

CERTIFIED PROFESSIONAL TRAINER (CPT)

ATCEN

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Duration : 4 days
Venue : Kuala Lumpur

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



Certificate of completion awarded by **Western Kentucky University (USA).**

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

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

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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.

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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.

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Program Facilitator

KEN NG
CEO / Master Trainer



Ken is an industry and globally recognized human performance consultant/ trainer and acclaimed communicator. Best known for his interactivity and engaging style of presentation and engaging 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 25 years of working experience from various industries.

An internationally certified trainer of Service and Support Professionals Association (SSPA) and Western Kentucky University, USA, Ken is constantly requested to conduct workshops for individuals 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 and team 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 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 also serves as guide and mentor in developing leaders; Ken first became intrigued and immersed himself into the field of human capability and potential in the late 80's while he was still in America. Since then, he has held a variety of leadership, management and operational roles in various organizations. 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 (Asia Pacific), consultant for Microsoft Malaysia's MSN portal, Marketing Strategist for the Kirby Company, USA to Special Events Liaison for the University of Oklahoma.

Ken is always enthusiastic to be able to share his experience, knowledge and uncanny insight in recognizing and tapping into individuals' hidden potential for both personal and organizational clients' success.

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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
Brunei Shell Petroleum	MISC Bhd
Bukit Kiara Properties Sdn Bhd	Paradise Sandy Beach Resort
Courts (MTIUS) Ltd	Petronas ICT
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 news 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**

“Very well & organized training for people development & those who wish to be certified as a professional trainer.” – **Operations Academy Support, Shell Brunei**

“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”

16th
SESSION
SINCE 2010!

93%
Score on Trainer's
Feedback - Last
Session
(Nov 2018)

110
Numbers of
participants that have
joined this course
(public workshop)
since 2010