

PUBLIC WORKSHOP

CONNECTING GENERATIONS IN THE WORKPLACE

Date : 11 – 12 February 2026

Venue : Wyndham Grand Bangsar, Kuala Lumpur



Start a conversation
with our AI Assistant 🤖



Contact us

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+6018-233 0760



www.atcen.edu4u.today

Workshop Description

Due to the delayed retirement of the Baby Boomers and the earlier development and entry of young people into the workforce into middle management positions, senior management may have to deal with 4 or 5 generations in their work teams. Some generalizations and recognition of their differences is required to manage these diverse staff and to satisfy their requirements, to get the best from them and to keep them.

Surveys have found more than 70% of older staffs have low opinions about younger workers' abilities. Also about 50% of employers say that younger employees have poor opinions about the abilities of their older colleagues.

This workshop will present managements with the proper understanding of the different generations, the insight towards their behavioral patterns and how to better manage and work with them.



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Workshop Learning Objectives

- Understand the definitions of the various Generations
- Understand why people from different generations behave differently
- Understand the key drivers (hot buttons) in different generations
- Understand that workstyle of both generations is different
- Learn how to go beyond the stigma of a certain generation
- Learn how to work with a group of people who are a generation older
- to you or younger to you

Who Should Attend

- Executives
- Managers



Workshop Outline / Agenda

Day 1

9:00am - 10:30am

Module 1: Introducing the Generations

- Why generational differences matter
- The different generations at today's workplace
- To know your generation

10:45am – 1:00pm

Module 2: Generational Differences

- Why do different generations think differently
- What are their priorities
- Work ethics and workstyle of the 4 generations' differences
- Values Believed in and practiced by the different generations

2:00pm – 5:00pm

Module 3: It is More than just Generation Gaps

- Identify your preferred style of communicating
- Understanding Personalities - 4 Different Personality Types
- Examining the personality profile of your people
- Understand The Strength and Weaknesses of different personalities

Day 2

9:00am - 1:00pm

Module 4: Managing Cross Generational Workers

- Sending effective messages to suite each generation
- Dealing with intergenerational conflict
- Eliminating perceptions and believes and neutralize situations
- Leading your team towards cross generational learning

2:00pm – 3:30pm

Module 5: How to Effectively Work Together in Intergenerational Teams

- Turning “What do I get out of this” to “What we can gain out of this”
- Creating synergy between individual career goals and company mission
- Coaching Baby Boomers
- Coaching Gen-X's
- Coaching Gen-Y's

3:45pm – 5:00pm

Module 6: Creating an Action Plan

- Technology and culture of working to be adapted by both generations
- Creating a generational neutral environment

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.

Formal and Professional Education

- BSc in Marketing and Organizational Communication (University of Oklahoma, USA)
- Bachelor of Business Administration (with Distinction) (University of Oklahoma, USA)

Certifications

- Certified Professional Speaker / Certified Support Manager (Service Support Professionals Association of America)
- Certified NLP Practitioner / Certified NLP Coach (NFNLP)
- Certified Associate Coach (CCA and MACC)
- Certified Master Trainer (Western Kentucky University, USA)
- HRD Corp TTT Certified and Accredited Trainer (PSMB)
- Notable Judge, by Customer Relationship Management & Contact Centre Association of Malaysia (CCAM) for annual CRM & CCAM awards

Ken has been in the forefront of the Asian sales and customer interaction management industry since the mid-90's and is better known as "Sifu" to his peers, colleagues, partners and customers.

With more than 25 years of both strategic and operational service, sales and customer interaction experience, Ken is an author of numerous articles and has conducted in-depth research and studies on CX, sales, marketing, contact centers in Asia Pacific. Dynamic and energetic, he is a much sought after speaker and has been involved in providing strategic directions for the Asian service, sales, marketing and customer contact management industry through consulting, summits, congresses, conferences and knowledge sharing tradeshows. He is nominated by the Customer Relationship Management & Contact Center Association of Malaysia (CRM & CCAM) as one of the notable judges in the highly recognized CRM & CCAM Annual Awards in the individual and operations categories since 2005.

His expertise has led to consulting and performance enhancement engagements regionally with Multi-national Companies, Large Local Conglomerates and Government Linked Companies, where he focuses on the mission critical aspects of Contact Center service, sales, marketing and customer interaction Strategic Sales and Service Blueprint design, Turnkey Contact Center projects, Human Capital Recruitment & Development, Service, Sales & Marketing Framework, People Motivation & Teamwork, Business Development, Key Account Servicing, Business Process Rejuvenation, Performance Management implementation and Contact Center Management.

