

PUBLIC WORKSHOP

CONNECTING GENERATIONS IN THE WORKPLACE

Duration : 2 Days



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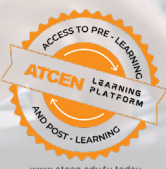
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Contact Centre
Association of Malaysia



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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



Companies Ken Ng has trained inhouse:

A&W Malaysia, ABS, Ace Synergy, ADT Service, AEON Credit, Affin Bank, AIA, AIA Shared Services, AIG, Air Selangor, Alliance Bank, Alphamatic, Am Assurance, AmBank, American Express, AmG Insurance, Amanah Raya Berhad, Astro, ASTRO, ATOS Services, Aviva, AXA Affinity, Bank of China, Bank of Maldives, Bank Rakyat, Dutchman, Big Pay, Bell, BMW, Boehringer Ingelheim, Bosch, Boustead, BSN, Canon Malaysia, Carlsberg Malaysia, CCAM, Celcom, Celcom Axiata, Century Battery, Century Logistics, Cerebos, Chevron Malaysia, CIMB, CIMB Group, Citibank Malaysia, City Express, Club 21, Club Med, CNI, Colgate Palmolive, CommerceDotCom, Crowne Plaza Hotels, CSC Malaysia, Cuckoo, Da Ma Cai, DagangNet, Danone, Dumex, Day Three, Dell Asia Pacific, Dhiraaq (Maldives), DHL Express, DiGi, DST (Brunei), E Genting Berhad, Easy Call, EON, EON Bank, Etika Insurance, Exxon Mobil, F Secure, F&N Dairies, Faber, Festo Malaysia, Fresenius Medical, Fuji Xerox, GAB, Genting Group, Gleneagles Hospital, Glenmarie Properties, GRAB, Great Eastern Life Assurance, Hap Seng Group, Heech Padu, Heidelberg, Henkel, Hewlett Packard, Hilton Hotels, Honda Malaysia, Hong Leong Bank, IBM, IBBM, ICI Paints, iMoney, Indiana University, USA, Indah Water Consortium (IWK), ING, InterTouch, Intel, IOI Properties, Perintis IT, 365, DHL IT, Jbsen & Jensen, Johnson Controls, Juristech, KBU, Kementerian Kesihatan Malaysia (KKM/MC), KIBB, Khazanah Nasional, Kirby Company, USA, KWAP, KWSP, L'oreal, Lafarge, LB Aluminum, Lenovo, Lexus Malaysia, LHDN, Lion Petroleum Products, MAA, Malaysian Oxygen (MOX), MyLife, Mary Kay, Masterskill Maxis, Maybank Group, Mazda, MDEC, Mercedes Benz, Merck, Mesiniaga, Microsoft, Microsoft Malaysia, Mines Marketing, Mitsui OSK Lines, Mitsui Soko, Monarch, Mondelez, MSIG, MYOB Asia, Nestle Malaysia, Nike Malaysia, Nokia Asia Pacific, NTT Docomo, Nu Skin, OCBC, Orisoft System, Paradise Resort, Park Royal Hotels, PayPal, Petronas, Pfizer, Pharmacia, Philips, Pos, POS Malaysia, Prometric, 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, Sony Malaysia, Southern Bank Berhad (SBB), S Setia, SRG, Standard Chartered Bank (SCB), S Publications, Stem Life Malaysia, Sundong, Sunway Group, Super Pages, Suruhanjaya Syarikat Malaysia (SSM), Swiss Garden, SYABAS, Takaful Malaysia, Taylor's Education Group, Teledirect Telekom Malaysia (TM), TGV Cinema, 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, Valé, source, Watsons, Yamaha Motors, Yiddiap Seng (M), Zenith Media, Zuellig Pharma

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 tradeshow. 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 cybercafe 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, Sales and Marketing Manager for the Kirby Company USA and many more.



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	DKSH Malaysia	Luno	ResMed
ACSON Malaysia	Duopharma	Lexus	RHB Bank
AEON Credit	E.H. Utara Holdings	Ilaollao	RHB Insurance
Affin Holdings	Eastern Pacific Industrial Corporation	Maclean Services	RIA IME
AgensKaunseling & Pengurusan Kredit (AKPK)	Edaran Otomobil Nasional	Mah Sing Group	Ricoh
AgroBank	Edaran Tan Chong Motor	Majlis Amanah Rakyat (MARA)	Robert Bosch
AHAM Asset Management	ELK Desa	Malakoff Utilities	Royal Selangor Marketing
AIA Group	ELKEN	Malaysia Airlines	Samsung Malaysia
Air Asia	Entegris	Malaysia Airports	SanofiAventis
Airfoil Services	Envo BPO	Malaysian Life Reinsurance	Sarawak Energy
Air Liquide	Eppendorf	Malaysian Rubber Council	Sarawak Information Systems (SAINS)
Air Selangor	Etika Insurance	Malaysian Resources Corporation	Sarawak Metro
Ajinomoto	EXACT Malaysia	Mandarin Oriental Kuala Lumpur	Schlumberger
Al-Futtaim	Exxon Mobil Corporation	Manpower Staffing Services	Seagate
Al Rajhi Bank	F&N Dairies (Malaysia)	Manulife	Securiforce Logistics
Alam Flora	Felda Group	Mary Kay	Securities Industry Development Corporation
Alliance Bank	Fibertex Personal Care	Mass Rapid Transit Corporation	SECollege
Allianz	FireFly	Maxis	Senheng Electric (KL)
Amanah Raya	FoodPanda Malaysia	Maybank Group	Shangri-La Hotels
Amanah Saham Nasional (ASNB)	Fuji Xerox Malaysia	Mazars	Shell
AmBank	Fujitsu Telecommunications	MBSB Bank	Siemens Group
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	MercedesBenz Malaysia	Sony EMCS
Atomy	Genting Malaysia	MerchantradeAsia	Sonoco Products
Auto Bavaria	Gleneagles Kuala Lumpur	Mesiniaga	SP Setia
Averis	Golden Screen Cinema	MIDA	SRG Asia Pacific
AXA Group	GRAB Malaysia	Microsoft	Standard Chartered Bank
B Braun Medical Industries	GrandFlo	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	HaiO 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	HeiTechPadu	MYOB Asia	Taylor's University
Bausch & Lomb	HELP University College	NAIM	Telecontinent
BBDO Asia	Hilti Asia IT Services	Nanyang Press	TeleFlow
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)	ToyoTyre
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	Kenangan 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	Protect Health Corporation	Worldline
DagangNet Technologies	KPMG Malaysia	Proton Holdings	X-FAB Sarawak
Decathlon Malaysia	Kumpulan Wang Persaraan (KWP)	Prudential	YeoHiap Seng (Yeo's)
Dell Asia Pacific	Kumpulan Wang Simpanan Pekerja (KWSP)	PTPTN	YTL Corporation
Dhiraaghi 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 Kentera (LTAT)	Reckitt Benckiser	Zurich Insurance



**For more info and
Registration Form,
please contact:**

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e-mail to:
info@atcen.com**

For Office Use Only

Corporate Sales Consultant:

Invoice Number:

Invoice Date:

