

# PUBLIC WORKSHOP

## Commercial Acumen for Competitive Advantage

Duration : 3 Days

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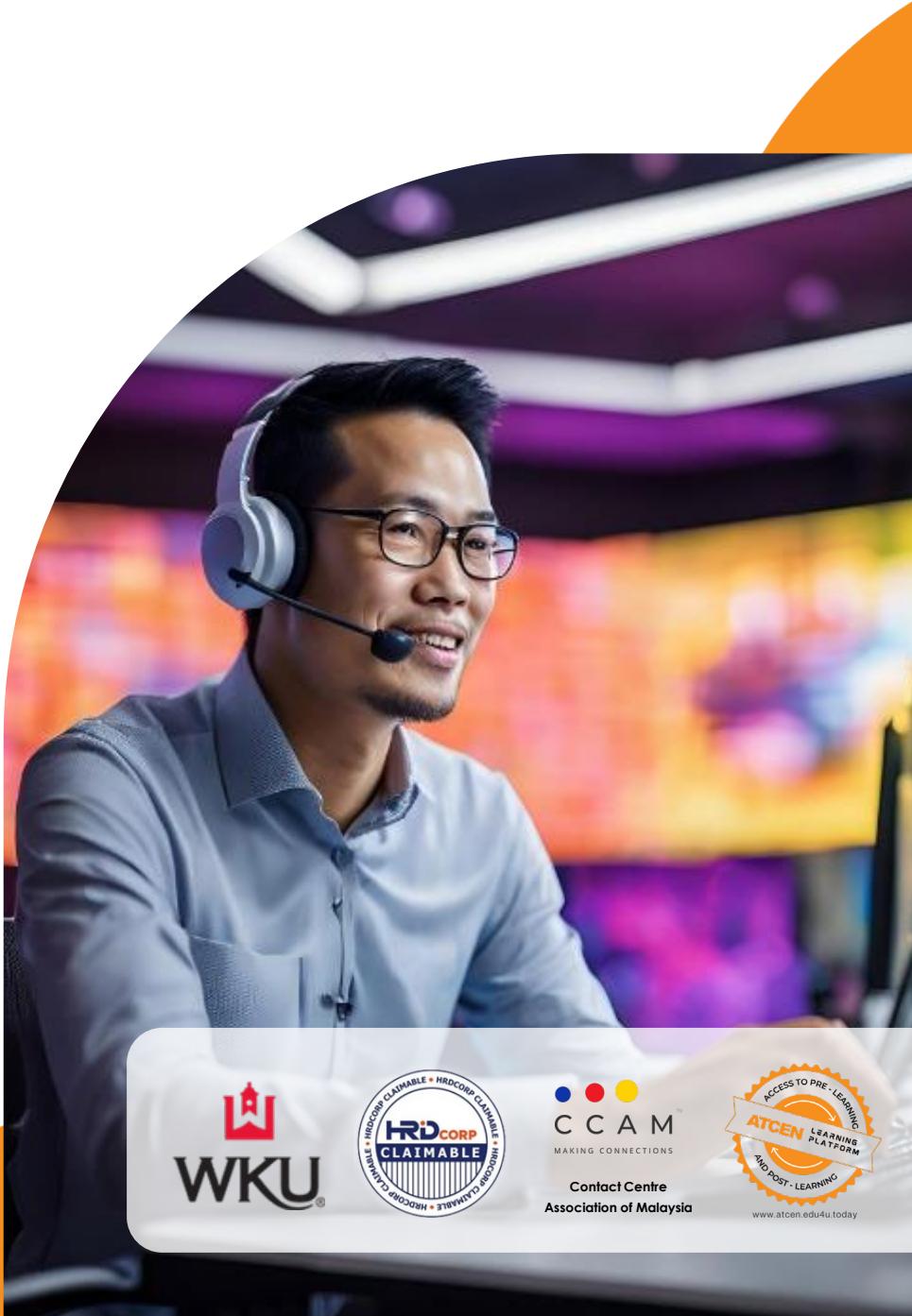


