


PUBLIC WORKSHOP

Brain Hacking: *Unlocking Your Cognitive System*

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

Start a conversation with our AI Assistant 



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Workshop Description

In high-performance environments, the real limitations are often not visible, they lie beneath the surface in how we think, respond under pressure, and sustain our energy over time. This programme introduces the concept of “brain biohacking” as a way to uncover and optimise these hidden factors, much like improving a structure by understanding what lies within. Rather than pushing harder, participants will learn how to work smarter by understanding how their brain functions and how it can be enhanced.

Through a practical and science-backed approach, this programme explores how thoughts, behaviours, and mental patterns impact performance, decision-making, and resilience. By combining clinical insights with applied neuroscience, participants will gain a deeper awareness of their cognitive and emotional responses, enabling them to make more intentional and effective choices in high-pressure situations.

Ultimately, this programme aims to help participants unlock sharper thinking, stronger performance, and greater clarity by viewing the brain as something trainable and adaptable. The focus is on sustainable improvement—equipping individuals with the tools to optimise their mental state, enhance productivity, and perform at their best consistently.

Over 2 powerful days, you will learn how to:

- Think with sharper focus and precision
- Make better, faster decisions under pressure
- Regulate emotions and effectively manage stress, anxiety, and burnout
- Achieve deeper, more restorative sleep
- Understand your brain patterns through structured, data-driven insights
- Optimise and future-proof your brain health using clinically proven strategies—reducing the risk of burnout and neurological challenges commonly seen in high performers

Workshop Learning Outcomes

Led by Dr. Amit, who has worked with high-performing individuals, elite athletes, and biohackers, this experience is designed to bridge science and real-world performance—delivered in a way that is engaging, practical, and immediately applicable.

This is not a passive learning session.
It is an immersive, hands-on experience.

Expect:

- ✓ Guided exercises and experiential learning
- ✓ Practical tools you can apply immediately
- ✓ Personal insights into how your brain functions under pressure

Because when you understand your brain...
you don't just perform better—you perform better, consistently.



www.atcen.edu4u.today

Workshop Learning Objectives

- Understand core brain functions and how they influence performance, behaviour, and decision-making
- Identify early signs of cognitive fatigue and burnout
- Enhance cognitive performance by improving focus, attention, and mental clarity in demanding environments
- Apply practical techniques to improve decision-making, particularly under pressure and uncertainty
- Recognise and regulate brain states to better manage stress, anxiety, and workplace challenges
- Experience various neuromodulation methods—power naps, mindfulness, and yoga
- Understand basic brain waves and how to enter the flow state
- Adopt sustainable habits for long-term brain health, reducing the risk of performance decline and neurological disorders
- Develop resilience strategies to sustain high performance without burnout
- Improve sleep quality and recovery, supporting optimal brain function and daily performance

Workshop Outline / Agenda

Day 1

9:00AM – 10:30AM

Module 1: The Computer - Understanding the Brain as a System

- Brain vs Mind Architecture
- Hardware vs software
- Conscious vs unconscious systems
- Beliefs, Perception & Conditioning
- How reality is filtered
- Early programming & learned behaviour
- Emotions & Decision-Making Systems
- Emotional drivers vs logical thinking
- Survival mode vs performance mode

10:30AM – 1:00PM

Module 2: 'Biohacking' Your Brain - Introduction to Brain Optimization

- What is Brain Biohacking? Internal optimisation vs external tools
- Mind-Body Feedback Loop. Thoughts influencing physiology & performance
- State Awareness & Control.
- Recognising and shifting mental states

2:00PM – 3:30PM

Module 3: Bypassing Your Brain's Firewall: Brain 'Biohacking' - Accessing the Unconscious Mind

- The Critical Faculty (Mental Firewall)
- Why change is resisted
- Accessing the Unconscious
- Suggestible states (hypnosis, deep focus)
- Reprogramming the Mind
- Repetition, emotion & language patterns

3:45PM – 5:00PM

Module 4: Bugs & Other Broken Codes Within Your Brain - Identifying Internal Blocks

