ATCEN
The People Development Expert

PUBLIC WORKSHOP

Stakeholder Engagement: Influence, Trust & Presence

Venue : Wyndham Grand Bangsar, Kuala Lumpur

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



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ATCEN AI Assistant

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+6018-233 0760

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STAKEHOLDER ENGAGEMENT: INFLUENCE, TRUST & PRESENCE

Wyndham Grand Bangsar, Kuala Lumpur

Workshop Description

In today's interconnected and fast-paced world, the success of an organization hinges not only on strategic decisions but also on its ability to effectively manage and engage stakeholders. From regulators and senior management to cross-departmental peers and international headquarters, leaders must navigate complex relationships and competing priorities to drive organizational success.

This transformative two-day workshop tailored for senior executives and managers who interact with diverse stakeholders daily. This program addresses the critical need to bridge gaps, foster trust, and establish collaborative relationships across organizational levels and cultural boundaries.

The workshop provides participants with proven frameworks, such as the Stakeholder Management Model (Identify, Analyze, Plan, Engage, Monitor), to identify stakeholder priorities, design engagement strategies, and ensure alignment with organizational goals. Through immersive role-plays, case studies, and actionable tools, participants will develop the confidence to lead assertive and empathetic conversations, resolve conflicts, and manage expectations effectively.

At the heart of this program is the understanding that building bridges with stakeholders goes beyond transactional interactions. It is about creating authentic connections, addressing challenges with empathy, and achieving outcomes that benefit both the organization and its partners. This workshop will empower participants to become influential leaders who inspire cooperation, foster alignment, and drive results in even the most challenging situations.

Workshop Learning Objectives

Participants will learn to:

- Systematically identify and categorize stakeholders using tools like the Power vs. Interest Grid.
- Perform stakeholder analysis to understand influence, needs, and priorities.
- Develop tailored engagement strategies for different stakeholders.
- Master assertive communication techniques to handle conflicts and challenges.
- Leverage emotional intelligence to improve interpersonal relationships and team collaboration.
- Use structured approaches (e.g., SCARED, ADR, and DESSC frameworks) to manage high-stakes discussions.
- Build resilience and manage personal emotions during intense conversations.
- Monitor and adjust stakeholder engagement plans for long-term success.

Workshop Learning Outcomes

By the end of this training, participants will be able to:

- Identify and analyze key stakeholders and their influence on organizational success.
- Plan and execute stakeholder engagement strategies tailored to specific needs and priorities.
- Communicate assertively and empathetically during challenging conversations to maintain trust and cooperation.
- Apply emotional intelligence to navigate complex interpersonal dynamics and foster positive relationships.

Who Should Attend

- Executives
- Managers
- Senior Managers

HRD CORP CLAIMABLE

ACCESS TO PRE-LEARNING ATCEN LEARNING PLATFORM AND POST-LEARNING

www.atcen.edu4u.today

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Workshop Outline / Agenda

Day 1: Understanding Stakeholders and Difficult Conversations
9:00 AM – 10:30 AM
Module 1: Introduction to Stakeholder Management

- Overview of the Stakeholder Management Model.
- Identifying stakeholder needs and organizational impacts.
- Importance of building mutual respect and trust.

Activity: *Group discussion on real-life stakeholder challenges.*

10:45 AM – 1:00 PM
Module 2: Stakeholder Analysis and Planning

- Using the Power vs. Interest Grid for stakeholder categorization.
- Assessing individual influence and aligning expectations.
- Planning engagement strategies for key stakeholders.

Activity: *Case study on stakeholder mapping and planning.*

2:00 PM – 3:30 PM
Module 3: Fundamentals of Difficult Conversations

- Identifying common barriers in high-stakes communication.
- Balancing empathy and assertiveness.
- Techniques to defuse tension and refocus discussions.

Activity: *Role-play exercises on handling a challenging conversation with a regulator.*

3:45 PM – 5:00 PM
Module 4: Assertiveness in Action

- Saying "no" to unrealistic demands tactfully.
- Framing feedback using the BIS method.
- Expressing opinions to gain buy-in and alignment.

