

PUBLIC WORKSHOP

LEADERSHIP GOLD

"If you wouldn't follow yourself, why should anyone else?"

Date : 6 & 7 April 2026

Venue : Wyndham Grand Bangsar, Kuala Lumpur

Start a conversation
with our AI Assistant 🤖



Contact us

info@atcen.com

+603-77282623

+6018-233 0760



www.atcen.edu4u.today

Workshop Description

Participants are about to embark on a personal growth journey based upon the content in John Maxwell's Leadership Gold. A commemoration of his leadership experience by the age of 60, this program features the hardest-won leadership lessons of John's life into a book and program that could be used to mentor leaders.

A highly personal yet relatable work, participants will gain insights into the thought processes of John Maxwell and learn from his nuggets of wisdom, acquired through years of real experience, success and failures.

Workshop Learning Objectives

After this session, participants will be able to:

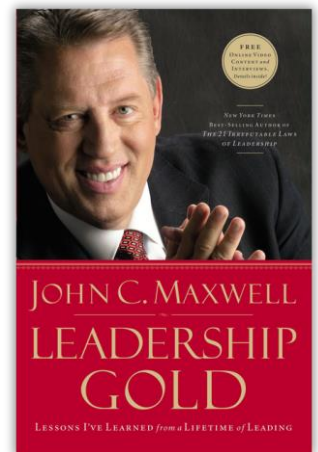
- Apply the personal lessons from one of the world's most successful leaders to their own journeys.
- Strengthen their leadership foundation.
- Apply the principles learnt to mentor and develop their leadership pipeline.
- Increase their appreciation of and ability to nurture the people they lead.
- Bring their own leadership to the next level and start building a legacy.
- Know what to act on, what to change, and what to transfer to others .

Who Should Attend

- Emerging and experienced leaders



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Workshop Outline / Agenda

Day 1

9.00 – 9.15 am (15 minutes)

Welcome and Introduction

9.15 – 10.30 am

- **Lesson 1:** If It's Lonely at the Top, You're Not Doing Something Right
- **Lesson 2:** The Toughest Person to Lead Is Always Yourself
- **Lesson 3:** Defining Moments Define Your Leadership
- **Lesson 4:** When You Get Kicked in the Rear, You Know You're Out in Front

10.30 – 10.45 am (15 minutes)

Break

10.45 – 12.00 am

- **Lesson 5:** Never Work A Day In Your Life
- **Lesson 6:** The Best Leaders Are Listeners.
- **Lesson 7:** Get in the Zone and Stay There
- **Lesson 8:** A Leader's First Responsibility Is to Define Reality

1.00 – 2.00 pm (60 minutes)

Lunch break

2.00 – 3.15 pm

- **Lesson 9:** To See How the Leader Is Doing, Look at the People
- **Lesson 10:** Don't Send Your Ducks to Eagle School
- Picking Potential Leaders
- **Lesson 11:** Keep Your Mind on the Main Thing
- **Lesson 12:** Your Biggest Mistake Is Not Asking What Mistake You're Making

3.15 – 3.30 pm (15 minutes)

Break

3.30 – 5.00 pm

- **Lesson 13:** Don't Manage Your Time—Manage Your Life
- **Lesson 14:** Keep Learning to Keep Leading
- **Lesson 15:** Leaders Distinguish Themselves During Tough Times
- **Lesson 16:** People Quit People, Not Companies

Day 2

9.00 – 9.15 am (15 minutes)

Recap

9.15 – 10.30 am

- **Lesson 17:** Experience Is Not the Best Teacher
- **Lesson 18:** The Secret to a Good Meeting Is the Meeting Before the Meeting
- **Lesson 19:** Be a Connector, Not Just a Climber
- **Lesson 20:** The Choices You Make, Make You

10.30 – 10.45 am (15 minutes)

Break

10.45 – 1.00 pm

- **Lesson 21:** Influence Should Be Loaned but Never Given
- **Lesson 22:** For Everything You Gain, You Give Up Something

1.00 – 2.00 pm (60 minutes)

Lunch break

2.00 – 3.15 pm

- **Lesson 23:** Those Who Start the Journey With You Seldom Finish with You
- **Lesson 24:** Few Leaders Are Successful Unless a Lot of People Want Them to Be
- **Lesson 25:** You Only Get Answers to the Questions You Ask

3.15 – 3.30 pm (15 minutes)

Break

3.30 – 5.00 pm

- **Lesson 26:** People Will Summarize Your Life in One Sentence—Pick It Now
- Leaving a Legitimate Leadership Legacy

TRAINING METHODOLOGY

The training methodology will be based on the **ATCEN PEAK** methodology.

This includes:

- Pre learning
- Post learning
- Group activities
- Exercises
- Discussions
- Presentations
- Lots of reflection and sharing

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 (NFNLP)
- 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 Rangkaian 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.



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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.