- Limiting Beliefs & Identity Conflicts
- Emotional Triggers & Habit Loops
- Fear, Protection & Social Conditioning

Day 2

9:00AM – 10:30AM

Module 5: Your own LLM': Neuroplasticity & Neuromodulation - Rewiring and Upgrading the Brain

- Neuroplasticity & Brain Rewiring
- Your Internal Thinking Engine
- Patterns, prediction & bias
- Emotions, Chemicals & Identity Change
- Neuromodulators + identity shift

10:30AM – 1:00PM

Module 6: Maintenance and System Updates: Brain Health Optimisation - Optimising Brain Health & Performance

- Biological Foundations
- Sleep, nutrition, movement
- Mental Hygiene & Recovery
- Mindfulness, journaling, resets
- Using tech to improve brain health & manage stress
- Supplementation for a healthy brain
- Pain, Belief, Expectation & Self-Healing
- Leveraging internal healing systems

2:00PM – 3:30PM

Module 7: Connectivity: Brain Synchronicity - Human Connection & Influence

- Rapport, Trust & Communication
- Social Brain & Emotional Influence
- Environment & Collective Performance

3:45PM – 5:00PM

Module 8: Integration & Action Plan - Applying Everything

- Personal Brain Audit & Awareness
- Rewriting Mental Scripts & Habits
- Daily System & Accountability Plan

Major (Rtd) Dr Amit J Logan brings over 13 years of distinguished service in the Malaysian Armed Forces, having served in elite formations including the Special Forces (Commando) and the Royal Malaysian Air Force (RMAF). His career included advanced joint training alongside U.S., Canadian, and British Special Forces, as well as operational deployments across Thailand, the Philippines, and Bangladesh—shaping exceptional leadership acumen, operational resilience, and a deep command of human performance in high-risk environments.



His professional background integrates medical expertise, command leadership, and frontline operational experience across aviation, underwater, and tactical domains. He is an HRDC-certified trainer and holds a Medical Degree from Crimea State Medical University (Russia), a Specialist Diploma in Medical Hypnotherapy (United Kingdom), and a Fellowship in Pain Management (India), reinforcing strong clinical and scientific credibility.

Currently practising as an integrative and functional medicine physician, Dr Amit combines evidence-based medicine with neuroscientific and psychotherapeutic approaches, translating elite military performance principles into structured, scalable, and measurable solutions for organisational well-being, leadership resilience, cognitive optimisation, and sustainable workforce performance.

Through close exposure to elite Green Berets and fighter pilots, he developed deep expertise in decision-making under pressure, stress regulation, and peak human performance. Since transitioning from military service, he has delivered high-impact training programmes for corporations, institutions, and high-performing individuals, including senior executives, elite motorsports athletes, and multidisciplinary leadership teams.

A sought-after speaker and trainer, Dr Amit delivers science-driven, outcome-oriented programmes across professional, institutional, and public platforms, distinguished by his ability to translate complex scientific and operational concepts into clear, practical, and jargon-free insights. The organisation's mission is to deliver high-value, evidence-based training solutions that strengthen human capital, enhance organisational resilience, and drive long-term performance excellence.

OUR CLIENTS

AB Mauri	DKSH Malaysia	Luno	ResMed
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AEON Credit	E.H. Utara Holdings	llaollao	RHB Insurance
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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
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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.

Enroll For Our *Practical English*

READ, LISTEN, VOCABULARY & GRAMMAR

Practical English is a digital learning platform with 420 content-rich lessons designed for the working adult.

Introductory price of
RM200 /user
for Practical English (112 days access) with every sign up of ATCEN's Public Course!

READ, LISTEN, VOCABULARY & GRAMMAR



For 112 days, using the automated competency diagnostic available on Practical English 7, each participant can learn English based on their individual ability from the 420 lessons available.

By completing self study lessons (online), participants can improve their reading, listening, vocabulary and grammar proficiency with our digital learning programs.

Choose this Innovative Learning Program

- 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.

