



# COACHING FOR HIGH PERFORMANCE

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

**ATCEN**

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**Date : 2<sup>nd</sup> - 3<sup>rd</sup> September 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

2<sup>nd</sup> – 3<sup>rd</sup> September 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 & Multimedia Commission (MCMC)	SAJ Holding
Affin Holdings	Etiqa Insurance	Malaysia Airlines	Sanofi-Aventis
Affin Hwang Asset Management	Express Rail Link	Malaysian Investment Development Authority	Sapura Resources
AIG Shared Services	Exxon Mobil Corporation (M)	Malaysian Life Reinsurance	Sapura Kencana Petroleum
Air Asia	F&N Beverages Marketing	Malaysian Resources Corporation	Sarawak Information Systems (SAINS)
Airfoil Services	F&N Dairies (Malaysia)	Mandarin Oriental Kuala Lumpur	SCAN Associates
Ajinomoto	FCS Computer Systems	Manpower Staffing Services (M)	SCHOTT Glass
Alliance Bank	Felda Prodata System	Mary Kay (M)	Scomi Group
Allianz	Fibertex Personal Care	Mass Rapid Transit Corporation	SEA ORGA
Amanah Raya	First City University College	Maxis	Securities Industry Development Corporation
Amanah Saham Nasional (ASNB)	Focus Malaysia	MEASAT Broadcast Network Systems	SEGi College
AmBank	Formis Network Services	Media Prima	Senheng Electric (KL)
American International Assurance (AIA)	FPG Oleochemicals	Merchantrade Asia	Shangri-La Hotels
AmGeneral Insurance	Fresenius Medical Care	Mesiniaga	Shell
Arvato Systems	Fuji Xerox Malaysia	Microsoft (M)	Siemens Healthcare
Asia Assistance Network	Fujitsu Telecommunications	MIDF Property	Siemens Malaysia
Asian Banking School	General Electric (M)	MIMOS	Silterra
Asian Finance Bank	Genting Malaysia	MISC	Silverlake
Asian NDK Crystal	Gleneagles Kuala Lumpur	Mitsui O.S.K Lines (M)	Sime Darby
Atos Origin Services	Globetronics Technology	MSIG Insurance	Singtel
Automobiles Peugeot	GRAB Malaysia	Multimedia University	Skynet Worldwide
Averis	Great Eastern Life Malaysia	Multi-Purpose Insurance	SME Bank
AXA Affin General Insurance	GCH Retail (M)	Mydin Mohamed Holdings	SME Corp
AXA Life Insurance	Gucci (Malaysia)	Nanyang Press	SNT Global
B Braun Medical Industries	Habib Jewels	National Bank of Abu Dhabi	Sony EMCS
Baker Hughes Malaysia	Halal Industry Development Corporation	NEC Corporations of Malaysia	SP Setia
Bangkok Bank	Heidelberg Malaysia	Nestle Products	SPR Energy
Bank Islam (M)	Heineken Malaysia	Nike Sales Malaysia	SRG Asia Pacific
Bank Kerjasama Rakyat (M)	HeiTech Padu	Nistrans (M)	Standard Chartered Bank
Bank Muamalat	HELP University College	Northport (Malaysia)	Star Publication
Bank Negara Malaysia	HeveaBoard	O'Connor's Engineering	StemLife
Bank of China	Hilti Asia IT Services	OCBC Bank (M)	Sumitomo Mitsui Banking Corporation
Bank of Maldives	Hitachi Malaysia	Olympus	Sunway
Bank Simpanan Nasional	Honda Malaysia	Overseas Assurance Corporation	Suruhanjaya Syarikat Malaysia (SSM)
BASF Petronas Chemicals	Hong Leong Bank	P&O Global Technologies	SWIFT Support Services Malaysia
BBDO Asia (M)	Hong Leong Yamaha Motor	Pacific Mutual Fund	Symphony BPO
BD Agriculture (M)	HSBC Bank	PayNet	Takaful Ikhlas
