ATCEN
The People Development Expert

MAXWELL LEADERSHIP CERTIFIED TEAM

PUBLIC WORKSHOP

THE 360° LEADER: LEADING AND INFLUENCING AT EVERY LEVEL

"Developing Your Influence from Anywhere in the Organization"

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
+603-77282623
+6018-233 0760

ATCEN
The People Development Expert

THE 360° LEADER: LEADING AND INFLUENCING AT EVERY LEVEL

Wyndham Grand Bangsar, Kuala Lumpur

Workshop Description

Leadership is not defined by position but by influence. Based on John Maxwell's The 360° Leader, this two-day program equips middle managers with the skills to lead up, across, and down within the organization. Participants will learn how to gain credibility, collaborate effectively, develop their teams, and foster a leadership culture.

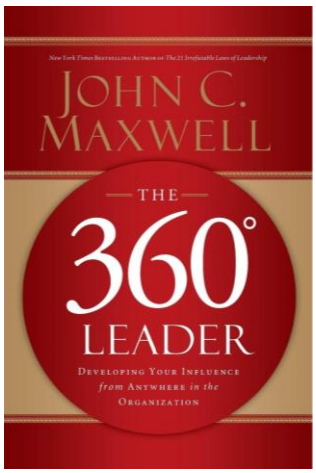
Through interactive discussions, real-world applications, and leadership best practices, they will enhance their ability to influence without authority and drive positive change at all levels.

MAXWELL LEADERSHIP CERTIFIED TEAM

Workshop Learning Outcomes

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

- Apply The 360° Leader principles to influence up, across, and down in the organization.
- Enhance leadership credibility through effective communication, problem-solving, and decision-making.
- Develop and mentor their teams to improve engagement, accountability, and performance.
- Build strong peer relationships to foster collaboration and break down silos.
- Create a culture of continuous leadership development by modeling and reinforcing key leadership behaviors.



ATCEN
The People Development Expert

THE 360° LEADER: LEADING AND INFLUENCING AT EVERY LEVEL

Wyndham Grand Bangsar, Kuala Lumpur

Workshop Outline / Agenda

Day 1
9:00 AM – 10:30 AM
Module 1: The 360° Leader Mindset

- Overview of the Stakeholder Management Model.
- Understanding leadership beyond position or title.
- The power of influence at all levels.
- Overcoming common challenges of middle management.
- Cultivating a growth mindset for leadership success.

10:45 AM – 1:00 PM
Module 2: Leading Up – Gaining Influence with Senior Leaders

- How to add value to top management decisions.
- Communicating effectively with senior leadership.
- Anticipating challenges and presenting solutions proactively.
- Demonstrating reliability and credibility to earn trust.

2:00 PM – 5:00 PM
Module 3: Leading Across – Collaboration and Teamwork

- Building strong peer relationships for cross-functional success.
- Navigating office politics and breaking down silos.
- Effective conflict resolution strategies with colleagues.
- Encouraging a culture of shared leadership and support.

Day 2: Advanced Techniques and Monitoring
9:00 AM – 10:30 AM
Module 4: Leading Down – Developing and Mentoring Your Team

- Understanding the role of a leader as a coach
- Providing feedback that inspires growth and accountability
- Motivating team members to take ownership of their roles
- Recognizing and developing leadership potential within the team

10:45 AM – 1:00 PM
Module 5: Communicating with Impact as a 360° Leader

- Crafting clear and persuasive messages.
- Adapting communication styles for different audiences.
- Handling difficult conversations with confidence.
- Using storytelling to inspire and engage teams.

2:00 PM – 5:00 PM
Module 6: Creating a Culture of Leadership and Growth

- Leading by example to influence behavior and culture.
- Establishing trust and psychological safety in teams.
- Encouraging continuous learning and leadership development.
- Setting actionable strategies for applying The 360° Leader principles.

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

ATCEN
The People Development Expert

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.

facebook/ATCEN atcen.group 603-77282623 info@atcen.com

ATCEN
The People Development Expert

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.



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

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

ATCEN
The People Development Expert

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
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
Great Eastern
Gucci (Malaysia)
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
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
Nanyang Press
Naza TTDI
NEC Corporations of Malaysia
Nestle Products
Nike Sales Malaysia
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
Perodua
Petronas
Pfizer
Pharmaniaga
PHHP Marketing
PLUS
Pokka Ace
Polyplastic
Pos Malaysia
PPG Coatings
Prasarana
Primer Kenrich
Prince Court Medical Centre
Prokhas
Prometric Technology
ProMinent Fluid Controls
ProtectHealth Corporation
Proton Holdings
Prudential
PTPTN
Public Bank
QES Group
QSR Brands
Reckitt Benckiser
ResMed
RHB Bank
RHB Insurance
RIA IME
Ricoh
Robert Bosch
Royal Selangor Marketing
Samsung Malaysia
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

ATCEN
The People Development Expert

PRACTICAL ENGLISH
E-Learning

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!

Reallyenglish

HRD CORP CLAIMABLE

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.



facebook/ATCEN atcen.group 603-77282623 info@atcen.com

ATCEN
The People Development Expert

THE 360° LEADER: LEADING AND INFLUENCING AT EVERY LEVEL

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 22nd April 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.

For Office Use Only

Corporate Sales Consultant:	Invoice Number:	Invoice Date:
_____	_____	_____