

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

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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:

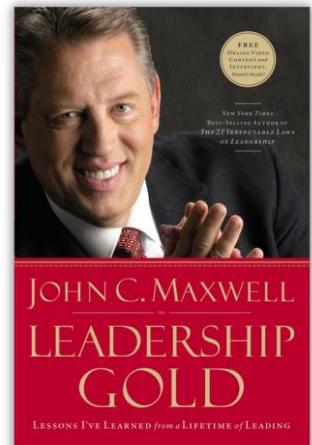
- Apply the personal lessons from one of the world's most successful leaders to their own journeys.
- Strengthen their leadership foundation.
- Apply the principles learnt to mentor and develop their leadership pipeline.
- Increase their appreciation of and ability to nurture the people they lead.
- 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



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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, Aflin 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 Blvd, 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, 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, Phillips, 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 (Mir), 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, Zueillig 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**

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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CCM Pharmaceuticals	Institut Jantung Negara	Pembangunan Sumber Manusia (PSMB)	Toyota Capital
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Credit Guarantee Corporation	Kementerian Kesihatan Malaysia	Prasarana	Waterco
CTOS Data System	Kementerian Pelajaran Malaysia	Primer Kenrich	Watsons Personal Care Store
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Daikin Refrigeration Malaysia	Khazanah Nasional	Prometric Technology	Wilmar
Danone Dumex	KLK Oleo Group	ProMinent Fluid Controls	WISE Payments
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Dell Asia Pacific	Kumpulan Wang Simpanan Pekerja (KWSP)	PTPTN	YTL Corporation
Dhiraagu 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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6 & 7 April 2026

Wyndham Grand Bangsar, Kuala Lumpur

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: _____

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

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Classroom Face-to-face (F2F)		
	RM3,000 per pax	RM5,600 for 2 pax RM7,800 for 3 pax
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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.
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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.
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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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