Berjaya Sampo Insurance	Hua Yang	PayPal	Taylor's University
BMW Credit (M)	Huawei Technologies (M)	Pembangunan Sumber Manusia (PSMB)	Teckwah Paper Products
BMW Group (M)	IBM Malaysia	Penang Skills Development Center (PSDC)	Telekom Malaysia
Boustead	IJM Corporation	Pengurusan Air Selangor	Tenaga Nasional
Bridgestone	Ikano Pte Ltd	Perbadanan Bekalan Air Pulau Pinang	TGV Cinemas
Bristol-Myer Squibb	IKEA Malaysia	Pernec	The Hilton Group
British Council	Institut Jantung Negara	Perodua Manufacturing	The Lion Group
Bursa Malaysia	International Medical University	Perodua Sales	The New Straits Times Press
Canon Marketing	INTI College	Petroleum Nasional (PETRONAS)	TIME dotcom
CCM Pharmaceuticals	IOI Group Corporation	PETRONAS ICT	TNB IIsas
Celcom Axiata	IPG Mediabrands	Pharmaniaga	TNT Worldwide Express
Cerebos (M)	Iskandar Investment	PHHP Marketing	Tokio Marine Insurans (M)
Cigna International Health Services	Johnson Controls	PLUS	Top Glove
CIMB Bank	Johor Corporation	Pokka Ace	Toshiba
Cisco Systems Malaysia	Jotun Paints	Pos Malaysia	Touch 'n Go
Citibank Malaysia	KDU College	PPG Coatings	Tourism Malaysia
Cititel Mid Valley	Kementerian Kesihatan Malaysia (MOH)	Prasarana	Toyota Auto Body
City Facilities Management	Kenanga Investment Bank	Prince Court Medical Centre	Toyota Capital
CNI Enterprise	Kerry Ingredients (M)	Prometric Technology	U Mobile
Continental Tyre PJ Malaysia	Khazanah Nasional	Proton Holdings	UEM Sunrise
Courts Mammoth	King's Confectionery	Prudential BSN Takaful	UEM World
Credit Guarantee Corporation	KPJ Healthcare	Prudential Service Asia	UITM
CSC Malaysia	KPMG Malaysia	Qinetics Solutions	UMW Corporation
Dagang Net Technologies	Kraiburg TPE Technology (M)	RAM Holdings	UMW Motor
Daikin Refrigeration Malaysia	Kumpulan Wang Persaraan (KWPAP)	Rapp Collins	UOB
Danone Dumex (M)	Kumpulan Wang Simpanan Pekerja (KWSP)	RBC Investors & Treasury Services	UTSB Management
Dell Asia Pacific	Kuwait Finance House	REDtone International	VADS
Dentsu (Malaysia)	Lafarge	Reckitt Benckiser	Vale Malaysia
Dhiraaghu Maldives	LB Aluminium	Rentwise	Weir Minerals
DHL Global Forwarding (M)	Lembaga Hasil Dalam Negeri Malaysia	ResMed	Volvo Malaysia
DHL Information Services	Lembaga Pembangunan Industri Pembinaan	RHB Bank	Watsons Personal Care Store
Digi	Lexus	RHB Insurance	Western Digital
DKSH Malaysia	L'oreal Malaysia	Ricoh (Malaysia)	X-FAB Sarawak
DRB-Hicom	Luen Heng F&B	Robert Bosch	Zenith Media
Eastern Pacific Industrial Corporation	Majlis Amanah Rakyat (MARA)	Royal Selangor Marketing	Zurich Insurance
Edaran Otomobil Nasional	Malakoff Utilities		
Edaran Tan Chong Motor			

# Coaching for High Performance

2<sup>nd</sup> – 3<sup>rd</sup> September 2020, AC Hotel Kuala Lumpur Titiwangsa

## 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 / : \_\_\_\_\_

Finance E-Mail Address \_\_\_\_\_

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

### 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.

## 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.

## For Office Use Only

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

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

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