ATCEN

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LEADERSHIP
CERTIFIED TEAM

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.

www.atcen.com

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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AB Mauri	DKSH Malaysia	Luno	ResMed
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Airfoil Services	Envo BPO	Malaysian Life Reinsurance	Sarawak Energy
Air Liquide	Eppendorf	Malaysian Rubber Council	Sarawak Information Systems (SAINS)
Air Selangor	Etiga Insurance	Malaysian Resources Corporation	Sarawak Metro
Ajinomoto	EXACT Malaysia	Mandarin Oriental Kuala Lumpur	Schlumberger
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Al Rajhi Bank	F&N Dairies (Malaysia)	Manulife	Securiforce Logistics
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Amcorp	Gamuda	MCIS	Silverlake
AmGeneral Insurance	GCH Retail	MCMC	Sime Darby
Amway	General Electric	Measat Broadcast Network Systems	SME Bank
Apex Dental	Generali Insurance Malaysia	Media Prima	SME Corp
ASTRO	Gene Martino	Mercedes-Benz Malaysia	Sony EMCS
Atomy	Genting Malaysia	Merchantrade Asia	Sonoco Products
Auto Bavaria	Gleneagles Kuala Lumpur	Mesiniaga	SP Setia
Averis	Golden Screen Cinema	MIDA	SRG Asia Pacific
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B Braun Medical Industries	Grand-Flo	MIDF Property	Star Publication
Bacteria Free Water Filter	Grand Millennium Hotel	MIMOS	StemLife
Baker Hughes Malaysia	Great Eastern	MISC	Success Electronics
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
BASF Petronas Chemicals	HeiTech Padu	MYOB Asia	Taylor's University
Bausch & Lomb	HELP University College	NAIM	Telecontinent
BBDO Asia	Hilti Asia IT Services	Nanyang Press	Tele-Flow
BD Agriculture	Hitachi eBworx	Naza TTDI	Telekom Malaysia
Berjaya Sampo Insurance	Honda Malaysia	NEC Corporations of Malaysia	TGV Cinemas
Bermaz Motor Trading	Honeywell	Nestle Products	The Food Purveyor
BigPay	Hong Leong Group	Nike Sales Malaysia	The Hilton Group
Blackhem	Hospital Pusrawi	Nirvana	The New Straits Times Press
BMW Group	HSBC Bank	Nistrans	TIME dotcom
Bonuslink	Hua Yang	Nokia	TMC Care
Boustead	Huawei Technologies	Northport	TNB
Bridgestone	IBM Malaysia	NS BlueScope	TNT Worldwide Express
British Council	IBPO Group	OCBC Bank	Tokio Marine Insurans
Brother International	iFast Service Centre	OMRON Malaysia	Top Glove
Bursa Malaysia	IJM Corporation	Pacific Mutual Fund	Toshiba
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
Cement Industries of Malaysia (CIMA)	International Medical University	Penang Skills Development Center (PSDC)	Toyo Tyre
Cerebos	International School of Kuala Lumpur (ISKL)	Perkeso	U Mobile
Chin Hin Group	INTI College	Pernec	UEM Group
Chuan Huat Resources	IOI Group Corporation	Perodua	UITM
Chubb Insurance	IPG Mediabrands	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
Cuckoo	Kenanga Investment Bank	Prince Court Medical Centre	Weir Minerals
Cycle & Carriage	Kerry Ingredients	Prokhas	Western Digital
Daikin Refrigeration Malaysia	Khazanah Nasional	Prometric Technology	Wilmar
Danone Dumex	KLK Oleo Group	ProMinent Fluid Controls	WISE Payments
DayThree	KPJ Healthcare	ProtectHealth Corporation	Worldline
Dagang Net Technologies	KPMG Malaysia	Proton Holdings	X-FAB Sarawak
Decathlon Malaysia	Kumpulan Wang Persaraan (Kwap)	Prudential	Yeo Hiap Seng (Yeo's)
Dell Asia Pacific	Kumpulan Wang Simpanan Pekerja (KWSP)	PTPTN	YTL Corporation
Dhiraaghu Maldives	Kuwait Finance House	Public Bank	Zakat Selangor
DHL Group	Lee Kum Kee	QES Group	Zenith Media
Digi	Lembaga Hasil Dalam Negeri (LHDN)	QSR Brands	Zuellig Pharma
DRB-Hicom	Lembaga Tabung Angkatan Tentera (LTAT)	Reckitt Benckiser	Zurich Insurance



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By completing self study lessons (online), participants can improve their reading, listening, vocabulary and grammar proficiency with our digital learning programs.

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- All Blended Learning lessons materials (online and classroom) are developed by Reallyenglish.
- Grammar: 119 lessons, Listening: 150 lessons, Reading: 151 lessons. Total 420 lessons.
- Practical English adaptive algorithms customises learning for each learner.
- Continuous assessment in each lesson to measure learner progress.
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- 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)		
	RM3,000 per pax	RM5,600 for 2 pax RM7,800 for 3 pax
EARLY BIRD SPECIAL	Early Bird Discount! Get 15% off for registration before 6 th March 2026	
	RM2,550 per pax	

F2F + Practical English eLearning (+RM200/pax) (more info on page Practical English)		
	RM3,200 per pax	RM6,000 for 2 pax RM8,400 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:

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

By Direct Transfer:

Account Name: ATCEN Sdn Bhd
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Acc No: 3130460034

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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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