



# CERTIFIED PROFESSIONAL TRAINER (CPT)

## ATCEN<sup>SM</sup>

Free access to ATCEN e-learning solution on **Train-The-Trainer** (T&C applies)

Tel: +603-7726 2236 Fax: +603-7726 2623 Email: info@atcen.com Website: www.atcen.com

**Date : 26th – 29th March 2018**  
**Venue : Vistana Hotel, Kuala Lumpur**



Certificate of completion 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

# Certified Professional Trainer (CPT)

26th – 29th March 2018, Vistana Hotel, Kuala Lumpur

## 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.

# Certified Professional Trainer (CPT)

26th – 29th March 2018, Vistana Hotel, Kuala Lumpur

## 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.

# Certified Professional Trainer (CPT)

26th – 29th March 2018, Vistana Hotel, Kuala Lumpur

## Jeremy Lee



Jeremy serves as CEO and Principal Consultant of ATCEN Sdn Bhd, and Group CFO for the ATCEN Group. ATCEN Group has business in Academic Education (PORTMAN College) and Corporate Training (ATCEN). He has been in the Corporate Training industry for over 16 years.

He is a Chartered Management Accountant (ACMA), Certified Accountant in Malaysia (MIA), Chartered Global Management Accountant (CGMA) and holds a MSc. in Engineering Business Management from Warwick University. He is currently pursuing his PhD in University Malaya. He is a Certified Personal Profiler and Human Job Analysis (Thomas International), Certified Trainer (PSMB) and Certified Master Trainer with Western Kentucky University. He is a Professional Speaker with the Malaysian Association of Professional Speakers (MAPS).

With more than 20 years of strategic and operational management experience, he has worked and been involved in numerous industries. He has conducted and facilitated thousands of individuals in the areas of Strategic Review, performance management, leadership skills, sales, negotiation skills, sales and service and communication skills. He has facilitated workshops in the region and is able to handle people from different backgrounds and management levels.

Over the years, Jeremy has been involved in numerous business. He has lead/ started and closed businesses was involved in mergers, acquisition, daily operations and disposals. He has held a variety of leadership and project management roles in various organizations prior to ATCEN. He was the Senior Consultant with the largest Business Process Outsourcing organization in Asia, Head of Knowledge and Learning Management Division of a listed company, Special Project Manager for a Resort Group, Operation Head in a Resort in UK, Project Team Leader in a Technology start up firm with and also an Internal and External Auditor. He has also operated a Restaurant previously, a recruitment organization and also oversaw the operations of a 30 year old Association.

Additionally, he has collaborated with Accenture on a multi-million-Ringgit e-commerce project in the loyalty program industry. There, he gained the prestigious MSC status for the organization, played a pivotal role in the areas of strategic and operational planning, organizational structure, organizational change and the management of the project. He was also the project manager for the first ISO 9002:1994 certification for a vacation ownership company, worldwide.

Some of the companies he has worked with includes Alliance Bank, AIA, AMEX, AmBank, Axiata, Bacfree, Bank Islam, Bank Rakyat, Bank of Tokyo, Bank of China, Bank Negara, BD Agriculture BMW (M), BP, Celcom, Cerebos Asia Pacific, Comex Genesys, CNI, CIMB Bank, CMA-CGM, Danone Dumex, Dell, DHL Express, DHL IT, DiGi, e-Genting, EasyCall, EON, EPIC, ExxonMobil, Fibertex, Fuji Xerox, Great Eastern, EPIC-I, General Electric, Etiqa, Hitachi, Heitech-Padu, Hong Leong Bank, HP, IBM, IJM Properties, IOI Corp, Iraq South Oil, Inti University, KWSP, KWAP, Kenanga Investment Bank, Kings Confectionery, LaFarge Cement, Maybank, Mayban Assurance, MAA, MBF Cards, Merck, Mesiniaga, MLRe, MSIG, MYOB, Nike, Nokia, OCBC Bank, Petronas, Perodua, Philips, Proton, Polyplastic, PSDC, RHB Insurance, RHB Bank, Sapura Crest, Scomi, Siemens, Shell Trading, Shell SIT1, SME Bank, SMECorp, SP Setia, SRG, Standard Chartered Bank, Spices and Seasoning, Sony Malaysia, Sony (PG), STAR Publications, Stemlife, Sunway Hospital, SWIFT, Taylors University, Telekom Malaysia, Telekom Sales and Service, TIME, TMTouch, TM Net, Tenaga Nasional Berhad, Tokio Marine, Toyota Autobody, TNT Express, UMW Toyota, UOB Bank, UMobile, Vsource, ZTE etc.

## 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.

# Certified Professional Trainer (CPT)

26th – 29th March 2018, Vistana Hotel, Kuala Lumpur

## 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**

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

To Register or For More  
Information

Kindly call **03-7728 2623** or  
email to **[info@atcen.com](mailto:info@atcen.com)**  
**[www.atcen.com](http://www.atcen.com)**