

# PUBLIC WORKSHOP

## 15 INVALUABLE LAWS OF GROWTH

*"You'll never change your life until you change something you do daily."*

**Duration: 2 Days**

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## Workshop Description

In today's dynamic corporate world, personal and professional growth is no longer optional—it's essential. Based on John Maxwell's transformational book, *The 15 Invaluable Laws of Growth*, this two-day workshop is designed to inspire and equip participants to achieve their highest potential. Through actionable insights, interactive discussions, and hands-on activities, attendees will learn how to intentionally shape their growth, overcome challenges, and leave a lasting impact.

This workshop isn't just about theory; it's about creating a personalized roadmap for sustainable growth. Whether you're a budding leader or a seasoned manager, this program will help you align your personal and professional aspirations, foster self-awareness, and empower you to lead with purpose. Join us for this transformative journey to unlock your capacity to grow and thrive.

## Workshop Learning Objectives

By the end of this workshop, participants will be able to:

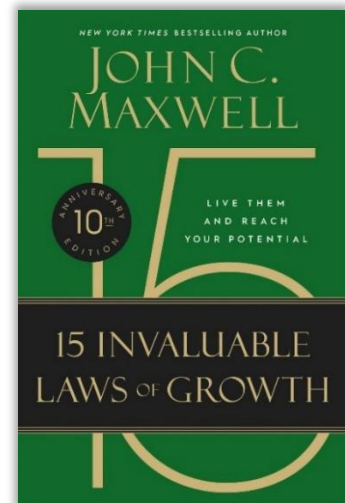
- Understand the foundational principles of personal and professional growth and apply them intentionally in daily life.
- Recognize the role of self-awareness, environment, and character in fostering meaningful development.
- Develop actionable strategies to overcome obstacles and sustain growth during challenging times.
- Build effective routines and habits to ensure consistent progress toward goals.
- Expand their potential through curiosity, modeling, and trade-offs for lifelong learning.
- Create a legacy by contributing to others' growth and aligning actions with long-term impact.

## Who Should Attend

- Corporate professionals
- Managers
- Aspiring leaders eager to maximize personal and professional growth.



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## Workshop Outline / Agenda

### Day 1: Building the Foundation for Growth

#### 9.00 – 9.30 am | Welcome and Introduction Workshop Overview

- Icebreaker activity: "Growth Journey Reflection" – Participants share key moments of growth in their lives.
- Introduction to The 15 Laws of Growth framework.

#### 9.30 – 11.00 am

##### The Law of Intentionality

- Growth requires deliberate effort; waiting doesn't lead to progress.
- **Activity:** Participants write down and discuss one growth area and plan three intentional steps to improve it.

##### The Law of Awareness

- Self-awareness is key to identifying strengths, weaknesses, and purpose.
- **Activity:** SWOT analysis exercise to evaluate personal growth areas.

#### 11.00 – 11.15 am (15 minutes)

Break

#### 11.15 – 12.45 pm

##### The Law of the Mirror

- Believing in your self-worth is essential to adding value to yourself.
- **Activity:** "Self-Belief Ladder" – Reflect on past achievements and set confidence-building goals.

##### The Law of Consistency

- Motivation gets you started, but discipline sustains growth.
- **Activity:** Create a 30-day habit tracker for a personal growth area.

#### 12.45 – 1.45 pm (60 Minutes)

Break

#### 1.45 – 3.15 pm

##### The Law of Environment

- Growth thrives in the right environment; toxic surroundings stunt progress.
- **Activity:** Participants identify supportive and hindering factors in their current environment.

##### The Law of Design

- Strategic planning ensures time and resources are aligned with growth goals.
- **Activity:** Design a personal growth blueprint with SMART goals and milestones.

#### 3.15 – 3.30 pm (15 minutes)

Break

#### 3.30 – 5.00 pm

##### The Law of Pain

- Growth often comes through adversity; managing pain leads to resilience.
- Reflective journaling: Lessons learned from recent challenges.

