johnson Controls (M) Sdn Bhd  
Kannal Solutions Sdn Bhd  
Keretapi Tanah Melayu Berhad  
Kolej Yayasan UEM  
Kualiti Alam Sdn Bhd  
Kurnia Insurance (M) Bhd  
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Majlis Amanah Rakyat (MARA)  
Malayan Banking Berhad  
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Malaysia National Insurance Berhad  
Malaysian Assurance Alliance Berhad  
Maxfame Technologies Sdn Bhd  
Mayban Fortis Holdings Berhad  
Mayban General Assurance Berhad  
MBF Cards (M) Sdn Bhd  
McKinnon & Clarke Sdn Bhd  
MEASAT Satellite Systems Sdn Bhd  
Media Prima Berhad  
MEPS (1997) Sdn Bhd  
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Mexter MSC Sdn Bhd  
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Mitsui-Soko (M) Sdn Bhd  
MnEBay (M) Sdn Bhd  
MNRB Holdings Berhad  
Modipalm Engineering Sdn Bhd  
MOHR  
Malaysian Life Reinsurance Group Bhd  
Multimedia College  
N2N Connect Berhad  
NCH Corporation (M) Sdn Bhd  
NEC Corporation of Malaysia Sdn Bhd  
Netstar Advanced Systems Sdn Bhd  
OCBC Bank (M) Bhd  
OMD (M) Sdn Bhd  
Optimal Chemicals (M) Sdn Bhd  
Oracle Corporation (M) Sdn Bhd  
P&O Global Technologies Sdn Bhd  
PanGlobal Insurance Berhad  
Paradigm Systems Berhad  
Pembangunan Sumber Manusia Berhad  
Perbadanan Bekalan Air Pulau Pinang  
Pernecc Corporation Berhad  
Pharmaniaga Logistics Sdn Bhd  
Plus Expressways Berhad  
Power Innovations Sdn Bhd  
Premier Lubricants (M) Sdn Bhd  
Prometric Technology Sdn Bhd  
Proton Edar Sdn Bhd  
Prudential Services Asia Sdn Bhd  
Rangkaian Segar Sdn Bhd  
REDtone Telecommunications Sdn Bhd  
Rentwise Sdn Bhd  
RHB Bank Berhad  
Ricoh (Malaysia) Sdn Bhd  
Rohas-Euco Industries Bhd  
SAINS Sdn Bhd  
Samsung Malaysia Electronics (M) Sdn Bhd  
Sapura Research Sdn Bhd  
Sarawak Information Systems Sdn Bhd  
SCAN Associates Berhad  
Scope International (M) Sdn Bhd  
Shangri-La Hotels Marketing Sdn Bhd  
Shell IT International Sdn Bhd  
Shell Malaysia Trading Sdn Bhd  
Signature Manufacturing Sdn Bhd  
Skynet Worldwide (M) Sdn Bhd  
SnT Global Services Sdn Bhd  
Sony BMG Music Entertainment  
Southern Bank Berhad  
Standard Chartered Bank  
Star Publications (Malaysia) Berhad  
Sumiso (M) Sdn Bhd  
Sun Media Corporation Sdn Bhd  
Sunway Holdings Bhd  
Sunway Pyramid Sdn Bhd  
Suruhanjaya Syarikat Malaysia  
Takaful Ikhlas Sdn Bhd  
Taylor's College Sdn Bhd  
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Telekom Smart School Sdn Bhd  
Telshine Sdn Bhd  
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The Media Shoppe Bhd  
The Nielsen Company (Malaysia) Sdn Bhd  
TIME dotCom Bhd  
TM Asia Life (Malaysia) Berhad  
Tokio Marine Insurans (M) Bhd  
TT dotCom Sdn Bhd  
Tycos Fire, Security & Services Sdn Bhd  
UCB Pharma Asia Pacific Sdn Bhd  
UEM Academy Sdn Bhd  
United Overseas Bank (M) Berhad  
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VADS Berhad  
ViewPoint Research Corporation Sdn Bhd

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