



ASSERTIVE AND COURAGEOUS CONVERSATION AT WORK

(Part of WKU “The High Performance Manager” Program)



ATCEN

Date : 14th – 15th May 2018
Venue : Vistana Hotel, Kuala Lumpur

This training is
PSMB SBL-KHAS

Workshop Description

All Executives need to communicate to a wide variety of people from their boss, fellow peers and even external parties such as customers and vendors. They must have the skill to be both empathetic and caring yet assertive at times. This is especially true when issues need to be raised to ensure organization values and rules are followed and any disruptive behaviour is stopped. However not all are able to initiate or manage them-self professionally in such a situation whether this is with their bosses, peers, subordinates or external parties suppliers

This is particularly true when the situation becomes hostile and when strong feelings are involved. Some managers prefer to avoid it all together and sweeping all these under the carpet. This 2-day workshop introduces the participants to the key elements and practical techniques associated with having an effective courageous communication.

Workshop Learning Outcomes

- Learn that communication never stops
- Be able to articulate our thoughts and opinions to others confidently
- Understand our personality and using it to enhance relationships
- Be assertive with others on what needs to be done
- Practice giving feedback to our staff in a supportive manner;
- Be able to communicate with flair, facts and empathy
- Demonstrate professionalism when interacting with staff and peers;
- Practice framing the courageous conversation to ensure influence, impact and effectiveness of conversation
- Improve self-confidence in speaking up for courageous situations by using various techniques

Who Should Attend?

- Senior Managers
- Managers
- Team Leaders
- Senior Executives

Workshop Chronology

0830	Registration
0900	Workshop Start
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 includes:

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

Western Kentucky University Certificate

The WKU “High Performance Manager” certificate will be awarded to any participant that completes all 3 workshops below within 12 months.

1. 8 Critical Skills of a Successful Manager
2. From Planning to Successful Execution
3. Assertiveness & Courageous Conversation at Work

Assertive and Courageous Conversation @Work

14th – 15th May 2018, Vistana Hotel, Kuala Lumpur

Module Outline

Module 1: Communicate Non-Stop

- The Communication Model –We Communicate Always
 - The Reality and Facts vs Perception and Fear
- Activity: A Visual Assessment**

Module 2: Practice Open Communication: The Power of Human Connection

- Personality Profiling to Enhance Communication and Relationship with Others
 - Human Connection – High Tech vs. High Touch
 - The 4 Key Strategies to Connect Everyone
- Exercise : DiSC Profiling**

Module 3: Be More Assertive

- The Four Steps To Assertive Behavior
 - Saying 'No' To Unreasonable/Unrealistic Demands
 - Telling Others What You Want - Asking For Things
 - Providing Feedback to Others using BIS
 - Expressing Opinions Effectively - Getting People To Listen
 - Conflict Management
- Exercise: Role Plays on Assertiveness and Conflict**

Module 4: Framing a Courageous Conversation

- Types of Courageous Conversation
 - What Is Your Story- Emotions Vs Facts
 - Anchor Your Conversation Content with GPS (Gap, Pattern and Solutions).
 - The Stages in a Conversation
- Activity: Framing The Stories**

Module 5: Directions for A Courageous Conversation

- The 3H to Move forward
 - Using SOOAR and SCARE Techniques for Speaking to Management
 - DESSC for Serious Staff Communication
- Activity: Role Plays on Various Courageous Conversation**

Program Facilitator

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 SITI, 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.

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Companies that have attended ATCEN's programs:

