ATCEN
The People Development Expert

MAXWELL LEADERSHIP CERTIFIED TEAM

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

ATCEN AI Assistant

Contact us

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LEADERSHIP GOLD

Wyndham Grand Bangsar, Kuala Lumpur

Workshop Description

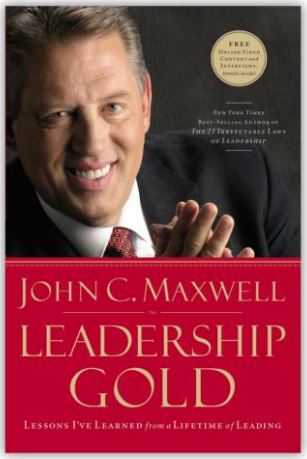
Participants are about to embark on a personal growth journey based upon the content in John Maxwell's Leadership Gold. A commemoration of his leadership experience by the age of 60, this program features the hardest-won leadership lessons of John's life into a book and program that could be used to 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

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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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SRINIVAS K. M.

Maxwell Leadersip Certified Team Speaker, Trainer, Coach, DISC Trainer & Youth Program Facilitator



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.

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ABOUT JOHN C.MAXWELL

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.



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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

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

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OUR CLIENTS

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Agensi Kaunseling & Pengurusan Kredit (AKPK)
Agro Bank
AHAM Asset Management
AIA Group
Air Asia
Airfoil Services
Air Liquide
Air Selangor
Ajinomoto
Al-Futtaim
Al Rajhi Bank
Alam Flora
Alliance Bank
Allianz
Amanah Raya
Amanah Saham Nasional (ASNB)
AmBank
Amcorp
AmGeneral Insurance
Amway
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Atomy
Auto Bavaria
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B Braun Medical Industries
Bacteria Free Water Filter
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Bangkok Bank
Bank Islam
Bank Rakyat
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Bank Negara Malaysia
Bank of China
Bank of Maldives
Bank Simpanan Nasional
BASF Petronas Chemicals
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BBDO Asia
BD Agriculture
Berjaya Sompo Insurance
Bermaz Motor Trading
BigPay
Blackhem
BMW Group
Bonuslink
Boustead
Bridgestone
British Council
Brother International
Bursa Malaysia
ByteDance (TikTok)
Canon Marketing
Carlsberg
CCM Pharmaceuticals
Celcom
Cement Industries of Malaysia (CIMA)
Cerebos
Chin Hin Group
Chuan Huat Resources
Chubb Insurance
CIDB
Cigna International Health Services
CIMB Bank
Cisco Systems Malaysia
Citibank Malaysia
ClubMed
Columbia Asia
Continental Tyre PJ Malaysia
Credit Guarantee Corporation
CTOS Data System
Cuckoo
Cycle & Carriage
Daikin Refrigeration Malaysia
Danone Dumex
DayThree
Dagang Net Technologies
Decathlon Malaysia
Dell Asia Pacific
Dhiraaghu Maldives
DHL Group
Digi
DRB-Hicom
DKSH Malaysia
Duopharma
E.H. Utara Holdings
Eastern Pacific Industrial Corporation
Edaran Otomobil Nasional
Edaran Tan Chong Motor
ELK Desa
ELKEN
Entegris
Envo BPO
Eppendorf
Etiqa Insurance
EXACT Malaysia
Exxon Mobil Corporation
F&N Dairies (Malaysia)
Felda Group
Fibertex Personal Care
FireFly
FoodPanda Malaysia
Fuji Xerox Malaysia
Fujitsu Telecommunications
Gamuda
GCH Retail
General Electric
Generali Insurance Malaysia
Gene Martino
Genting Malaysia
Gleneagles Kuala Lumpur
Golden Screen Cinema
GRAB Malaysia
Grand-Flo
Grand Millennium Hotel
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GuocoLand
Habib Jewels
Hai-O Enterprise
Halal Industry Development Corporation
HAVI Logistics
HealthMetrics
Heineken Malaysia
HeiTech Padu
HELP University College
Hilti Asia IT Services
Hitachi eBworx
Honda Malaysia
Honeywell
Hong Leong Group
Hospital Pusrawi
HSBC Bank
Hua Yang
Huawei Technologies
IBM Malaysia
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iFast Service Centre
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
Kumpulan Wang Persaraan (KWAP)
Kumpulan Wang Simpanan Pekerja (KWSP)
Kuwait Finance House
Lee Kum Kee
Lembaga Hasil Dalam Negeri (LHDN)
Lembaga Tabung Angkatan Tentera (LTAT)
Luno
Lexus
llaollao
Maclean Services
Mah Sing Group
Majlis Amanah Rakyat (MARA)
Malakoff Utilities
Malaysia Airlines
Malaysia Airports
Malaysian Life Reinsurance
Malaysian Rubber Council
Malaysian Resources Corporation
Mandarin Oriental Kuala Lumpur
Manpower Staffing Services
Manulife
Mary Kay
Mass Rapid Transit Corporation
Maxis
Maybank Group
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MBSB Bank
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Media Prima
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Ricoh
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Sarawak Energy
Sarawak Information Systems (SAINS)
Sarawak Metro
Schlumberger
Seagate
Securiforce Logistics
Securities Industry Development Corporation
SEGi College
Senheng Electric (KL)
Shangri-La Hotels
Shell
Siemens Group
Silverlake
Sime Darby
SME Bank
SME Corp
Sony EMCS
Sonoco Products
SP Setia
SRG Asia Pacific
Standard Chartered Bank
Star Publication
StemLife
Success Electronics
Sudong (Singtel)
Sumitomo Mitsui Banking Corporation
Sunpower Malaysia Manufacturing
Sunway Group
Suruhanjaya Syarikat Malaysia (SSM)
SWIFT Support Services Malaysia
Symphony BPO
Takaful Ikhlas
Taylor's University
Telecontinent
Tele-Flow
Telekom Malaysia
TGV Cinemas
The Food Purveyor
The Hilton Group
The New Straits Times Press
TIME dotcom
TMC Care
TNB
TNT Worldwide Express
Tokio Marine Insurans
Top Glove
Toshiba
Touch 'n Go
Tourism Malaysia
Toyota
Toyota Capital
Toyota Tsusho
Toyo Tyre
U Mobile
UEM Group
UITM
UKM Group
UMW Group
United Overseas Bank (UOB)
UOA Group
VADS
Vale Malaysia
ViewPoint Research Corporation
Volvo Malaysia
Wasco Berhad
Waterco
Watsons Personal Care Store
Weir Minerals
Western Digital
Wilmar
WISE Payments
Worldline
X-FAB Sarawak
Yeo Hiap Seng (Yeo's)
YTL Corporation
Zakat Selangor
Zenith Media
Zuellig Pharma
Zurich Insurance

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- 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.



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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: _____

Company Name: _____ Fax: _____

Address: _____

Authorize Signature: _____ Invoice Attention To / Finance Email: _____

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 14th May 2027	
	RM2,550 per pax	

F2F + Practical English eLearning (+RM200/pax) (more info on page *Practical English*)		
	RM3,200 per pax	RM6,000 for 2 pax RM8,400 for 3 pax

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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