##### Day 1 Wrap-Up and Reflection

- **Discussion:** Key takeaways from Day 1.
- **Activity:** Write one action to apply each law discussed today.

### Day 2: Sustaining the Growth Journey

#### 9.00 – 9.15 am | Day 1 Recap and Energizer Activity

- Quick group discussion on applying Day 1 learnings.

#### 9.15 – 10.45 am

##### The Law of the Ladder

- Strong character is the foundation of sustainable growth.
- **Activity:** Participants identify three values they want to strengthen and how.

##### The Law of the Rubber Band

- Growth requires stretching beyond your comfort zone.
- **Activity:** "Growth Zone Mapping" – Identify tasks that challenge but don't overwhelm.

#### 10.45 – 11.00 am (15 minutes)

Break

#### 11.00 – 12.30 pm

##### The Law of Trade-Offs

- Growth requires giving up good for great.
- **Activity:** Trade-Off Analysis – Participants list three activities to reduce or eliminate.

##### The Law of Curiosity

- Asking "Why?" stimulates learning and innovation.
- **Activity:** "Why Chain Exercise" – Solve a problem by asking "Why?" five times.

#### 12.30 – 1.30 pm (60 minutes)

Lunch break

#### 1.30 – 3.00 pm

##### The Law of Modelling

- Growth accelerates when you learn from role models.
- **Activity:** Identify a mentor and create an action plan to seek their guidance.

##### The Law of Expansion

- Your potential is limitless; continuous learning increases capacity.
- **Activity:** Brainstorm five skills participants want to develop in the next year.

#### 3.00 – 3.15 pm (15 minutes)

Break

#### 3.15 – 5.00 pm

##### The Law of Contribution

- True growth happens when you invest in others.
- **Activity:** Design a plan to mentor or support a colleague in their growth.

##### The Law of Legacy

- Align actions with long-term impact to create a lasting legacy.
- **Activity:** Write a personal mission statement to guide legacy-building actions.

##### Workshop Wrap-Up and Feedback

- Group discussion on key learnings and commitments to sustained growth.
- Participant feedback and certificate distribution.



## Formal and Professional Education

- Chartered Global Management Account (CGMA), Associate Chartered Management Accountant (ACMA), Certified Accountant (Malaysia), CA(M)
- MSc. in Engineering Business Management (Warwick University, UK)
- Doctorate in Business Administration- ongoing (UNITAR, MY)

## Certifications

- John Maxwell Certified Speaker, Coach and Trainer
- Brian Tracy Certified Trainer (Sales, Personal Mastery and Leadership)
- Certified Personal Profiler in DiSC (Thomas International)
- Certified Professional Coach (CCA and MACC)
- Certified NLP Practitioner (NPNLP)
- Certified Master Trainer (Western Kentucky University, USA)
- HRD Corp TTT Certified and Accredited Trainer (PSMB)

## Working Experience

- Owner of College, Film Production House, Recruitment Agency, Event & Technology Firms.
- Worked in Accounting, External Audit, Internal Audit, IT, Vacation Ownership, Hotel, Oil Plantation, Consulting, BPO for Contact Centre and Customer Experience

## Significant Achievements:

**Jeremy** has facilitated sessions with Senior Managers and can manage diverse personalities. He has trained and consulted over 300 companies.

