



Coaching & Mentoring for Performance Workshop

Date: 23rd – 24th June 2010

Organized By: **ATCEN** SM ACADEMY

Venue: JW Marriott Hotel Kuala Lumpur

Workshop Description

The knowledge professional today, works in a fast-paced and demanding environment. With the need to continually develop and groom these professionals in their technical and behavioral competencies. Organizations are utilizing coaching to communicate, motivate, discipline and enhance their knowledge and skills. Likewise, mentoring is also being introduced to advise and balance their work environment by providing life and career guidance.

This workshop specifically looks into the coaching and mentoring techniques and applications that have been proven effective to the current employee and workplace environment.

To further develop managers with the essential skills required to coach and mentor, this 2-day workshop will provide a hands-on fully interactive session to utilize skills learnt with immediate feedback on coaching and mentoring improvement areas.

Workshop Objectives

- Appreciate the importance of coaching and mentoring;
- Understand the difference between managing and coaching;
- Know the what's, when's and why's of coaching;
- Learn the skills and the objectives of being a Coach and Mentor;
- Develop and internalize the various types of coaching approaches;
- Improve communication of performance feedback;
- Learn to set and monitor professional and personal development goals;
- Appreciate the barriers to coaching and mentoring;
- Learn advanced questioning and listening techniques for better coaching interpretation

Who Should Attend?

- Managers
- Supervisors
- Team Leaders

The **Training Methodology** will be based on the ATCEN PEAK methodology. This will include:

- High Impact Short Lectures
- Lively Activities and Exercises
- Actual case based role plays
- Numerous Presentations and Discussions
- Continuous Real Time Feedback from Facilitator

Workshop Chronology

0830	Registration
0900	Workshop Begin
1030 – 1045	Morning Refreshment
1300 – 1400	Lunch
1530 – 1545	Afternoon Refreshment
1700	End of Workshop

The above Chronology applicable for Day 1 and Day 2

Coaching and Mentoring for High Performance Workshop

Module 1: Winning the Performance Game

- What are the Differences between Coaching, Mentoring and Counseling?
- Determining the Objectives of Coaching and Mentoring for your Organization
- Coaching and Managing – Identification of the Differences and Why it is So Important to Differentiate the Two

Module 2: Developing Key Coaching and Mentoring Skills

- The Criteria, Principles & Qualities of an Effective Coach and Mentor
- Superior Powerful and Intuitive Questioning and Listening Skills and the Power of Silence
- Developing Advanced Communication Skills to Ensure Buy-In on Guidance and Establish Strong Rapport and Trust Levels

Module 3: The Coaching and Mentoring Session Proper

- Preparing, Planning and Conducting a Coaching/ Mentoring Session
- Know What to Coach- Attitude vs. Behaviors
- Know What to Mentor – Work vs. Life
- The Differences Between Reprimanding, Commanding, Supporting Motivating and Counseling

Module 4: Different Coaching Techniques

- Coaching for Personal Development Initiative – **Goal, Reality, Options, Who (GROW)**
- Coaching for Work Performance Improvement- Curbstone Coaching
- Coaching for Disciplinary Issues- **Describe, Explain, State, Suggest, Consequences (DESSC)**
- Mentoring for Long Term Effect – **Directive, Collaborative, Non-directive (DCN)**

Module 5: Turning Resistance to Positive Change

- The Different Types of Resistance that will Occur in Coaching and Mentoring Situations
- Applying Various Approaches to Manage Different Kinds of Resistance
- Capitalizing on Coaching and Mentoring as a Tool in Management

Module 6: Coaching in the Workplace/ Mentoring Outside the Workplace

- Getting Individuals to take the Initiative to Work on Themselves
- Developing a Performance Culture of Openness and Transparency
- Developing My Coaching/ Mentoring Action Plan

Facilitator Profile



Jeremy Lee
Principal Consultant
ATCEN Sdn Bhd

Jeremy serves as Principal Consultant and Group CFO for the ATCEN Group. Jeremy is a Certified Personal Profiler and Human Job Analysis, with Thomas Crowne International, a Chartered Management Accountant (ACMA), Chartered Accountant (Malaysia) and holds a MSc. in Engineering Business Management from Warwick University. He is also a member of the Malaysian Association of Professional Speakers (MAPS) and International Federation of Professional Speakers.

Jeremy is a highly sought after Business Process Enhancement, Performance Optimization, Human Performance Improvement consultant in the Service Industry.