Ken first became involved with Contact Centers and customer interaction in the mid-80's while he was still in America. Since then, he has held a variety of leadership, management and operational roles in service, sales and marketing for major service and sales operations. Ken is also a pioneer/owner of the first premier cyber cafe chain in Malaysia and has held key positions in many organizations such as Senior Consultant with the largest Business Process Outsourcing organization in Asia, Head of Technical Support for the Nokia Care Line responsible for supporting the Southeast Asia and Asia Pacific region, Contact Center and Marketing Consultant for Microsoft Malaysia to Sales and Marketing Manager for the Kirby Company, USA and many more.



Companies Ken Ng has trained inhouse:

A&W Malaysia, ABS, Ace Synergy, ADT Services, AEON Credit, Affin Bank, AIA, AIA Shared Services, AIG, Air Selangor, Alliance Bank, Alphamatic, Alphamatic Sys., AmAssurance, AmBank, American Express, AmG Insurance, Amanah Raya Berhad (ARB), AON Malaysia, Asia Assistance Network (AAN), ASTRO, ATOS Services, Aviva, AXA Affin BCG, Bank Islam, Bank Negara Malaysia (BNM), Bank of China, Bank of Maldives, Bank Rakyat, Big Dutchman, Big Pay, Belkin, BeMis, BMW, Boehringer Ingelheim, Bosch, Boustead, BSN, Bursa Malaysia
Canon Malaysia, Carlsberg Malaysia, CCAM, CCM, Celcom, Celcom Axiata, Century Battery, Century Logistics, Cerebos, Chevron Malaysia, CIMB Aviva, CIMB Group, Citibank Malaysia, City-Link Express, Club 21, Club Med, CNI, Colgate Palmolive, CommerceDotCom, Crowne Plaza Hotels, CSC Malaysia, Cuckoo
Da Ma Cai, Dagang Net, Danone Dumex, DayThree, Dell Asia Pacific, Dhiraagu (Maldives), DHL Express, DiGi, DST (Brunei)
E-Genting Berhad, Easy Call, EON, EON Bank Group, Etiqa Insurance, Exxon Mobil
F-Secure, F&N Dairies, Faber Medi-serve, Festo Malaysia, Fresenius Medical, Fuji Xerox
GAB, Genting Group, Gleneagles Hospital, Glenmarie Properties, GRAB, Grand-Flo Berhad, Great Eastern Life Assurance
Hap Seng Group, Hei-Tech Padu, Heidelberg, Henry Butcher, Hewlett Packard, Hilton Hotels, Honda Malaysia, Hong Leong Bank, Huayang
IBM, IBBM, ICI Paints, iCimb, iMoney, Indiana University, USA, Indah Water Consortium (IWK), ING, Inter-Touch, Intel, IOI Properties, iPerintis, IT-365, DHL IT
Jebsen & Jessen, Johnson Controls, Juristech KBU, Kementerian Kesihatan Malaysia (KKM/MOH), KIBB, Khazanah Nasional, Kirby Company, USA, KWAP, KWSP
L'oreal, Lafarge, LB Aluminum, Lenovo, Lexus Malaysia, LHDN, Lion Petroleum Products
MAA, Malaysian Oxygen (MOX), ManU Life, Mary Kay, Masterskill, Maxis, Maybank Group, Mazda, MDEC, Mercedes Benz, Merck, Mesiniaga, Microsoft, Microsoft Malaysia, Mines Marketing, Mitsui OSK Lines, Mitsui Soko, MMC-Gamuda, Monarch, Mondelez, MSIG, MYOB Asia
Nestle Malaysia, Nike Malaysia, Nokia Asia Pacific, NTT Docomo, Nu Skin
OCBC, Orisoft System
Paradise Resorts, ParkRoyal Hotels, PayPal, Petronas, Pfizer, Pharmaniaga, Phillips, Polylastics, POS Malaysia, Prometric, Proton Edar, Prudential, PSDC, Public Mutual
RHB, Real Rewards, Reckitt Benckiser, ResMed, Ricoh, Royal Selangor
Samling, Samsung, SCAN Associates, SCICOM, SCOPE International, Shangri-La Hotels & Resorts, Shell, Siemens, Silverlake, SNE Marketing, SONOCO, Sony Malaysia, Southern Bank Berhad (SBB), SP Setia, SRG, Standard Chartered Bank (SCB), STAR Publications, Stem Life Malaysia, Sudong, Sunway Group, Super Pages, Suruhanjaya Syarikat Malaysia (SSM), Swiss-Garden, SYABAS
Takaful Malaysia, Taylor's Education Group, Teledirect, Telekom Malaysia (TM), TGV Cinemas, Time dotcom, TNB, TNT, Tokio Marine, Touch n Go, Toyota Capital, TYCO
UEM-Sunrise, UMMC, Uni of Oklahoma, UMW Toyota, UOB, UOB Centre of Excellence
VADS, Vale, Vsource
Watsons
Yamaha Motors, Yeo Hiap Seng (M)
Zenith Media, Zuellig Pharma



Over 25 years of training, Ken's passion for developing people has provided him with the privilege of accumulating the following experience.



Data as of January 2025

OUR CLIENTS

AB Mauri
ACSON Malaysia
AEON Credit
Affin Holdings
Agensi Kaunseling & Pengurusan Kredit (AKPK)
Agro Bank
AHAM Asset Management
AIA Group
Air Asia
Airfoil Services
Air Liquide
Air Selangor
Ajinomoto
Al-Futtaim
Al Rajhi Bank
Alam Flora
Alliance Bank
Allianz
Amanah Raya
Amanah Saham Nasional (ASNB)
AmBank
Amcorp
AmGeneral Insurance
Amway
Apex Dental
ASTRO
Atomy
Auto Bavaria
Averis
AXA Group
B Braun Medical Industries
Bacteria Free Water Filter
Baker Hughes Malaysia
Bangkok Bank
Bank Islam
Bank Rakyat
Bank Muamalat
Bank Negara Malaysia
Bank of China
Bank of Maldives
Bank Simpanan Nasional
BASF Petronas Chemicals
Bausch & Lomb
BBDO Asia
BD Agriculture
Berjaya Sampo Insurance
Bermaz Motor Trading
BigPay
Blackhem
BMW Group
Bonuslink
Boustead
Bridgestone
British Council
Brother International
Bursa Malaysia
ByteDance (TikTok)
Canon Marketing
Carlsberg
CCM Pharmaceuticals
Celcom
Cement Industries of Malaysia (CIMA)
Cerebos
Chin Hin Group
Chuan Huat Resources
Chubb Insurance
CIBB
Cigna International Health Services
CIMB Bank
Cisco Systems Malaysia
Citibank Malaysia
ClubMed
Columbia Asia
Continental Tyre PJ Malaysia
Credit Guarantee Corporation
CTOS Data System
Cuckoo
Cycle & Carriage
Daikin Refrigeration Malaysia
Danone Dumex
DayThree
Dagang Net Technologies
Decathlon Malaysia
Dell Asia Pacific
Dhiraaghu Maldives
DHL Group
Digi
DRB-Hicom

DKSH Malaysia
Duopharma
E.H. Utara Holdings
Eastern Pacific Industrial Corporation
Edaran Otomobil Nasional
Edaran Tan Chong Motor
ELK Desa
ELKEN
Entegris
Envo BPO
Eppendorf
Etiqa Insurance
EXACT Malaysia
Exxon Mobil Corporation
F&N Dairies (Malaysia)
Felda Group
Fibertex Personal Care
FireFly
FoodPanda Malaysia
Fuji Xerox Malaysia
Fujitsu Telecommunications
Gamuda
GCH Retail
General Electric
Generali Insurance Malaysia
Gene Martino
Genting Malaysia
Gleneagles Kuala Lumpur
Golden Screen Cinema
GRAB Malaysia
Grand-Flo
Grand Millennium Hotel
Great Eastern
Gucci (Malaysia)
GuocoLand
Habib Jewels
Hai-O Enterprise
Halal Industry Development Corporation
HAVI Logistics
HealthMetrics
Heineken Malaysia
HeiTech Padu
HELP University College
Hilti Asia IT Services
Hitachi eBworx
Honda Malaysia
Honeywell
Hong Leong Group
Hospital Pusrawi
HSBC Bank
Hua Yang
Huawei Technologies
IBM Malaysia
IBPO Group
iFast Service Centre
IJM Corporation
IKEA Malaysia
Infineon Technologies
Inokom Corporation
Institut Jantung Negara
Intel Malaysia
International Medical University
International School of Kuala Lumpur (ISKL)
INTI College
IOI Group Corporation
IPG Mediabrand
Iskandar Investment
Jobstreet Malaysia
Johnson Controls
Johor Corporation
Johor Port
Jotun Paints
Juristech
KDU College
Kementerian Kesihatan Malaysia
Kementerian Pelajaran Malaysia
Kenanga Investment Bank
Kerry Ingredients
Khazanah Nasional
KLK Oleo Group
KPJ Healthcare
KPMG Malaysia
Kumpulan Wang Persaraan (Kwap)
Kumpulan Wang Simpanan Pekerja (KWSP)
Kuwait Finance House
Lee Kum Kee
Lembaga Hasil Dalam Negeri (LHDN)
Lembaga Tabung Angkatan Tentera (LTAT)

Luno
Lexus
llaolao
Maclean Services
Mah Sing Group
Majlis Amanah Rakyat (MARA)
Malakoff Utilities
Malaysia Airlines
Malaysia Airports
Malaysian Life Reinsurance
Malaysian Rubber Council
Malaysian Resources Corporation
Mandarin Oriental Kuala Lumpur
Manpower Staffing Services
Manulife
Mary Kay
Mass Rapid Transit Corporation
Maxis
Maybank Group
Mazars
MBSB Bank
MCIS
MCMC
Measat Broadcast Network Systems
Media Prima
Mercedes-Benz Malaysia
Merchantrade Asia
Mesiniaga
MIDA
Microsoft
MIDF Property
MIMOS
MISC
MIT Insurance Brokers
Mitsubishi Motors
MMC Corporation
MNRB Holdings
Monash University
Mr. D.I.Y
MSG Insurance
Mydin Mohamed Holdings
MYOB Asia
NAIM
Nanyang Press
Naza TTDI
NEC Corporations of Malaysia
Nestle Products
Nike Sales Malaysia
Nirvana
Nistrans
Nokia
Northport
NS BlueScope
OCBC Bank
OMRON Malaysia
Pacific Mutual Fund
Panasonic
PayNet
PayPal
Pembangunan Sumber Manusia (PSMB)
Penang Port
Penang Skills Development Center (PSDC)
Perkeso
Pernec
Perodua
Petronas
Pfizer
Pharmaniga
PHHP Marketing
PLUS
Pokka Ace
Polyplastic
Pos Malaysia
PPG Coatings
Prasarana
Primer Kenrich
Prince Court Medical Centre
Prokhas
Prometric Technology
ProMinent Fluid Controls
ProtectHealth Corporation
Proton Holdings
Prudential
PTPTN
Public Bank
QES Group
QSR Brands
Reckitt Benckiser

ResMed
RHB Bank
RHB Insurance
RIA IME
Ricoh
Robert Bosch
Royal Selangor Marketing
Samsung Malaysia
Sanofi-Aventis
Sarawak Energy
Sarawak Information Systems (SAINS)
Sarawak Metro
Schlumberger
Seagate
Securiforce Logistics
Securities Industry Development Corporation
SEGi College
Senheng Electric (KL)
Shangri-La Hotels
Shell
Siemens Group
Silverlake
Sime Darby
SME Bank
SME Corp
Sony EMCS
Sonoco Products
SP Setia
SRG Asia Pacific
Standard Chartered Bank
Star Publication
StemLife
Success Electronics
Sudong (Singtel)
Sumitomo Mitsui Banking Corporation
Sunpower Malaysia Manufacturing
Sunway Group
Suruhanjaya Syarikat Malaysia (SSM)
SWIFT Support Services Malaysia
Symphony BPO
Takaful Ikhlas
Taylor's University
Telecontinent
Tele-Flow
Telekom Malaysia
TGV Cinemas
The Food Purveyor
The Hilton Group
The New Straits Times Press
TIME dotcom
TMC Care
TNB
TNT Worldwide Express
Tokio Marine Insurans
Top Glove
Toshiba
Touch 'n Go
Tourism Malaysia
Toyota
Toyota Capital
Toyota Tsusho
Toyo Tyre
U Mobile
UEM Group
UITM
UKM Group
UMW Group
United Overseas Bank (UOB)
UOA Group
VADS
Vale Malaysia
ViewPoint Research Corporation
Volvo Malaysia
Wasco Berhad
Waterco
Watsons Personal Care Store
Weir Minerals
Western Digital
Wilmar
WISE Payments
Worldline
X-FAB Sarawak
Yeo Hiap Seng (Yeo's)
YTL Corporation
Zakat Selangor
Zenith Media
Zuellig Pharma
Zurich Insurance



CAPACITY BUILDING

ATCEN provides hands-on capacity building services that assist companies in developing and optimizing their business processes. Our Capacity Building services are divided into three main categories: Organizational Strategy Enhancement, Enterprise Customer Experience and Contact & Customer Interaction Centre. By supporting you on these three categories and their intersection, we can help your company develop your organization's growth and capacity.

Amanah Raya Berhad

(Malaysia's premier trustee company wholly owned by the Government of Malaysia)
Service mindset and Delivery transformation for branches and Contact Centre.

Bank of China

Developed the service behaviours for front line staff in Malaysia and trained BOC Trainers from China on implementation.

Digi Telecommunications

(Mobile service provider in Malaysia)
Service Mindset and Transformation for Front Line and Contact Centre branding. Assist in the development of the SME Business Sales Division.

DHL Express

Process improvement and training development of Customer Interaction Centre.

Employees Provident Fund (KWSP)

(Malaysia's and one of the world's oldest provident funds)
Part of KWSP Transformation Implementation. Managed the People and Mindset Segments of the Project. Been involved since 2010 and ongoing.

interTouch

Improving the CX experience and Contact Centre process for global operations.

Maybank

(Malaysia's largest financial services group and the leading banking group in South East Asia)
Setting up of Maybank Group Contact Centre with Hewlett Packard as the Project Leader.

Bank Rakyat

Consulting, Training and Auditing their new Contact Centre setup.

CIMB

(Leading ASEAN universal bank and one of the region's foremost corporate advisors)
Front Line and Contact Centre transformation and roll out Regionally. This was delivered during CIMB group restructuring in 2006-2007.

Dell

Regional trainer for their global customer initiative

Etika

(Leading insurance and takaful business in ASEAN. It is part of the Malaysian banking group, Maybank)
Supported the re-branding of Maybank Ageas to ETIKA. Involved in Value and CX immersion of Branches and Contact Centre.

Hong Leong Bank

(Major public listed banking group in Malaysia)
Developed and Trained the Touch CX Spirit in HLB. Involved in numerous CX initiatives across several divisions and overall trained nearly 80% of their total staff-force.

Maxis

(Leading communications service provider in Malaysia)
Upskill and Develop the SME Division employees and partners. Includes digitalisation education of the various platforms as Maxis becomes a technology company. Been involved since 2016 and ongoing.

SP Setia Berhad

Developing and enhancing the CX and interaction process in HQ and Branches.

Enroll For Our *Practical English*

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Practical English is a digital learning platform with 420 content-rich lessons designed for the working adult.

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For 112 days, using the automated competency diagnostic available on Practical English 7, each participant can learn English based on their individual ability from the 420 lessons available.

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- Continuous assessment in each lesson to measure learner progress.
- Weekly coaching email to motivate.
- Seamless user experience from desktops to mobile devices.
- Easy to determine ROI with completion of lessons that are graded.

Step 1: Complete Grammar, Reading & Listening diagnostic test.

Step 2: From the diagnostic test, the learning system algorithm recommends lessons based on competency level.

Step 3: Start your lessons for 17 weeks (112 days), with 420 graded lessons available.

Step 4: Complete 70 lessons in 112 days and print the Certificate of Completion.



Participant 1

Name: (Mr/Ms) _____

Job Title: _____

Email Address: _____

Contact No: _____

IC No: _____
(for HRD Corp grant and examination purpose, if any)

Participant 2

Name: (Mr/Ms) _____

Job Title: _____

Email Address: _____

Contact No: _____

IC No: _____
(for HRD Corp grant and examination purpose, if any)

Participant 3

Name: (Mr/Ms) _____

Job Title: _____

Email Address: _____

Contact No: _____

IC No: _____
(for HRD Corp grant and examination purpose, if any)

Human Resource / Approving Manager

Name: (Mr/Ms) _____

Email Address: _____

Company Name: _____

Address: _____

Authorize Signature: _____

Workshop Investment

Please choose your option by ✓ the box below

Classroom Face-to-face (F2F)		
	RM2,750 per pax	RM5,000 for 2 pax RM7,200 for 3 pax
<div> <div>EARLY BIRD SPECIAL</div> <div> Early Bird Discount! Get 15% off for registration before 11th January 2026 </div> </div>		
	RM2,338 per pax	

F2F + Practical English eLearning (+RM200/pax) (more info on page Practical English)		
	RM2,950 per pax	RM5,400 for 2 pax RM7,80 for 3 pax

HRD Corp Claimable Course

(Inclusive of all training materials, lunches and tea breaks, examination fees if any, HRD Corp 4% Service Fee and 8% SST)

To register, complete this form:

- Email form back to sender's email address/ info@atcen.com
- WhatsApp this form to +6018-233-0760

By Direct Transfer:

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

By Credit Card via PayPal:

(4.2% PayPal transaction fees is applicable)

Job Title: _____

Contact No: _____

Fax: _____

Invoice Attention To / Finance Email: _____

Are you using your company's HRD Corp Levy for this training?

☐ Yes ☐ No

Company Chop: _____

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.

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