- He has over 3000 days of workshop training experience.
- He has conducted 1-to-1 coaching sessions (3-6 sessions each) for over 40 business owners, senior managers and senior executives.
- Designed, developed and completed Leadership/ Management/ Supervisory/ Graduate Development Programs for CNI, ELK Desa, Etiqa, Danone Dumex, DiGi, DCH Auriga, Heitech-Padu, Heineken, Havi-Logistics, IBM, Maxis, Polyplastics, Sony Marketing, Sony EMC (PG), TM, Toyota Capital, Universiti Malaya Hospital
- Conducted 360 Leadership Evaluation for over 90 participants from 5 different companies.
- Led the CX and Digital Transformation Project in Hong Leong Bank- 7000 participants & CX Value re-designed (2013-2015).
- Co-lead multiple CX and Transformation Projects in Amanah Raya Berhad, CIMB, Bank of China, Bank Negara, Bank Rakyat, DHL Express, Etiqa, Digi, EON, Intertouch, KWSP, MGCC, TMNet
- Facilitated Strategic Planning and Business Acumen Training for multiple MNC and large SME Companies.
- Partnered Siemens to upskill their clients.
- Partnered HP to successfully brand 20 MSC status companies via MDEC in 2010
- Successfully got approval for 2 MSC status companies 2000 and 2008.
- Set up in-house Training Academy for Berhad Company 2001.
- Undertaken multiple mid-size M&A personally and for clients.
- Team Lead on joint Accenture IT Project to develop online trading system 2000.
- Project Manager for 1st worldwide ISO 9002:1994 for Vacation Ownership and Hotel Operations, completed in 18 months 1999.



### Companies Jeremy has trained inhouse:

ACI Worldwide, ADT, AEON Credit, Alegion, Acer Sales and Service, Affin Hwang, Altera, Alam Flora, Alliance Bank, Al Rajhi Bank, Ajinomoto, Atos Origin, AIA, AIA Shared Services, Air Liquide, AMEX, Altera, AmBank, Amanah Raya Berhad, Antah Schindler, Asia Assistance Network, Atlas Capco, Astro AXA, Baby Kiko, Bandaraya Development, Bank Islam, Bank Rakyat, Bangkok Bank, Bank of China, Bacfree, BASF, BASF Petronas, Big Dutchman Agriculture, Blackchem, Bolton, Brand Suntory, Bursa Malaysia, Bytedance, Cambodia Brewery, Cambodian Public Bank, Canon Marketing, Carlsberg Malaysia, Celcom, Cellnet, Cerebos Asia Pacific, CCGC, Chuan Huat, CIMA(UK), Cima, CIMB Bank, CMA-CGM, Chin Hin, Comex Genesys, CNI Bhd, Continental Automotive, CSC, CTOS, Danone Dumex, Danisco, DCH Auriga, Dell, DHL Express, DHL IT, DHL Logistics, DiGi, Duopharma, Easy Call, ELK-Desa, ENVO BPO, EON, EON Bank, EPIC Group, Etiqa, EPIC-I Exxon Mobil, Fibertex, Fuji Xerox, FXM, Gamuda, Great Eastern, GE Engine, GRAB, Grand Millennium Hotel, Guinness Anchor Berhad, Havi Logistics, Healthmetrics, Heitech Padu, Hitachi, Hitachi ebwrox, Hong Leong Bank, HP, Hilti, Hwang-DBS, IBBM, IBM, ICDM, IJM Corp, IOI Corporate, Inokom, Intertouch, Inti University College, IPG Media Brands, ISATEC, Iskandar Regional Development Board, JCL Management (China), Kenanga Investment Bank Berhad, KLK Oleo, KLK Kepong, Kuwait Finance House, KWAP, KWSP, LaFarge, Lenovo, Ilaollao, LHDN, MAA, Maxis, Maybank, Maybank Life, Maybank General Assurance, Mazars, MBF Cards, MCIS, MMC Corporation, MMC-Gamuda JV MRT, MDEC, Merck, Mesiniaga, MLRe, Monarch, MSIG, MYOB, NIAM, Nike, Nirvana, Nistrans Logistic, Nokia, North-West, Nu Skin, OCBC, OSK Securities, UOB Bank, Pantai Hospital, Palm Oleo, Perodua, Pharmaniaga, Philips, Petronas, PLUS, Prestech, Prometric, Prominent, Protank, PSDC, Public Bank, Puswari Hospital, Quinetics Rangkainan Segar, Resource Entity, Resmed, RHB Bank, RHB Insurance, Sapura Crest, Scomi, Sony EMC, Sony Marketing, Shell Trading, Shell (Miri), Siemens, Siemens Healthcare, Sipco, SIRIM, Sliverlake, SME Corp, Spices and Seasoning, SP Setia, SRG, Standard Chartered, STAR CNC Penang, Sudong, Sunway, Sunway Medical, SWIFT, Takaful Ikhlas, The Food Purveyor, The STAR, Telekom Malaysia, Telekom Sales and Service, Tanco Berhad, TM Touch, TM Net, TNT Worldwide Express, Tenaga Nasional Berhad, Tokio-Marine, TimeDotcom, Top Glove, Toshiba, Toyota Capital, U-Mobile, UMW Toyota, UKM Holdings, UOB Bank, VADS, Vsource, Volvo Trucks, Vision IP, Waterco, Zenith Media, Zuellig Pharma, ZTE.





