ATCEN
The People Development Expert

PUBLIC WORKSHOP

MANAGER AS COACH:

LEAD, COMMUNICATE AND INSPIRE

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

Venue : Wyndham Grand Bangsar, Kuala Lumpur

Start a conversation with our AI Assistant

ATCEN AI Assistant



Contact us

info@atcen.com

+603-7728 2623

+6018-233 0760

ATCEN
The People Development Expert

Manager as Coach: Lead, Communicate and Inspire

Wyndham Grand Bangsar, Kuala Lumpur

Workshop Description

In today's fast-evolving market environment, the success of any organization depends not only on expertise and compliance but also on the ability of its leaders to communicate, influence, and collaborate effectively. Where precision, trust, and coordination are central, effective communication is more than a soft skill—it is a strategic leadership competency.

This two-day workshop is designed to elevate the communication, influence, and collaboration capabilities of middle managers and heads of units. Participants will explore how to engage others with clarity, empathy, and authority—bridging gaps across departments, aligning stakeholder expectations, and fostering mutual trust.

The participants will learn to navigate the complex human dynamics that drive collaboration. They will master how to influence without authority, manage conflicts diplomatically, and communicate decisions with both logic and empathy.

www.atcen.edu4u.today

Ultimately, this program empowers leaders to create an environment where communication strengthens understanding, influence fosters alignment, and collaboration drives organizational excellence.

Workshop Learning Outcomes

By the end of the workshop, participants will be able to:

1. Communicate with clarity and confidence across hierarchical and departmental boundaries in formal and informal settings.
2. Demonstrate emotional intelligence to build trust, manage difficult interactions, and enhance professional relationships.
3. Apply influencing techniques to gain commitment and support from peers, subordinates, and stakeholders without relying solely on authority.
4. Foster collaboration and alignment across functions to achieve shared outcomes and institutional excellence.

Workshop Learning Objectives

Participants will learn how to:

- Identify their DiSC communication style and adapt it to different personalities and workplace situations.
- Apply emotional intelligence (EQ) principles to enhance listening, empathy, and rapport-building.
- Use persuasion and influence models to communicate ideas effectively and align others with shared goals.
- Strengthen cross-departmental collaboration through effective dialogue, shared accountability, and mutual understanding.
- Communicate in high-stakes or challenging situations with professionalism and strategic intent.
- Build a network of influence through trust, credibility, and consistent engagement.

Who Should Attend

- Managers and Assistant Managers
- Team Leaders and Supervisors
- Department Heads and Project Managers

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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Workshop Outline / Agenda

Day 1: Communicating with Clarity and Emotional Intelligence

9.00 am – 10.30 am
Module 1: The Foundation of Effective Communication

- Understanding communication as a strategic leadership tool.
- The elements of clear, credible, and concise communication.
- Barriers to communication in structured and regulated environments.
- Building personal credibility through authenticity and consistency.

Activity: Communication clarity exercise – "What Was Really Said?"

10.30 am – 10.45 am: Break

10.45 am – 1.00 pm
Module 2: Adapting Your DiSC Communication Style

- Discovering personal communication preferences using the DiSC framework.
- Adapting messages for different styles: Dominance, Influence, Steadiness, and Conscientiousness.
- Reading others' styles and managing miscommunication.
- Leveraging DiSC for collaboration and conflict prevention.

Activity: Pair exercise – "DiSC in Action: Communicating Across Styles."

1.00 pm – 2.00 pm: Lunch

2.00 pm – 3.30 pm
Module 3: Communicating with Emotional Intelligence

- The five domains of Emotional Intelligence (self-awareness, self-regulation, motivation, empathy, social skill).
- How EQ enhances influence and understanding.
- Managing emotions in challenging conversations.
- Using empathy to strengthen trust and collaboration.

Activity: EQ reflection and empathy role-play – "Understanding Before Being Understood."

3.30 pm – 3.45 pm: Break

3.45 pm – 5.00 pm
Module 4: Influencing through Connection and Credibility

- Influence vs authority: what differentiates effective leaders.
- The psychology of persuasion: ethos, pathos, logos.
- Building trust and credibility as a foundation of influence.
- Using storytelling and framing to gain buy-in for ideas.

Activity: "The Influence Pitch: Gaining Agreement Without Positional Power."

Day 2: Building Collaboration and Strategic Influence

9.00 am – 10.30 am
Module 5: The Power of the Circle of Influence

- Understanding Yoour Circle of Concern vs Influence.
- Applying influence to focus energy and resources effectively.
- Proactive vs reactive communication behaviours.
- Expanding one's influence through consistency, reliability, and results.

Activity: "My Influence Circle."

10.30 am – 10.45 am: Break

10.45 am – 1.00 pm
Module 6: Collaborative Communication with Stakeholders

- Principles of effective cross-functional collaboration.
- Overcoming silos and fostering shared accountability.
- Structuring conversations for alignment and understanding.
- Managing stakeholder communication for coordinated action.