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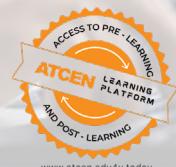
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CCAM  
MAKING CONNECTIONS  
Contact Centre  
Association of Malaysia



## Workshop Description

In today's competitive business environment, it's not enough to manage well. Leaders must think like strategists and act like business owners. Across industries, organisations face rapid technological change, shifting customer expectations, and economic uncertainty. Leaders who understand how decisions impact both the bottom line and long-term strategy are better positioned to drive growth and innovation.

This 3-day Commercial Acumen workshop is designed to help participants explore how business models create value, read financials like a CFO, think strategically like a CEO, and design customer-focused solutions that deliver results. Through real-world scenarios, engaging simulations, and hands-on strategy games, participants will sharpen their commercial edge and

### Workshop Learning Outcomes

return ready to create measurable value for their teams, customers, and organisations.

- Identify key components of a business model and value creation process.
- Compare revenue streams and cost structures across different operations.
- Read and analyse the Balance Sheet and Profit & Loss Statement.
- Use key financial ratios to evaluate business health.
- Apply PESTEL and BANI frameworks to assess the business environment.
- Conduct risk mapping for internal operations and external threats.
- Forecast financial impact of operational decisions.
- Analyse how business drivers influence profitability.
- Apply strategic planning tools like SWOT and Business Model Simulation.
- Translate strategic options into actionable initiatives.
- Identify customer pain points and propose innovative solutions.
- Apply agile thinking to adapt strategies in VUCA conditions.
- Map value chain connections between departments.
- Develop integrated commercial plans involving cross-functional collaboration.
- Craft data-backed business cases and communicate them effectively.
- Present strategic recommendations clearly and persuasively.
- Reflect on personal decision-making and develop action plans that improve performance and alignment with business goals.

## Who Should Attend

- Senior Managers
- Business Owners
- Entrepreneurs



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## Workshop Outline / Agenda

### Day 1: Foundations of Business Acumen

9:00am – 10:30am

#### **Module 1: Understanding the Business Landscape**

- What is business acumen in today's context?
- Overview of the Business Model Canvas.
- The impact of VUCA and evolving customer expectations.
- Applying SWOT analysis to your organisation.
  - *Activity: "My Organisation in 60 Seconds" – Mini pitch of your business value.*

10:45am – 1:00pm

#### **Module 2: Financial Fundamentals for Leaders**

- Essential financial statements: P&L, Balance Sheet, Cash Flow.
- Key financial ratios for decision-making.
  - *Activity: "My Numbers" – Interpreting a simplified business unit statement.*

2:00pm – 5:00pm

#### **Module 3: Reflect & Connect**

- *Group discussion: Identifying commercial blind spots.*
- Personal journaling & team sharing.
  - *Activity: "My Business Reflection" – Self-diagnostic worksheet.*

### Day 2: Making Strategic Choices

9:00am – 10:30am

#### **Module 4: Risk, Agility, and Strategic Thinking**

- Business risk categories (external, internal, reputational)
- Introduction to Risk Mapping using BANI & PESTEL highlights
- Linking agility with profitability
  - *Activity: "Risk Radar" – Map your most critical risks.*

10:45am – 1:00pm

#### **Module 5: Business Simulation Lite (Team-based)**

- A simplified team-based simulation to run a business operation
- Teams decide on product mix, operations, innovation, and pricing
  - *Activity: Simulate to Succeed*
- Performance metrics review: Profit, Customer, Growth
- What we learned about strategy and teamwork
  - *Activity: "Key Strategic Lessons" – Teams present their insights and wins*