## John Maxwell Coaches, Trainers and Speakers

These individuals have been trained and certified by John to help you be intentional in your life both privately and professionally—by working with purpose and having a solid plan. The coaches, speakers, and trainers are equipped with the best materials. They have developed the proper skill sets to work with you one-on-one, in group settings, and through workshops and seminars to visualize, create and execute a customized leadership strategy to best fit your needs.



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**ATCEN** is Asia's leading people development company. Since 2003, we have been conducting business training, business events and business advisory for professionals and businesses worldwide. ATCEN is 5-Star Training Provider registered with HRD Corp and also the collaborative partner with John C. Maxwell trainers in Malaysia.

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**John C. Maxwell** is a renowned leadership author and speaker, with over 25 million books sold and millions of leaders trained across 150+ countries. He has built a global legacy empowering individuals to unlock their leadership potential. Maxwell's training programs are designed to empower individuals and organizations with the necessary skills and mindset to become effective leaders.

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Bangkok Bank	Gucci (Malaysia)	MIT Insurance Brokers	Sudong (Singtel)
Bank Islam	GuocoLand	Mitsubishi Motors	Sumitomo Mitsui Banking Corporation
Bank Rakyat	Habib Jewels	MMC Corporation	Sunpower Malaysia Manufacturing
Bank Muamalat	Hai-O Enterprise	MNRB Holdings	Sunway Group
Bank Negara Malaysia	Halal Industry Development Corporation	Monash University	Suruhanjaya Syarikat Malaysia (SSM)
Bank of China	HAVI Logistics	Mr. D.I.Y	SWIFT Support Services Malaysia
Bank of Maldives	HealthMetrics	MSIG Insurance	Symphony BPO
Bank Simpanan Nasional	Heineken Malaysia	Mydin Mohamed Holdings	Takaful Ikhlas
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British Council	IBPO Group	OCBC Bank	Tokio Marine Insurans
Brother International	iFast Service Centre	OMRON Malaysia	Top Glove
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ByteDance (TikTok)	IKEA Malaysia	Panasonic	Touch 'n Go
Canon Marketing	Infineon Technologies	PayNet	Tourism Malaysia
Carlsberg	Inokom Corporation	PayPal	Toyota
CCM Pharmaceuticals	Institut Jantung Negara	Pembangunan Sumber Manusia (PSMB)	Toyota Capital
Celcom	Intel Malaysia	Penang Port	Toyota Tsusho
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Chubb Insurance	IPG Mediabrand	Petronas	UKM Group
CIDB	Iskandar Investment	Pfizer	UMW Group
Cigna International Health Services	Jobstreet Malaysia	Pharmaniaga	United Overseas Bank (UOB)
CIMB Bank	Johnson Controls	PHHP Marketing	UOA Group
Cisco Systems Malaysia	Johor Corporation	PLUS	VADS
Citibank Malaysia	Johor Port	Pokka Ace	Vale Malaysia
ClubMed	Jotun Paints	Polyplastic	ViewPoint Research Corporation
Columbia Asia	Juristech	Pos Malaysia	Volvo Malaysia
Continental Tyre PJ Malaysia	KDU College	PPG Coatings	Wasco Berhad
Credit Guarantee Corporation	Kementerian Kesihatan Malaysia	Prasarana	Waterco
CTOS Data System	Kementerian Pelajaran Malaysia	Primer Kenrich	Watsons Personal Care Store
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