



LEADERSHIP AND MANAGEMENT MASTERY PROGRAMME

THE ULTIMATE LEADERSHIP AND MANAGEMENT STRATEGIES PROGRAMME FOR SENIOR MANAGEMENT

ATCEN

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Date : 28th – 29th January 2019
Venue: Premiera Hotel, Kuala Lumpur



Participants of this programme will be awarded an **Institute of Leadership and Management (UK) Certificate**

Workshop Description

Despite a business environment that is constantly uncertain, companies still need to move and perform at the highest level.

The ability to move forward is dependent on the leaders having good Leadership and Management Mastery. The leaders must be able to set clear strategic directions, actionable plans, practice engaging communication, and successfully execute these plans.

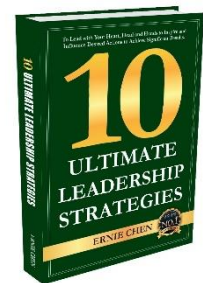
All successful organization requires a combination of great system and people to translate plans to successful implementation. Every employee needs to know how they fit in the organization and that their work is a critical part of ensuring the organization success. They must also be motivated and willing to contribute for the organization's growth.

Workshop Learning Objectives

- Learn to deal with the realities of uncertainty.
- Apply good leadership skills and principles at work.
- Appreciate the importance of applying Business Acumen in the daily operations of the company.
- Improving self -Leadership Development Always
- Practice good clear leadership communication skills for the Team and the Organization
- Communicate the organization direction and its relationship to daily operations.
- Build and practice the 4 fundamental areas of any successful. Focused Goals, Reliable Task, Great Measurement System and Team Synergy.
- Learn to break performance targets into various tasks.
- Focus on ways to develop the people especially the Talents.

Who Should Attend?

- CEO
- Senior Management
- Business Owners
- Entrepreneurs



Authored by Ernie Chen

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:

- High Impact short lectures
- Lively activities related to strategy and performance management
- Insightful Presentations to the Team
- Instant feedback from the Facilitator

This training is **PSMB SBL-KHAS**

Facilitated & Marketed by:
ATCEN

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

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Workshop Outline

LEADERSHIP

Module 1: Leading Today in Uncertainty

- The Realities of Organization Today
- Lead, Management, Control, Develop and Get the Result
- The 5 Levels of Leadership to Deal with Uncertainty
- The 5 Principles of Business Acumen (Cashflow, Profit Margin, Customer Focused, Velocity and Growth)

Module 2: Self Leadership Development

Always

- The Power of IKIGAI
- The CHI2 (Character and Competency, Heart, Integrity and Intention)
- The 3H for Leading the People
- Satisfaction By Giving to Others
- PDCA for Performing at Optimum Levels

Module 3: Our Leadership to The Team

- Love People First, Use Things Second
- Building Trust with the 4S (Safety, Security, Sincerity & Systems)
- Creating a Platform for Opportunities & Abundance

Module 4: Our Leadership to The Organization

- Focused Business Directions with Clarity to Serve Humanity.
- Values Driven Principles with Purpose to Make a Difference.
- Building and Shaping A Culture that Does Good & Influence Others to Do Good

MANAGING

Module 5: Communicating Direction with Our Team

- Understanding Performance Measures and Targets
- Breaking Goals into Specific Actions
- Setting Expectations with Them to Work Within Boundaries
- Communication of Work Done

Module 6: Managing Performance of Work Done

- Deriving the measurements for the 3-Time, Cost and Quality
- Communicating Job Responsibilities for Performance Measurement
- Providing Individual Encouragement
- The B-I-S for Constructive Feedback

Module 7: The Synergy of Team

- The Must Do's for Enhancing Trust
- Developed the Sense of Accountability and Motivation
- The Need to Instill Discipline for Habitual Performance

Module 8: Developing the People

- Raising the Challenge in the Organization
- 70/20/10 Development Rule
- Building Talents
- Motivating the People

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Program Facilitator

Ernie Chen

**Asia's No. 1 Business Coach, Author,
TV & Radio Personality, International Speaker &
Serial Entrepreneur.**



Ernie serves as the President & Group CEO of the ATCEN Education, PORTMAN Education & outLOUD Entertainment, Media & Communication Group of Companies. Ernie graduated with a MA in Communication, BA in Mass Communication, Western Kentucky University, USA, and is a candidate for the Doctorate in Business Administration (DBA) from Asia e University, Malaysia. Ernie has more than 25 years of experience working with education, training, entertainment, events, media, communications, outsourcing, digital solutions and food & beverages industries.

Ernie is a TV & Radio personality, globally renowned 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 is one of the most powerful and influential 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 events. Ernie has also advised more than 500 corporate clients that include Multinational Corporations and Large Local Conglomerates such as Financial Services Institutions, Telecommunications, Property Developers, High Tech Industries, Hospitality, Retail, Education, Advertising and Entertainment.

Ernie has also produced Box Office Hit Movies, TV programs ranging from dramas, comedy, TV Commercials, Corporate Videos and he is also an award-winning director 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 "The Firm." 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.

Presently, Ernie is the owner of the following companies that include ATCEN Sdn Bhd (Business Training, Business Events & Business Advisory), ATCEN Communications Sdn Bhd (Brand, PR, Marketing Communication & Publication), ATCEN Ventures Sdn Bhd (Business Investment) ATCEN Digital Sdn Bhd (Digital Marketing Solutions), outLOUD Studios Sdn Bhd (Entertainment, Media & Communication), Training Touch Sdn Bhd (Training BPO), PORTMAN College Sdn Bhd (Higher Education Institution). PORTMAN Academy Sdn Bhd (International ICGCE), PORTMAN Education Sdn Bhd (International School) & Dreamtalents Media Sdn Bhd (Talent Search Portal).

ATCEN

For more information and details
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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 startup 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.

To Register or For More
Information

**Kindly call 03-7728 2623 or
email to info@atcen.com
www.atcen.com**