



# Stakeholders Management - Identify, Plan, Engage and Sustain

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

**ATCEN**

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**Date : 6<sup>th</sup> – 7<sup>th</sup> April 2020**

This training is

**Venue : AC Hotel Kuala Lumpur Titiwangsa PSMB SBL-KHAS**

## Workshop Description

Most managers need to communicate with a wide variety of people from their staff, fellow management peers from across their organizations to their superior and external stakeholders. Success hinges on one’s ability to build strong relationships at all organizational levels. So how do you build a close working relationship with your stakeholders in today’s world of information overload, fast-moving happenings and ever-changing office arena? How do you communicate effectively, have their ears and hearts, and affinity?

With this training course, you will learn how to better identify your crucial stakeholders, plan your engagement with them to develop a positive working relationship based on mutual respect, and maximize long-term benefits by dynamically adjusting your approach.

## Workshop Learning Outcomes

- Explain the importance of project stakeholder management
- Able to systematically identify stakeholders, create a stakeholder register.
- Identify and understand stakeholder needs
- Know how to perform a stakeholder analysis
- Developing strong stakeholder relationships to ensure success
- Gaining stakeholder commitment and support
- Articulate our thoughts and opinions to others confidently
- Describe the process of managing stakeholder engagement
- Explain methods for monitoring stakeholder engagement
- Achieve goals by enhancing trust and cooperation
- Clarify and manage and expectations effectively
- Apply strategies to gain cooperation and support
- Building trusting relationships and rapport
- Avoiding common mistakes in managing expectations

## Who Should Attend?

- Executives
- Managers
- Senior Managers

## 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

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6<sup>th</sup> – 7<sup>th</sup> April 2020, AC Hotel Kuala Lumpur Titiwangsa

## Day 1

### **Module 1: Introduction to Stakeholders Management**

- The Essence of Projects and the Stakeholder
- Importance of Stakeholder Relationships
- Stakeholder Needs and Wants? Fulfilling it
- How stakeholders impact an organization

### **Module 2: Identifying the Stakeholders**

- The Different Types of Stakeholders based on Wants and Needs
- The Person and The Organization
- The Concept of Mutuality vs Transaction

### **Module 3: Stakeholders Planning**

- Stakeholder Analysis Using the Power vs Interest Grid and more
- Determine the Individual Influence
- Identifying the treatment for each of them

## Day 2

### **Module 4: Stakeholders Engagement**

- Principles of Engagement
- Benefits of Engagement
- Framework for Effective Engagement

### **Module 5: Stakeholders Engagement-Effective Communication**

- The Communication Barriers
- The Knowledge, Skills, Attitude Motivation (KSAM) Components
- Building TRUST with All Parties
- The 3Hs and 3Es of any communication
- ADR in Challenging Situations (Acknowledge, Defuse, Refocus)
- SCARED Approach to Communicate Results
- Feel, Felt, Found Approach of Sharing Opinion

### **Module 6: Stakeholders Monitoring**

- The Need for Monitoring
- Measuring the Success Factors

## **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 start up 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, etc.

# 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 (KWAP)	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			

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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

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

Company Stamp Chop:

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

## Workshop Investment:

**3 participants – RM4,000**

(Saved RM1,980)

**2 participants – RM3,000**

(Saved RM960)

**1 participants – RM1,980**

**(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: \_\_\_\_\_