ACSON Malaysia	EPSON Malaysia	Malayan Banking (Maybank)	Sabah Shell
AEON Credit	Esthetics International Group	Malaysia Communication & Multimedia Commission (MCMC)	SAJ Holding
Affin Holdings	Etiqa Insurance	Malaysia Airlines	Sanofi-Aventis
Affin Hwang Asset Management	Express Rail Link	Malaysian Investment Development Authority	Sapura Resources
AIG Shared Services	Exxon Mobil Corporation (M)	Malaysian Life Reinsurance	Sapura Kencana Petroleum
Air Asia	F&N Beverages Marketing	Malaysian Resources Corporation	Sarawak Information Systems (SAINS)
Airfoil Services	F&N Dairies (Malaysia)	Mandarin Oriental Kuala Lumpur	SCAN Associates
Ajinomoto	FCS Computer Systems	Manpower Staffing Services (M)	SCHOTT Glass
Alliance Bank	Felda Prodata System	Mary Kay (M)	Scomi Group
Amanah Raya	Fibertex Personal Care	Mass Rapid Transit Corporation	SEA ORGA
Amanah Saham Nasional (ASNB)	Focus Malaysia	Maxis	Securities Industry Development Corporation
AmBank	Formis Network Services	MEASAT Broadcast Network Systems	SEGi College
American International Assurance (AIA)	FPG Oleochemicals	Media Prima	Senheng Electric (KL)
AmGeneral Insurance	Fresenius Medical Care	Merchantrade Asia	Shangri-La Hotels
Arvato Systems	Fuji Xerox Malaysia	Mesiniaga	Shell
Asia Assistance Network	Fujitsu Telecommunications	Microsoft (M)	Siemens Healthcare
Asian Banking School	General Electric (M)	MIDF Property	Siemens Malaysia
Asian Finance Bank	Genting Malaysia	MIMOS	Silterra
Asian NDK Crystal	Gleneagles Kuala Lumpur	MISC	Silverlake
Atos Origin Services	Globetronics Technology	Mitsui O.S.K Lines (M)	Sime Darby
Automobiles Peugeot	GRAB Malaysia	MSIG Insurance	Singtel
Averis	Great Eastern Life Malaysia	Multimedia University	Skynet Worldwide
AXA Affin General Insurance	GCH Retail (M)	Multi-Purpose Insurance	SME Bank
AXA Life Insurance	Gucci (Malaysia)	Mydin Mohamed Holdings	SME Corp
B Braun Medical Industries	Habib Jewels	Nanyang Press	SNT Global
Baker Hughes Malaysia	Halal Industry Development Corporation	National Bank of Abu Dhabi	Sony EMCS
Bangkok Bank	Heidelberg Malaysia	NEC Corporations of Malaysia	SP Setia
Bank Islam (M)	Heineken Malaysia	Nestle Products	SPR Energy
Bank Kerjasama Rakyat (M)	HeiTech Padu	Nike Sales Malaysia	SRG Asia Pacific
Bank Muamalat	HELP University College	Nistrans (M)	Standard Chartered Bank
Bank Negara Malaysia	HeveaBoard	Northport (Malaysia)	Star Publication
Bank of China	Hilti Asia IT Services	O'Connor's Engineering	StemLife
Bank of Maldives	Hitachi Malaysia	OCBC Bank (M)	Sumitomo Mitsui Banking Corporation
Bank Simpanan Nasional	Honda Malaysia	Olympus	Sunway
BASF Petronas Chemicals	Hong Leong Bank	Overseas Assurance Corporation	Suruhanjaya Syarikat Malaysia (SSM)
BBDO Asia (M)	Hong Leong Yamaha Motor	P&O Global Technologies	SWIFT Support Services Malaysia
BD Agriculture (M)	HSBC Bank	Pacific Mutual Fund	Symphony BPO
Berjaya Sampo Insurance	Hua Yang	PayNet	Takaful Ikhlas
BMW Credit (M)	Huawei Technologies (M)	PayPal	Taylor's University
BMW Group (M)	IBM Malaysia	Pembangunan Sumber Manusia (PSMB)	Teckwah Paper Products
Boustead	IJM Corporation	Penang Skills Development Center (PSDC)	Telekom Malaysia
Bridgestone	Ikano Pte Ltd	Pengurusan Air Selangor	Tenaga Nasional
Bristol-Myer Squibb	IKEA Malaysia	Perbadanan Bekalan Air Pulau Pinang	TGV Cinemas
British Council	Institut Jantung Negara	Pernec	The Hilton Group
Bursa Malaysia	International Medical University	Perodua Manufacturing	The Lion Group
Canon Marketing	INTI College	Perodua Sales	The New Straits Times Press
CCM Pharmaceuticals	IOI Group Corporation	Petroleum Nasional (PETRONAS)	TIME dotcom
Celcom Axiata	IPG Mediabrands	PETRONAS ICT	TNB IIsas
Cerebos (M)	Iskandar Investment	Pharmaniaga	TNT Worldwide Express
Cigna International Health Services	Johnson Controls	PHHP Marketing	Tokio Marine Insurans (M)
CIMB Bank	Johor Corporation	PLUS	Top Glove
Cisco Systems Malaysia	Jotun Paints	Pokka Ace	Toshiba
Citibank Malaysia	KBU College	POS Malaysia	Touch 'n Go
Cititel Mid Valley	KDU College	PPG Coatings	Tourism Malaysia
City Facilities Management	Kementerian Kesihatan Malaysia (MOH)	Prasarana	Toyota Auto Body
CNI Enterprise	Kenanga Investment Bank	Prince Court Medical Centre	Toyota Capital
Continental Tyre PJ Malaysia	Kerry Ingredients (M)	Prometric Technology	U Mobile
Courts Mammoth	Khazanah Nasional	Proton Holdings	UEM Sunrise
Credit Guarantee Corporation	King's Confectionery	Prudential BSN Takaful	UEM World
CSC Malaysia	KPJ Healthcare	Prudential Service Asia	UITM
Dagang Net Technologies	KPMG Malaysia	Qinetics Solutions	UMW Corporation
Daikin Refrigeration Malaysia	Kraiburg TPE Technology (M)	RAM Holdings	UMW Motor
Danone Dumex (M)	Kumpulan Wang Persaraan (KWPAP)	Rapp Collins	UOB
Dell Asia Pacific	Kumpulan Wang Simpanan Pekerja (KWSP)	RBC Investors & Treasury Services	UTSB Management
Dentsu (Malaysia)	Kuwait Finance House	REDtone International	VADS
Dhiraaghu Maldives	Lafarge	Reckitt Benckiser	Vale Malaysia
DHL Global Forwarding (M)	LB Aluminium	Rentwise	Weir Minerals
DHL Information Services	Lembaga Hasil Dalam Negeri Malaysia	ResMed	Volvo Malaysia
Digi	Lembaga Pembangunan Industri Pembinaan	RHB Bank	Watsons Personal Care Store
DKSH Malaysia	Lexus	RHB Insurance	Western Digital
DRB-Hicom	L'oreal Malaysia	Ricoh (Malaysia)	X-FAB Sarawak
Eastern Pacific Industrial Corporation	Luen Heng F&B	Robert Bosch	Zenith Media
Edaran Otomobil Nasional	Majlis Amanah Rakyat (MARA)	Royal Selangor Marketing	Zurich Insurance
Edaran Tan Chong Motor	Malakoff Utilities		

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Information

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