With more than 15 years of both strategic and operational management experience, he has worked and been involved in numerous industries. Serving as a Trainer and Consultant for numerous companies, he has conducted and facilitated thousands of individuals in the areas of performance management, leadership skills, sales, negotiation skills, communication skills and coaching skills. He has facilitated workshops in Malaysia, Indonesia, Singapore, UK and China. He is extremely capable to manage people from different cultural backgrounds and levels.

He is experienced in coaching and mentoring many types of people under various circumstances. Jeremy has lead many of these individuals to gain fantastic performance results at work and fulfillment in their life. As a coach he is recognized as a great listener, focused and flexible in his approach to getting the best out from individuals.

Jeremy has held a variety of leadership and project management roles in various organizations prior to ATCEN. He was the Senior Consultant with the largest Business Process Outsourcing organization in Asia, Head of Knowledge and Learning Management Division of a listed company, Special Project Manager for a Resort Group, Operation Head in a Resort in UK, Project Team Leader in a Technology start up firm with and also an Internal and External Auditor.

Clientele

Companies that have attended ATCEN's public workshops

Advance International Freight Sdn Bhd	Frontline Technologies Malaysia Sdn Bhd	OCBC Bank (M) Bhd
Affin Bank Berhad	FSBM Mantissa (M) Sdn Bhd	OMD (M) Sdn Bhd
Aims Data Centre Sdn Bhd	Fuji Xerox Asia Pacific Pte. Ltd	Optimal Chemicals (M) Sdn Bhd
Airfoil Services Sdn Bhd	Fujitsu (Malaysia) Sdn Bhd	Oracle Corp (M) Sdn Bhd
Ajinomoto (M) Bhd	Gagasan Carriers Sdn Bhd	P & O Global Technologies Sdn Bhd
Alcan Packaging Malaysia	Gapurna Technologies Sdn Bhd	Panglobal Insurance Berhad
Alliance Banking Group	Genting Information Knowledge Enterprise Sdn Bhd	Paradigm Systems Berhad
Allianz Life Insurance Malaysia Berhad	Global Transit Communications Sdn Bhd	Pembangunan Sumber Manusia Berhad
ALSTOM Asia Pacific Sdn Bhd	Group Associated (C&L) Sdn Bhd	Perbadanan Bekalan Air Pulau Pinang Sdn Bhd
Amanah Raya Berhad	Grundfos Pumps Sdn Bhd	Pernec Corporation Berhad
AmBank (Malaysia) Berhad	Gucci (Malaysia) Sdn Bhd	Pharmaniaga Logistics Sdn Bhd
AmG Insurance Bhd	Guinness Anchor Berhad	Plus Expressways Berhad
AmLife Insurance Berhad	HeiTech Padu Bhd	Power Innovations Sdn Bhd
Amway (M) Sdn Bhd	Hewlett-Packard Sales Malaysia Sdn Bhd	Premier Lubricants (M) Sdn Bhd
Arachem Tech Training Centre	Hilton Petaling Jaya	Prometric BV
Autoliv Hirotako SRS Sdn Bhd	Honda Malaysia Sdn Bhd	Prometric Technology Sdn Bhd
Automobiles Peugeot	ICI Paints (Malaysia) Sdn Bhd	Proton Edar Sdn Bhd
AXA Affin General Insurance Bhd	IITC Global Technology Sdn Bhd	Prudential Services Asia Sdn Bhd
Axon Solutions Sdn Bhd	IMU Education Sdn Bhd	Rangkaian Segar Sdn Bhd
Bank Islam Malaysia Bhd	InfoConnect Sdn Bhd	REDtone Telecommunications Sdn Bhd
Bank Negara Malaysia	ING Insurance Bhd	Rentwise Sdn Bhd
Bank Rakyat	interTouch (Malaysia) Sdn Bhd	RHB Bank Berhad
Beaufour Ipsen International	iPerintis Sdn Bhd	Ricoh (Malaysia) Sdn Bhd
Blue Scope Steel (M) Sdn Bhd	Islamic Banking and Finance Institute Malaysia Sdn Bhd	Rohas-Euco Industries Bhd
BMW Malaysia Sdn Bhd	ISS Consulting (M) Sdn Bhd	SAINS Sdn Bhd
Boustead Petroleum Marketing Sdn Bhd	IT-365 Malaysia Sdn Bhd	Samsung Malaysia Electronics (M) Sdn Bhd
Business Information Technology	ITApps Sdn Bhd	Sapura Research Sdn Bhd
Byte Craft Sdn Bhd	Jabatan Pengangkutan Jalan	Sarawak Information Systems Sdn Bhd
Canon Marketing (M) Sdn Bhd	Jabatan Pentadbiran Latihan	SCAN Associates Berhad
Celcom (M) Sdn Bhd	Jebsen & Jessen Communication Solutions (M) Sdn Bhd	Scope International Sdn Bhd
Central Forwarding Agency Sdn Bhd	Johnson Controls (M) Sdn Bhd	Shangri-La Hotels Marketing Sdn Bhd
Century Total Logistics Sdn Bhd	Kannal Solutions Sdn Bhd	Shell IT International Sdn Bhd
Chemopharm Sdn Bhd	Keretapi Tanah Melayu Berhad	Shell Malaysia Trading Sdn Bhd
CIMB Bank Berhad	Khazanah Nasional Berhad	Signature Manufacturing Sdn Bhd
CL Computers (M) Sdn Bhd	Kolej Yayasan UEM	Skynet Worldwide (M) Sdn Bhd
CMCM Perniagaan Sdn Bhd	Kualiti Alam Sdn Bhd	SNT Global Services Sdn Bhd
CNI Enterprise (M) Sdn Bhd	Kurnia Insurance (M) Bhd	Sony BMG Music Entertainment
Colgate Palmolive (M) Sdn Bhd	Lafarge Cement Sdn Bhd	Southern Bank Berhad
Computer Systems Advisers (M) Berhad	Majlis Amanah Rakyat (MARA)	Standard Chartered Bank
Credit Guarantee Corporation (M) Bhd	Malayan Banking Berhad	Star Publications
CSA EPIC-I Sdn Bhd	Malayan Cement Industries Sdn Bhd	Sumiso (M) Sdn Bhd
D G Kom Sendirian Berhad	Malaysia National Insurance Berhad	Sun Media Corporation Sdn Bhd
Dagang Net Technologies Sdn Bhd	Malaysian Assurance Alliance Berhad	Sunway Holdings Bhd
Datacom South East Asia (M) Sdn Bhd	Maxfame Technologies Sdn Bhd	Sunway Pyramid Sdn Bhd
Datacraft Advanced Network Services Sdn Bhd	Mayban Fortis Holdings Berhad	Suruhanjaya Syarikat Malaysia
Dell Global Business Center Sdn Bhd	Mayban General Assurance	Taylor's College Sdn Bhd
DHL Express (Malaysia) Sdn Bhd	Mayban General Assurance Berhad	Teknicast Sdn Bhd
Dialog Telekom Limited	MBF Cards (M) Sdn Bhd	Teknik Janakuasa Sdn Bhd
Diethelm (M) Sdn Bhd	McKinnon & Clarke Sdn Bhd	Teledirect Telecommerce Sdn Bhd

