

Strategic Leadership

for the new economy

2006

25 - 27 July 2006

Crowne Plaza Mutiara Kuala Lumpur, Malaysia

“Successful leaders don't start out asking,
"What do I want to do?"
They ask, "What needs to be done?"

Peter Drucker

Researched and Produced by:

ATCENSM Differentiates Your Service

Conference

Strategic Leadership Conference 25 July 2006

Strategic Leadership Conference is an interactive experience with exciting speakers, interesting panel discussions and successful leaders from the industry. The event brings valuable insight from leading best practices on their innovative strategies and success stories to achieve desired results for your organizations.

Researched and Produced by
ATCEN Sdn Bhd

Training Program

Leadership 21 Training Program 26 & 27 July 2006

This Leadership 21: Organizational Leadership & Communication program is developed for Chief Executive Officers, Directors, Senior Managers, Middle Managers that would help them acclimate and efficiently function during the transition from a traditional environment to a result driven, high performance culture. This workshop will provide participants with the seven key skills that have been developed and proven to be effective in helping leaders achieve their organizations mission.

Facilitated by
Dr. Randal Capps
Founder/ President
Leadership Strategies International. USA

Who should attend

CEOs . Directors . Head of Departments . Head of Divisions . Corporate Leaders . Senior Managers . Managers . Management Consultants . Trainers . Academics . Student Leaders

Key Conference Highlights

- ◇ Developing a strategic leadership plan to achieve objectives
- ◇ Understanding simple yet effective strategies that will keep your workforce morale high
- ◇ Designing performance appraisals to monitor and measure performance
- ◇ Developing learning and development strategies to achieve high performance and desired results
- ◇ Leadership management to achieve operational efficiency and effectiveness
- ◇ Understanding the critical importance of people and their career development
- ◇ Leveraging on innovative leadership breakthroughs to compete in a global environment
- ◇ Leveraging on best practice international rewards and recognitions programs to stimulate sustainable performance

Key Benefits

- ◇ **Acquire** result driven leadership strategies for your organization
- ◇ **Learn** how to perform best in class management styles
- ◇ **Gain Insights** on successful and effective strategies to acquire the best and motivated workforce
- ◇ **Discover** how to develop and implement performance appraisals
- ◇ **Enhance** your workforce productivity effectiveness and efficiency
- ◇ **Develop** rewards and recognitions to motivate your workforce
- ◇ **Develop** a structured learning and career development plan for your workforce
- ◇ **Understand** the workings of a multi-channel communication approach to achieve employee satisfaction
- ◇ **Network** with industry practitioners, peers as well as the media to exchange views, share ideas and garner useful contacts

0830 Registration and welcome coffee

0900 Chairperson's Opening Remarks
- Chairman

◇ **Jeremy Lee, CFO**
ATCEN Group

0910 **Stay Focus With Strategic Leadership**

- ◇ Top Management Challenges in the New Economy and How it Affects Businesses
- ◇ The New Capabilities Required for the Chief and Top Management to Sustain Competitive Advantage in the New Economy
- ◇ Chief and Top Management capabilities audit

Ramesh Natarajan, Deputy Country Manager
DHL Express (Malaysia) Sdn Bhd

0955 **The Leadership Interaction Model :**

- ◇ Leading Others and Managing Yourself
- ◇ The 3 Key Strategies: Vision, Communication and Trust
- ◇ Lessons for Leadership; The Practical Approach to Leading Your People: Case Studies

Mark Steven Hall, Operations Manager
Manpower Staffing Services (M) Sdn Bhd

1040 Morning Refreshment

1100 **Leading Change and Cultural Leadership**

- ◇ Leadership transformation and the change process
- ◇ Develop a Vision and Implementing the Change Mission
- ◇ How to Develop an Innovative and Learning Driven Organizational Culture

