


PUBLIC WORKSHOP

CONNECTING GENERATIONS IN THE WORKPLACE

Venue : Wyndham Grand Bangsar, Kuala Lumpur



Start a conversation
with our AI Assistant 



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Contact Centre
Association of Malaysia



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 Konsortium (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 Aluminium, Lenovo, Lexus Malaysia, LHDN, Lion Petroleum Products
 MAA, Malaysian Oxygen (MOX), Manulife Malaysia, 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 | DKSH Malaysia | Luno | ResMed |
| ACSON Malaysia | Duopharma | Lexus | RHB Bank |
| AEON Credit | E.H. Utara Holdings | llaollao | RHB Insurance |
| Affin Holdings | Eastern Pacific Industrial Corporation | Maclean Services | RIA IME |
| Agensi Kaunseling & Pengurusan Kredit (AKPK) | Edaran Otomobil Nasional | Mah Sing Group | Ricoh |
| Agro Bank | 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 | Sanofi-Aventis |
| Airfoil Services | Envo BPO | Malaysian Life Reinsurance | Sarawak Energy |
| Air Liquide | Eppendorf | Malaysian Rubber Council | Sarawak Information Systems (SAINS) |
| Air Selangor | Etiqa 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 | SEGi College |
| 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 | MCS | 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 |
| AXA Group | GRAB Malaysia | Microsoft | Standard Chartered Bank |
| 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 |

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

Etiqa

(Leading insurance and takaful business in ASEAN. It is part of the Malaysian banking group, Maybank)
Supported the re-branding of Maybank Ageas to ETIQA. 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.

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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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- 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.
- 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.