Registration Form

Coaching and Mentoring for High Performance Workshop 23rd – 24th June 2010, JW Marriott Kuala Lumpur

Participant 1

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Participant 2

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Participant 3

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Workshop Investment - RM 1900 per participant

*The investment includes lunch, refreshments and training materials. **The workshop is PSMB claimable.** Subject to PSMB approval.*

Group Discount of 10% for 3 or more participants who register for the workshop at the same time and are from the same organization.

Ways to register

All cheques are to be made payable to **ATCEN COMMUNICATIONS SDN BHD** and mail payment together with this registration to:

**D-05-12, Ritze Perdana Business Centre,
Jalan PJU 8/2, Damansara Perdana 47820 PJ,
Malaysia.**

Tel : +603 7728 2623 Fax : +603 7728 2620

Enclosed is our cheque for the event

RM _____

Human Resource / Approving Manager: _____

Job Title: _____ Email: _____

Company Name: _____

Address: _____

Tel: _____ Fax: _____

Authorized Signature : _____ Invoice Attention To (Mr/Ms): _____

Company Stamp Chop:

For In-House Workshop, kindly
email your enquiry to
inhousetraining@atcen.com

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 the conference or training workshop.
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. If cancellation occurs 7 working days prior to the event commencement and there is no substitute, the organizer reserves the right to charge 50% of the total investment from your organization.
6. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
7. 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.

For Office Use Only

Corporate Sales Consultant:

Invoice Number:

Invoice Date: