



# COACHING FOR HIGH PERFORMANCE

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

**ATCEN**

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**Date : 13<sup>th</sup> – 14<sup>th</sup> May 2020**

**Venue : AC Hotel Kuala Lumpur Titiwangsa**

This training is

**PSMB SBL-KHAS**

## Workshop Description

The knowledge professional works in a fast-paced and stressful environment. Organizations are utilizing coaching to communicate, motivate, discipline and enhance knowledge and skills. This workshop specifically looks into coaching techniques and applications that are relevant to the current employee and workplace environment.

To further develop managers with the essential skills required to coach, this 2-day workshop will provide a hands-on fully interactive session to utilize skills learnt immediately with immediate feedback on improvement areas.

## Workshop Learning Outcomes

- Appreciate the importance of coaching;
- Understand the difference between managing and coaching;
- Know the what's, when's and why's of coaching;
- Learn the skills and the objectives of being a Coach;
- Develop and internalize the various types of coaching approaches;
- Improve communication of performance feedback;
- Learn to set and monitor personal development goals;
- Appreciate the barriers to coaching;
- Learn advanced communication techniques for better coaching interpretation.

## Who Should Attend?

- Managers
- Senior Managers
- Team Leaders

## Facilitated & Marketed by:

**ATCEN**

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

### 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 will include:

- High Impact Short Lectures
- Lively Activities and Exercises
- Numerous Presentations and Discussions
- Continuous Real Time Feedback from Facilitator

### Western Kentucky University Certificate

The WKU “High Performance Manager” certificate will be awarded to any participant that completes any 3 workshops below within 18 months.

1. 8 Critical Skills of a Successful Manager
2. Business Acumen
3. Coaching for High Performance
4. SPEAK UP! – Facing Difficult People
5. Stakeholders Management

# Coaching for High Performance

13th – 14th May 2020, AC Hotel Kuala Lumpur Titiwangsa

## Module Outline

### Day 1

#### **Module 1: Winning the Performance Game**

- What are the Difference between Coaching, Mentoring and Counselling?
- Determining the Objectives of Coaching for your Organization
- Coaching and Managing - The Difference

#### **Module 2: Developing Key Coaching Skills**

- The Criteria, Principles & Qualities of an Effective Coach
- Superior Questioning Skills and the Power of Silence
- Developing Advanced Communication Skills to Ensure Buy-In and Build Rapport

#### **Module 3: The Coaching Session Proper**

- Preparing, Planning and Conducting a Coaching Session
- Know What to Coach- Attitude vs. Behaviors
- The Differences Between Reprimanding, Commanding, Supporting and Motivating

### Day 2

#### **Module 4: Different Coaching Techniques**

- Coaching for Personal Development Initiative-GROW
- Coaching for Work Performance Improvement- Curbstone
- Coaching for Disciplinary Issues- DESSC

#### **Module 5: Turning Resistance to Positive Change**

- The Different Types of Resistance that will Occur
- Applying Various Approaches to Manage Different Resistance
- Coaching is a Tool in Management

#### **Module 6: Coaching in the Workplace**

- Getting Individuals to Work on Themselves
- Developing a Performance Culture of Openness and Transparency

## Program Facilitator

### Ken Ng

Ken serves as Principal Consultant and leads the training team for The ATCEN Group - a leading regional service provider of people and organizational development consulting, human performance, education and events organising. He is a Certified Professional Speaker, Certified Support Manager from Service Support Professional Association of America, a Certified Master Trainer from Western Kentucky University, USA and holds a BSc. in Marketing and Organizational Communication. Ken has been in the forefront of the Asian leadership and people development industry since the late-80's and is many a time better known as the "Sifu" to his peers, colleagues, partners and customers.

Ken's professional experience have led him to numerous positions in consulting and people development engagements at Multi-national Companies, Large Local Conglomerates and Government Link Companies regionally; he works extensively with Middle and Senior Management both in Asia Pacific and the United States. It is with this exposure, he has developed and applied his skills as a visionary public speaker, sincere trainer and strategist to the benefit of his companies, clients, and community.

An entrepreneur and founder of service oriented organizations in Malaysia he has held key positions in many organizations such as CEO of Training Touch, CEO of Leadership Asia, Senior Consultant with the largest Business Process Outsourcing organization in Asia, Head of Technical Support for the Nokia Care Line responsible for supporting of the South East Asia and Asia Pacific region, consultant for Microsoft Malaysia's MSN website to Marketing Strategist for the Kirby Company, USA and many more.

With more than 25 years of both platform speaking and training experience, Ken is a much sought after speaker and has been highly involved in providing strategic directions for the Asian customer contact management industry through summits, congresses, conferences and knowledge sharing tradeshows. His experience in delivering engaging and captivating talks and speeches has inspired thousands.

A large amount of his time currently involves coaching individuals of senior level management to polish and develop their individual speech and speaking styles to persuade, influence and inspire audiences in business situations. He is constantly engaged to develop 'C' level executives and senior management teams on enhancing confidence and control in their public speaking delivery.

# CLIENTELE

## Companies that have attended ATCEN's programs:

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

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## Participant 1

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Mobile No.: \_\_\_\_\_

Mobile number is preferred for us to be in contact with the participants before and after the workshop

## Participant 2

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

Mobile number is preferred for us to be in contact with the participants before and after the workshop

## Participant 3

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

Mobile number is preferred for us to be in contact with the participants before and after the workshop

**Human Resource / Approving Manager:** \_\_\_\_\_

Job Title: \_\_\_\_\_ Email: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

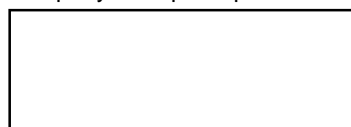
Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Invoice Attention To / : \_\_\_\_\_

Has ATCEN Sdn. Bhd registered as your vendor?

Yes  No

Company Stamp Chop: \_\_\_\_\_



This training is PSMB/HRDF claimable (SBL-Khas scheme) subject to PSMB/HRDF approval

## Terms & Conditions

1. Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend our programs.
2. Payment is required with registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 working days prior to event commencement. However a substitute is welcome at no additional charges
5. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
6. The organizer reserves the right to make any amendments and/or changes to the workshop, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.
7. The certificate of completion will be awarded by ATCEN Sdn. Bhd.
8. The personal information that you provide in this Registration Form and information provided at any other time during the event, can be used by the organizer and related parties to market, advertise and promote our goods and services via various communication mediums. Participants are responsible to advise the organizer if they do not wish to be included in the above.

## Workshop Investment :

**3 participants – RM4,000 nett**  
(Saved RM1,940)

**2 participants – RM3,000 nett**  
(Saved RM960)

**1 participant – RM1,980 nett**  
(Inclusive of 6% SST)

*Price is inclusive of all materials, lunches and tea-break.*

## To register, complete this form:

1. Email form back to sender's email address/ info@atcen.com
2. Fax this form to +603-7728 2620

## By Bank Draft:

Payable to **ATCEN Sdn Bhd** and courier to:  
D-05-12, Ritze Perdana Business Centre,  
Jalan PJU 8/2, Damansara Perdana, 47820 PJ,  
Malaysia.

## By Direct Transfer:

Account Name: **ATCEN Sdn Bhd**  
Bank : Public Bank Berhad  
Acc No : 3130460034

## By Credit Card:

We take VISA and MasterCard only.  
(3% transaction fees is applicable)

All bank charges/fees to be borne by payer.

## For Office Use Only

Corporate Sales Consultant: \_\_\_\_\_

Invoice Number: \_\_\_\_\_

Invoice Date: \_\_\_\_\_

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