

# 2<sup>nd</sup> Annual Strategic Leadership Conference and Training Program 2007

“Leadership is a combination of strategy and character. If you must be without one, be without the strategy.”

2<sup>nd</sup> Annual Strategic Leadership Conference  
Leadership 21 Training Program

24<sup>th</sup> April 2007  
25<sup>th</sup> – 27<sup>th</sup> April 2007

Renaissance Kuala Lumpur Hotel

## Overview of the event

### Conference

**2<sup>nd</sup> Annual Strategic Leadership Conference**  
24<sup>th</sup> April 2007

The Annual Strategic Leadership Conference is a high level networking and interactive experience with exciting speakers, interesting panel discussions and successful leaders from various industries. The event brings valuable insight from leading organizations that has achieved leadership success and results.

Researched and Produced by  
**ATCEN Sdn Bhd**

### Training Program

**Leadership 21 Training Program**  
25<sup>th</sup> – 27<sup>th</sup> April 2007

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 program 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**

## Key Conference Highlights

- ◇ The critical importance of sustainable leadership in today's competitive economy
- ◇ The key focus of strategic leadership and the leveraging factors
- ◇ The organizational strategic architecture design that focuses on high growth and high performance
- ◇ The deployment of continuous learning and development strategies to deliver sustainable results
- ◇ The implementation of consistent leadership vision and focus for operational efficiency and effectiveness
- ◇ The requirements for leadership breakthroughs to compete in a borderless global environment
- ◇ Case studies on both leadership successes and failures

## Key Benefits

- ◇ **Acquire** result driven leadership strategies for your organization
- ◇ **Learn** how to perform revered leadership styles
- ◇ **Gain Insights** on how to develop a driven and high performance culture through organizational architecture
- ◇ **Enhance** your workforce productivity, effectiveness and efficiency through focus vision
- ◇ **Develop** international benchmarked learning and career development plan for your workforce
- ◇ **Understand** the workings of a multi-channel communication approach to achieve employee motivation
- ◇ **Network** with industry practitioners, peers as well as the media to exchange views, share ideas and garner useful contacts

## Who should attend

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

0830 Registration and Welcome Coffee

0900 Chairperson's Opening Remarks  
- Chairman

- ◇ **Jeremy Lee, Senior Consultant**  
**ATCEN Group**

0915 **The Role of the Strategic Leader Today**

- ◇ The 3 Roles: Ambassador, Facilitator & Juggler
- ◇ The Mind of a Strategic Leader: Potential Growth and Bottom Line
- ◇ Lessons from Strategic Leaders: Case Studies from the Big Boys

**Bobby Varanasi**

Vice President – Strategy, Quality & Operations,  
Vice Chairman – Marketing & Branding,  
Outsourcing Malaysia  
**EA Consulting, Inc**

1015 Morning Refreshment

1035 **Leading Change and the Factor “Trust” for Successful Leadership**

- ◇ Why change? Love it, Leave it or Change it
- ◇ The Change Process
- ◇ Manage by Control, Lead by Trust

**Harald Deller**

Executive Vice President Solution Development  
**inter-Touch (Malaysia) Sdn Bhd**

1135 **Developing an Effective Corporate Integrity Plan**

- ◇ Create Awareness on the Importance of Managing Integrity in Organization
- ◇ Acquire Knowledge on how to Develop an Effective Corporate Integrity Plan
- ◇ Conducted the process of Enhancing Culture of Professionalism and Integrity in your organization
- ◇ Learn the basic elements in Corporate Integrity Framework

**Abu Kassim Mohamed**

Chief Integrity Officer  
**Amanah Raya Berhad**

1235 Network Lunch

1400 **Leadership in The Changing World of Work**

- ◇ Changing World of Work – demographics, social economical etc
- ◇ Talent Crunch
- ◇ How Leaders can Manage Through this Change – Asia Today

**Liza Hussain**

Director - Corporate Affairs  
**Manpower Staffing Services (M) Sdn Bhd**

1500 Afternoon Refreshment

1520 **Panel Discussion: Key Leadership Strategies that Motivate an Organization to Steer Forward**

- ◇ 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?
- ◇ Does empowerment really work in Asia?

- Moderator

- ◇ **Jeremy Lee, Senior Consultant**  
**ATCEN Group**

- Panelists

- **Bobby Varanasi**  
Vice President – Strategy, Quality & Operations,  
Vice Chairman – Marketing & Branding,  
Outsourcing Malaysia  
**EA Consulting, Inc**
- **Abu Kassim Mohamed**  
Chief Integrity Officer  
**Amanah Raya Berhad**
- **Francis Chung**  
Managing Director  
**Teledirect Telecommerce**

1650 Closing Remarks by Chairman

- ◇ **Jeremy Lee, Senior Consultant**  
**ATCEN Group**

1700 Conference End

## 3- Day Leadership 21 Training Program

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 25<sup>th</sup> April 2007

0830 Welcome Coffee and Tea  
 0900 Module 1: Leadership Roles  
 1030 Tea Break  
 1045 Leadership Roles Continued  
 1300 Lunch  
 1400 Module 2: Moving From Traditional To Contemporary Leadership  
 1530 Tea Break  
 1545 Moving From Traditional To Contemporary Leadership Continued  
 1700 End of Day One

#### Day 2 Thursday 26<sup>th</sup> April 2007

0830 Welcome Coffee and Tea  
 0900 Module 3: Communication Skills  
 1030 Tea Break  
 1045 Communication Skills Continued  
 1300 Lunch  
 1400 Module 4: Adult Learning & Developing People  
 1530 Tea Break  
 1545 Adult Learning & Developing People Continued  
 1700 End of Day Two

#### Day 3 Friday 27<sup>th</sup> April 2007

0830 Welcome Coffee and Tea  
 0900 Module 5: Performance Appraisals  
 1030 Tea Break  
 1045 Module 6: Interventions & Problem Solving  
 1230 Lunch & Prayers  
 1430 Module 7: Business Strategies & Applications  
 1530 Tea Break  
 1545 Business Strategies & Applications Continued  
 1700 End of Day Three



**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.