Stuart Pack, Chief Executive Officer
Gleneagle Intan Medical Centre

1145 **Planning and Monitoring Strategic Development**

- ◇ Establishing an Integrated Business and Management Development Plan
- ◇ Analysis of the Integrated Business and Management Plan
- ◇ The Development and Selection of Performance Indicators

Ken Ng, Principal Consultant / COO,
ATCEN Sdn Bhd

1230 Network Lunch

1345 **The Crucial Link: Developing New Leaders**

- ◇ Confusion about the Critical Importance of Developing New Leaders
- ◇ Developing Leadership Skills in our People to Fill the Missing Link
- ◇ A Powerful Development Tool - Story Telling: Learning from Experience

Karan Henrik Ponnudurai, Senior Vice President,
Celcom (Malaysia) Berhad

1430 **Empowering, Rewarding and Recognizing Your Teams**

- ◇ Understanding the New Workforce: Their Needs, Wants and Desires
- ◇ The Emancipation of Empowerment: How does it Work?
- ◇ The Difference Between Bribes and Flattery, Rewards and Recognitions

Kiang Chew Peng, Executive Director
SRG Asia Pacific Sdn Bhd

1515 Afternoon Refreshment

1535 **Entrepreneurial Leadership Best Practices**

- ◇ Thinking like an Entrepreneur in the Corporate Business Environment
- ◇ Marketing Your Services/ Product Without Money
- ◇ Developing the Critical Skills of an Entrepreneur in the Corporate Professional

Suresh Thiru, Chief Operation Officer
JobStreet.com Sdn Bhd

1620 **Panel Discussion: Leadership Strategies That Will Drive Your Team To Success**

- ◇ Can we capture the hearts and minds of all our people?
- ◇ How important is trust, equality & sharing to our people?
- ◇ How to drive learning into every one in your organization?
- ◇ Is empowerment really useful in Asia?

- Moderator

◇ **Jeremy Lee, CFO**
ATCEN Group

- Panelists

- ◇ **Ken Ng**, Principal Consultant / COO,
ATCEN
- ◇ **Mark Steven Hall**, Operations Manager,
Manpower Staffing Services
- ◇ **Suresh Thiru**, Chief Operation Officer,
JobStreet.com

1650 Closing Remarks by Chairman

◇ **Jeremy Lee, CFO**
ATCEN Group

1700 End of Day One

2- Day Leadership 21 Training Program Organizational Leadership & Communication

This Organizational Leadership & Communication Program is developed for Chief Executive Officers, Directors, Senior Managers, Middle Managers that would help them acclimate and efficiently function during the transition from a traditional environment to a result driven, high performance culture. This workshop will provide participants with the seven key skills that have been developed and proven to be effective in helping leaders achieve their organizations mission.

Program Objectives

- ◇ To help leaders develop leadership competencies in delegating, managing change, and leadership in others;
- ◇ To support in understanding of the manager's role in setting and defining goals;
- ◇ To develop group and individual intervention skills, and conflict management techniques;
- ◇ To understand the nature of leadership vs. management;
- ◇ To learn and use appropriate approaches in developing people;
- ◇ To provide a deep understanding of Performance Appraisals;
- ◇ To acquire the skills necessary for efficient written and verbal communication;
- ◇ To discover how an organization can effectively and efficiently share power with employees to take ownership of the various aspects of their jobs.

Program Chronology

Day 1 Wednesday 26th July 2006

0900	Module 1: Leadership Roles
1030	Tea Break
1045	Module 2: Moving From Traditional To Contemporary Leadership
1300	Lunch
1400	Module 3: Communication Skills
1530	Tea Break
1545	Communication Skills Continued
1700	End

Day 2 Thursday 27th July 2006

0900	Module 4: Adult Learning & Developing People
1030	Tea Break
1045	Module 5: Performance Appraisals
1300	Lunch
1400	Module 6: Interventions & Problem Solving
1530	Tea Break
1545	Module 7: Business Strategies & Applications
1700	End



Dr. Randall Capps
Founder/ President
**Leadership Strategies
International**

Dr. Randall Capps is the president and founder of Leadership Strategies International – a well reputed business management consulting firm in the United States. He has over twenty years of experience in leadership, communication consulting and training. His expertise includes executive coaching, facilitating organizational redesign, and implementing employee communication systems. Dr. Capps customizes his consulting approach to individual clients, and has a proven track record for conducting and implementing strategic planning sessions that have produced tremendous improvements that are experienced organization-wide.