2:00pm – 5:00pm

#### **Module 6: Decision Making with Cross-functional Awareness**

- Understanding the ripple effects of strategic decisions.
- Operational cost awareness and resource decisions
- Breaking silos: how decisions impact upstream/downstream
- Aligning awareness with operational reality
  - *Activity: "Bridge the Gap" – A cross-section challenge*



## Workshop Outline / Agenda

### Day 3: From Awareness to Action

9:00am – 10:30am

#### **Module 7: Customer-Centric Innovation**

- Defining innovation in various business contexts.
- Simple ways to improve customer experience and add value
- Innovation mindset vs disruptive thinking
  - *Activity: "Fix It, Don't Break It" – Micro-innovation design game*

10:45am – 1:00pm

#### **Module 8: Leading with Commercial Acumen**

- The mindset of commercially astute leaders
- Connecting KPIs to customer and cost outcomes
- Accountability and informed decision-making
  - *Activity: "My KPI Blueprint" – Aligning KPIs to organisational goals.*

2:00pm – 3:30pm

#### **Module 9: Strategic Action Planning**

- Translating learning into actionable steps.
- How will I lead differently? What will I measure?
  - *Activity: "Commercial Commitment" – Personal action planning canvas*

3:45pm – 5:00pm

#### **Module 10: Final Reflections and Presentations**

- Final team sharing and leadership takeaways
- Feedback session with facilitator
  - *Activity: "One Thing I'll Do Differently" – Gallery walk commitment wall*

## Post-Training Assignments

### Individual Assignments:

1. **Commercial Insight Journal:** Reflect weekly on one strategic or financial decision in your section—document impact and learning.
2. **1-Page Business Plan:** Create a short-term (3-6 month) action plan aligning your section's goals to organization's commercial strategy.

### Group Assignments:

1. **Inter-Section Project Proposal:** Form cross-functional groups to propose a cost-saving or revenue-enhancing idea and present ROI projections.
2. **Simulation Replay & Strategy Review:** Re-run your simulation decisions using alternate strategies, then reflect on lessons and revised outcomes.

**Certificate of Completion**  
awarded by Western  
Kentucky University (USA)



Certification is dependent on the following:

- 80% Class Attendance for 3 Days
- Submission of 3 Assignments with Passing score of 60 percent or higher.

### **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.
- Underwent multiple mid-size M&A personally and for clients.
- Team lead for Accenture Project to develop online trading system 2000.
- Project manager for 1st worldwide IPO 1992-1994 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, Llaollao, 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, Sunway, Sunway Medical, SWIFT, Taitul Ikhlas, The Food Surveyor, The STAR, Telekom Malaysia, Telekom Sales and Service, Tatu Berhad, T-Touch, TM Net, TNT Worldwide Express, Unilever Nasional Berhad, Tokio-Marine, TimeDotcom, Top Glove, Toshiba, Toyota Capital, U-Mobile, UMW Info, UOB, VADS, Vsource, Volvo Trucks, Vision IP, Waterco, Zenith Media, Zulqifli Pharma, ZTE



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*Since 2006, ATCEN has been working with Western Kentucky University, Division of Extended Learning and Outreach (DELO). This collaboration of industry experts and academics resulted in Malaysia's 1st home grown series of Certified Programs for Contact Centre.*

**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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**Western Kentucky University (WKU)** has its roots in 1875. Today, this Top Rank State University located at Bowling Green, Kentucky, USA is home to over 22,000 students from all over the world. WKU offers over 79 Academic Majors and 84 Academic Minors Undergraduate Courses.

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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)
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CIMB Bank	Johnson Controls	PHHP Marketing	UOA Group
Cisco Systems Malaysia	Johor Corporation	PLUS	VADS
Citibank Malaysia	Johor Port	Pokka Ace	Vale Malaysia
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Continental Tyre PJ Malaysia	KDU College	PPG Coatings	Wasco Berhad
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Cuckoo	Kenanga Investment Bank	Prince Court Medical Centre	Weir Minerals
Cycle & Cartage	Kendi Investments	Prokito	Wise Digital
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