


# PUBLIC WORKSHOP

## LEADERSHIP GOLD

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

Training  
materials  
provided in  
digital format  
(in support of ESG  
initiative)

Venue : Wyndham Grand Bangsar, Kuala Lumpur

Start a conversation  
with our AI Assistant 



**Contact us**

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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:

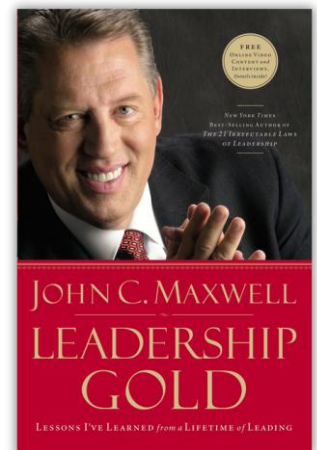
- Apply the personal lessons from one of the world's most successful leaders to their own journeys.
- Strengthen their leadership foundation.
- Apply the principles learnt to mentor and develop their leadership pipeline.
- Increase their appreciation of and ability to nurture the people they lead.
-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

**Srinivas K M** is a highly respected and accomplished professional as an Author, Speaker, Trainer, Coach, and Consultant. He holds the esteemed title of Distinguished Toastmaster (DTM) and is also a Certified Virtual Presenter, further demonstrating his expertise in his field. With an impressive background as an HRDF Accredited Trainer, Srinivas has gained extensive experience and knowledge.



Having held the esteemed position of District Director (DD) in Toastmasters International, Malaysia, Srinivas has honed his leadership competence, exemplifying personal commitment and an unwavering passion for his work.

As a dynamic and vibrant speaker, Srinivas is known for his ability to engage, motivate, and inspire his audience to manifest their true potential and achieve their "dreams". He has undergone professional certification as a Maxwell Leadership Speaker, Trainer, and Coach, in addition to being an accomplished DISC Trainer and Youth Facilitator.

Srinivas is deeply committed to empowering individuals to embrace their inherent potential, seamlessly weaving in his invaluable Toastmasters journey with transformative leadership. Going beyond the podium, he is devoted to equipping individuals with the tools necessary to excel in both their personal and professional lives. His speaking style is engaging and dynamic, and with a wealth of experience, Srinivas is highly sought-after as a speaker and trainer for various events and workshops. Notably, he earned recognition as the National Public Speaking Champion in Toastmasters International, District 102 for Malaysia, in the prestigious Impromptu Speaking Contest.

Srinivas K M epitomizes professionalism, passion, and expertise as a Trainer and Speaker. His unwavering commitment to personal development and his ability to inspire and uplift others continue to make a significant impact on individuals and organizations alike.



**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.

**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.



## 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**

MAXWELL 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](http://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.

[www.maxwellleadership.com](http://www.maxwellleadership.com)

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Atomy	Genting Malaysia	Merchantrade Asia	Sonoco Products
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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
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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)
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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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