Activity: "Bridging the Divide: A Cross-Departmental Collaboration Case."

1.00 pm – 2.00 pm: Lunch

2.00 pm – 3.30 pm
Module 7: Handling Difficult and High-Stakes Conversations

- Recognizing and managing communication tension early.
- Using calm assertiveness and diplomacy to navigate disagreements.
- Framing feedback constructively to preserve relationships.
- De-escalating conflict while maintaining professional integrity.
- Creating psychological safety and openness in teams.

Activity: "The Conversation You've Been Avoiding."

3.30 pm – 3.45 pm: Break

3.45 pm – 5.00 pm
Module 8: From Communication to Collaboration – The Leadership Link

- Integrating communication, influence, and collaboration as leadership tools.
- Action planning: committing to collaborative behaviours and communication improvements.

Activity: "How I Will Communicate and Lead Differently."

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JEREMY LEE

Authentic Leadership Enabler, Executive Coach, Business Acumen, Chartered Management Accountant

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.



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, 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.

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HealthMetrics
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HELP University College
Hilti Asia IT Services
Hitachi eBworx
Honda Malaysia
Honeywell
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HSBC Bank
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Huawei Technologies
IBM Malaysia
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IJM Corporation
IKEA Malaysia
Infineon Technologies
Inokom Corporation
Institut Jantung Negara
Intel Malaysia
International Medical University
International School of Kuala Lumpur (ISKL)
INTI College
IOI Group Corporation
IPG Mediabrands
Iskandar Investment
Jobstreet Malaysia
Johnson Controls
Johor Corporation
Johor Port
Jotun Paints
Juristech
KDU College
Kementerian Kesihatan Malaysia
Kementerian Pelajaran Malaysia
Kenanga Investment Bank
Kerry Ingredients
Khazanah Nasional
KLK Oleo Group
KPJ Healthcare
KPMG Malaysia
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Kumpulan Wang Simpanan Pekerja (KWSP)
Kuwait Finance House
Lee Kum Kee
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llaollao
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Malakoff Utilities
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Malaysia Airports
Malaysian Life Reinsurance
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Penang Port
Penang Skills Development Center (PSDC)
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Ricoh
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Sarawak Information Systems (SAINS)
Sarawak Metro
Schlumberger
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Securities Industry Development Corporation
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Senheng Electric (KL)
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Sunway Group
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Yeo Hiap Seng (Yeo's)
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Wyndham Grand Bangsar, Kuala Lumpur

Participant 1

Name: (Mr/Ms) _____

Job Title: _____

Email Address: _____

Contact No: _____

IC No: _____

(for HRD Corp grant and examination purpose, if any)

Participant 2

Name: (Mr/Ms) _____

Job Title: _____

Email Address: _____

Contact No: _____

IC No: _____

(for HRD Corp grant and examination purpose, if any)

Participant 3

Name: (Mr/Ms) _____

Job Title: _____

Email Address: _____

Contact No: _____

IC No: _____

(for HRD Corp grant and examination purpose, if any)

Human Resource / Approving Manager

Name: (Mr/Ms) _____ Job Title: _____

Email Address: _____ Contact No: _____

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Are you using your company's HRD Corp Levy for this training?

☐ Yes ☐ No

Company Chop: _____

Workshop Investment

Please choose your option by ✓ the box below

Classroom Face-to-face (F2F)		
	RM3,000 per pax	RM5,600 for 2 pax RM7,800 for 3 pax
EARLY BIRD SPECIAL	**Early Bird Discount!** Get 15% off for registration before 10th April 2027	
	RM2,550 per pax	

F2F + Practical English eLearning (+RM200/pax) (more info on page *Practical English*)		
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HRD Corp Claimable Course

(Inclusive of all online training materials, lunches and tea breaks, e-certificate, examination fees if any, HRD Corp 4% Service Fee and 8% SST)

To register, complete this form:

1. Email form back to sender's email address/ info@atcen.com
2. WhatsApp this form to +6018-233-0760

By Direct Transfer:

Account Name: ATCEN Sdn Bhd

Bank: Public Bank Berhad

Acc No: 3130460034

By Credit Card via PayPal:

(4.2% PayPal transaction fees is applicable)

TERMS & CONDITIONS

1. Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend our programs.
2. Payment is required with registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 working days prior to event commencement. However, a substitute is welcome at no additional charges.
5. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
6. The organizer reserves the right to make any amendments and/or changes to the workshop, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.
7. The certificate of completion will be awarded by ATCEN Sdn. Bhd.
8. The personal information that you provide in this Registration Form and information provided at any other time during the event, can be used by the organizer and related parties to market, advertise and promote our goods and services via various communication mediums. Participants are responsible to advise the organizer if they do not wish to be included in the above.

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Invoice Number: _____

Invoice Date: _____