



MANAGING GENERATION-Y WORKSHOP

ATCEN SM

Tel: +603-7726 2236 Fax: +603-7726 2620 Email: info@atcen.com Website: www.atcen.com

Date : 28th – 29th March 2018
Venue : Vistana Hotel, Kuala Lumpur

Workshop Description

Due to the delayed retirement of the Baby Boomers and the early development and entry of young people into the workforce in middle management positions, the senior management may have to deal with 4 or 5 generations of work teams. Some generalizations and recognition of their differences is required to manage these diverse staff and to satisfy their requirements, to get the best from them and to keep them.

Surveys have found more than 70% of older staffs have low opinions about younger workers' abilities. Also about 50% of employers say that younger employees have poor opinions about the abilities of their older colleagues.

This workshop will present managements with the proper understanding of the different generations, the insight towards their behavioral patterns and how to better manage them.

Workshop Learning Objectives

- Understanding the definitions of the various Generations
- Why people from different generations behave differently
- What are the key drivers (hot buttons) in different generations
- How to go beyond the stigma of a certain generation
- Managing a group of people who are a generation older to you
- Managing a group of people a generation younger to you

Who Should Attend?

- Senior Management
- Managers
- Team Leaders
- Human Resource
- Coaches

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.

Facilitated & Marketed by:

ATCEN SM

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

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Module Outline

Module 1: Introducing the Generations

- Why generational differences matter
- The different generations at today's work place
- To know your generation

Module 2: Generational Differences

- Why do different generations think differently
- What are their priorities
- Work ethics of the 4 generations
- Values Believed in and practiced by the different generations

Module 3: It is more than just Generation Gaps

- Identify your preferred style of communicating
- Understanding Personalities - 4 Different Personality Types
- Examining The personality profile of your people

Module 4: Managing Cross Generational Workers

- Sending effective messages to suite each generation
- Dealing with intergenerational conflict
- Eliminating perceptions and believes and neutralize situations
- Leading your team towards cross generational learning

Module 5: How to effectively Coach and Mentor Your Intergenerational Teams

- Turning "What do I get out of this" to "What we can gain out of this"
- Creating synergy between individual career goals and company mission
- Coaching Baby Boomers
- Coaching Gen-X's
- Coaching Gen-Y's

Module 6: Creating an Action Plan

- Creating a generational neutral environment
- Matching your management style to the generations you lead

Program Facilitator

Ken Ng

Ken is an industry and globally recognized human performance consultant/ trainer and acclaimed communicator. Best known for his energetic interactivity and engaging style of presentation and interactive facilitation, his services are much sought after. He is a Certified Professional Speaker, Certified Support Manager from Service Support Professional Association of America, Certified Trainer from Western Kentucky University, USA and holds a BSc in Marketing and Organizational Communication with more than 19 years of working experience from various industries.

An internationally certified trainer utilizing experiential and accelerated learning methods, Ken is constantly requested to conduct workshops for people of all levels. His expertise and highly interactive approach into people development has won many accolades from clients and has resulted in countless consulting and human capital enhancement engagements at Multi-national Companies, Large Local Conglomerates and Government Linked Companies regionally.

In addition to being passionate about unleashing individual, team and organizational potential, Ken is also an author of numerous white and technical papers, articles and has conducted in-depth research and studies on sales, marketing, customer contact and the customer experience in Asia Pacific. He has been highly involved in providing strategic directions for the Asian customer interaction management industry through summits, congresses, conferences and knowledge sharing tradeshows. He is continuously nominated by the Customer Relationship Management & Contact Centre Association of Malaysia (CRM & CCAM) as one of notable judges in the highly recognized CRM & CCAM awards.

This career people developer's passion for enhancing human performance first began fascinated with and immersed himself into the field of human capability and potential in the late 80's while he was still in America. Since then, Ken has delved into this area of interest. 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 (APAC), consultant for Microsoft Malaysia's MSN website, Marketing Strategist for the Kirby Company, USA to Special Events Liaison for the University of Oklahoma.

ATCEN is excited to have an enthusiastic individual like Ken to be able to share his experience, knowledge and uncanny insight in recognizing and tapping into individual's hidden potential for both personal and clients' organizational success.

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Companies that have attended “Managing Generation-Y Workshop” since 2010

Bank Islam
Bank Rakyat
Bata Malaysia Sdn Bhd
Chartis Technology &
Operation Management (M)
Cigna International Health
Services
Combat Coating (M) Sdn Bhd
Concorde Hotel KL
Country Heights Holdings
Bhd
Danone Dumex (M) Sdn.
Bhd.
DDSB (M) Sdn Bhd

Etiqa Insurance & Takaful
FP Avante Sdn Bhd
Institut Jantung Negara
Intechligence Worldwide Sdn Bhd
Johor Corporation
KFCH International College
KL Airport Services Sdn Bhd
Kumpulan Wang Simpanan
Pekerja (KWSP)
Lembaga Pembangunan Industri
Pembinaan Malaysia
Mitsubishi Motors Malaysia Sdn
Bhd

Mydin Wholesale Hypermarket
Pharmaniaga Research Centre
PORTMAN College
PPG Performance Coatings (M)
Prudential BSN Takaful Berhad
Software International
Corporation (M) Sdn Bhd
Solsisnet Sdn Bhd
Southern Acids Industries
Taylor's University Sdn Bhd
Tele-Papers (M) Sdn Bhd
Tenations Global Sdn Bhd

Participants' Feedbacks

“Info was interesting/information/applicable esp with relevant teaching aids/mm/real-life applications/scenario. Ken was very engaging, relevant and very informative : lovely balance of skill.”

- **Tenations Global Sdn Bhd**

“Trainer has shown a good interpersonal skills by being able to communicate clearly, passing down knowledge creatively and comprehending questionnaires from participants engagingly and with clarity.” - **Executive, Johor Corporation**

“Very nice workshop to know different generations. To use a correct way to deal with different people”

- **Marcom Executive , Concorde Hotel KL**

“It's a wonderful and full of information and can be practice at office in future” - **Team Leader , Etiqa Insurance & Takaful**

“Facilitator used of a lot of method and media when conducting training. Two ways communication.” - **HR Manager , Concorde Hotel KL**

“In-depth understanding of the title, complete with visuals and examples”
-**Training & Development, Concorde Hotel KL**

“Very informative and interesting” - **Senior Consultant , Concorde Hotel KL**

8th
SESSION SINCE
2010!

99%
Score on Trainer's
Feedback – Last
Session
(August 2017)

74
Numbers of
participants that have
joined this course
(public workshop)
since 2010



To Register or For More
Information

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