Activity: *Role-play: Negotiating priorities with Customers*

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

Day 2: Advanced Techniques and Monitoring
9:00 AM – 10:30 AM
Module 5: Emotional Intelligence in Stakeholder Management

- Leveraging self-awareness and empathy in communication.
- Recognizing and managing personal triggers.
- Building rapport and trust with stakeholders.

Activity: *How I can build better Trust!*

10:45 AM – 1:00 PM
Module 6: Frameworks for Courageous Conversations

- Applying SCARED and ADR techniques to address conflicts.
- Structuring discussions with facts, empathy, and solutions.
- Managing emotions and ensuring productive outcomes.

Activity: *Case study on conflict resolution with cross-department teams.*

2:00 PM – 3:30 PM
Module 7: Engaging Stakeholders Effectively

- Tailoring communication styles to different audiences.
- Strategies for upward, peer, and downward communication.
- Handling objections and building consensus.

Activity: *Group simulation of a stakeholder meeting.*

3:45 PM – 5:00 PM
Module 8: Monitoring and Sustaining Engagement

- Setting KPIs to evaluate stakeholder engagement success.
- Adapting engagement strategies for long-term relationships.
- Ensuring alignment with organizational goals.

Activity: *Team exercise: Creating a stakeholder monitoring plan.*

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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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OUR CLIENTS

AB Mauri
ACSON Malaysia
AEON Credit
Affin Holdings
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
Apex Dental
ASTRO
Atomy
Auto Bavaria
Averis
AXA Group
B Braun Medical Industries
Bacteria Free Water Filter
Baker Hughes Malaysia
Bangkok Bank
Bank Islam
Bank Rakyat
Bank Muamalat
Bank Negara Malaysia
Bank of China
Bank of Maldives
Bank Simpanan Nasional
BASF Petronas Chemicals
Bausch & Lomb
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
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Gene Martino
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GuocoLand
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Halal Industry Development Corporation
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HealthMetrics
Heineken Malaysia
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HELP University College
Hilti Asia IT Services
Hitachi eBworx
Honda Malaysia
Honeywell
Hong Leong Group
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HSBC Bank
Hua Yang
Huawei Technologies
IBM Malaysia
IBPO Group
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
Mazars
MBSB Bank
MCIS
MCMC
Measat Broadcast Network Systems
Media Prima
Mercedez-Benz Malaysia
Merchantrade Asia
Mesiniaga
MIDA
Microsoft
MIDF Property
MIMOS
MISC
MIT Insurance Brokers
Mitsubishi Motors
MMC Corporation
MNRB Holdings
Monash University
Mr. D.I.Y
MSIG Insurance
Mydin Mohamed Holdings
MYOB Asia
NAIM
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Naza TTDI
NEC Corporations of Malaysia
Nestle Products
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Nirvana
Nistrans
Nokia
Northport
NS BlueScope
OCBC Bank
OMRON Malaysia
Pacific Mutual Fund
Panasonic
PayNet
PayPal
Pembangunan Sumber Manusia (PSMB)
Penang Port
Penang Skills Development Center (PSDC)
Perkeso
Pernec
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PTPTN
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Reckitt Benckiser
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RHB Bank
RHB Insurance
RIA IME
Ricoh
Robert Bosch
Royal Selangor Marketing
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Sanofi-Aventis
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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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
E-Learning

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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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Reallyenglish

HRD CORP CLAIMABLE

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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.

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- Continuous assessment in each lesson to measure learner progress.
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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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STAKEHOLDER ENGAGEMENT: INFLUENCE, TRUST & PRESENCE

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)		
	RM2,750 per pax	RM5,000 for 2 pax RM7,200 for 3 pax
EARLY BIRD SPECIAL	**Early Bird Discount!** Get 15% off for registration before 19th March 2027	
	RM2,338 per pax	

F2F + Practical English eLearning (+RM200/pax) (more info on page *Practical English*)		
	RM2,950 per pax	RM5,400 for 2 pax RM7,800 for 3 pax

HRD Corp Claimable Course

(Inclusive of all online training materials, lunches and tea breaks, e-certificates, 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:

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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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