He has held several management and academic positions at Western Kentucky University and is currently a Visiting Professor of Management in the Gordon Ford College of Business. Dr. Capps is also an award-winning researcher, a renowned author of several leadership, management and communication books that have been adopted and practiced by numerous schools and universities across the United States of America. He is currently co-authoring a book on Leadership for Healthcare Administrators.

Dr. Capps clientele include some of the leading US and worldwide companies in the field of communication, education, financial, government, healthcare, manufacturing, and various service industries including Gatorade, Harman Becker Automotive Systems, IBM, Manufacturing, Whirlpool Corporation, Ohio State University Hospital System, Vanderbilt University Health Center.

Strategic Leadership Conference (25 July 2006)
& Leadership 21 Training Program (26 -27 July 2006)

Crowne Plaza Mutiara Kuala Lumpur, Malaysia

**Yes! Please register the delegate(s) for this event
 (Kindly photocopy for more delegates)**

Delegate 1
 Name: (Dr/Mr/Mrs/Ms): _____

Job Title: _____

Email: _____

Delegate 2
 Name: (Dr/Mr/Mrs/Ms): _____

Job Title: _____

Email: _____

Delegate 3
 Name: (Dr/Mr/Mrs/Ms): _____

Job Title: _____

Email: _____

Delegate 4
 Name: (Dr/Mr/Mrs/Ms): _____

Job Title: _____

Email: _____

Approving Manager: _____

Job Title: _____

Email: _____

Company Name: _____

Address: _____

Tel: _____ Fax: _____

Ways to register

Tel : +603 7728 2623
 Fax : +603 7728 2620
 Mail : ATCEN Sdn Bhd
 Lot C-103A, Perdana Condo- Business
 Suites, Jalan PJU 8/1, Damansara
 Perdana, 47820 Petaling Jaya, Selangor,
 Malaysia.

How did you know about this conference?

Please tick (√) your choice session(s)

- From ATCEN email notification
- From Colleague, Management, HR or Training Department
- Others: _____

Investment of the event:	
Conference Only	RM 2,500
Training Program Only	RM 3,000
Conference + Training Program	RM 4,950

The investment includes lunches, refreshments and conference documentation.

Please tick (√) your choice session(s)

- 1-Day Conference + 2-Day Training Program
- 1-Day Conference only
- 2-Day Training Program only

Group Discount: Enjoy a group discount of **10% for 3 or more delegates** registered at the same time from the same organization.

Terms & Conditions

1. Cheques have to be received 7 working days prior to the event date.
2. Payment is non-refundable if cancellation occurs 14 days prior to workshop commencement.
3. Payment is required with registration and must be received prior to the conference to guarantee your seat.
4. Walk-in delegates with payment will only be admitted on the basis of seat availability at the conference and with immediate full payment.
5. The organizer reserves the right to make any amendments and/or changes to the program, venue, speaker replacements and/or topics if warranted by circumstances beyond its control.

Payment Method

All cheques are to be made payable to **ATCEN SDN BHD** and mail your payment together with this registration to **Lot C-103A, Damansara Perdana-Business Suites, Jalan PJU 8/1, Damansara Perdana, 47820 Petaling Jaya, Selangor Darul Ehsan, Malaysia.**

Enclosed is our cheque for the event

RM _____

Authorized Signature : _____

Name : _____

Date : _____