



Closing the Organization's Learning & Development Needs Workshop

Date: 1st - 2nd June 2010
Venue: JW Marriott Hotel Kuala Lumpur

Organized By: **ATCEN**SM ACADEMY

Workshop Description

With organizations focusing on Performance and Profitability these days, staff workforce has reduced drastically. However that has led to each individual needing to know more and do more. What can organizations do to fill these knowledge gaps as quickly as possible?

Many organizations look at conducting trainings, however is training the best way to develop people? Are there more effective methods to disseminate the knowledge and the skills sets necessary for employees to be more effective and efficient in their work?

This 2-Day Organization Learning Development and Learning Needs Analysis workshop focuses on putting in place an effective Learning and Development methodology for organizational success. Additionally, using a step-by-step learning needs analysis and evaluation method, it looks into developing a comprehensive learning gap fulfillment system that systematically identifies the knowledge gap in the organization. Close that gap and evaluate the work performance effectiveness and lead your company to industry leadership.

Workshop Objectives

- Understand the role and direction of Learning and Development
- Understand the core purpose of Learning Needs Analysis
- Describe what information will be gathered
- Determine the sources of data
- Determine the level of required information
- Describe specific data collection methods
- Prioritize new learning requirements
- Describe the components of a Corporate Learning Plan
- Evaluating the Success of Learning
- Appreciate the various essential factors that need to be present for any successful learning
- Understand how to evaluate the success of a training
- Appreciate the various learning tools available for disseminating knowledge throughout the organization
- To appreciate the role that technology plays in

Who Should Attend?

- Training Managers
- Training Executives
- Trainers, Facilitators and Outdoor Leaders
- Learning and Development Managers
- Learning and Development Executives

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

- High Impact Short Lectures
- Lively Activities and Exercises
- Case study discussions
- Numerous Presentations and Discussions
- Continuous Real Time Feedback from Participants

Closing the Organization Learning & Development Needs Workshop

Module 1: Introduction to Learning & Development

- Viewing the Learning, Training and Development Role in Organizations Holistically
- The Evolving Role of Training & Development Management in an Organization
- The Key Primary Objectives in Learning and Development
- Adult –Learning

Module 2: Organization Learning & Development

- Guidelines and Approaches to Determining the Learning Gap in Organizations: The Top Down and Bottom Up Approach and Mixed Approached.
- What is our Area of Focus in a Learning and Development Plan
- Organization First then the Staff
- Understand How an Organization Functions

Module 3: Learning & Development Management

- The 6 Steps in the Learning and Management Cycle
- Gathering the Learning Needs Analysis - The Training Needs Analysis Structure
- How to Gather the Learning Goals and Outcomes of Training with Division and Organization Needs
- Learning Gap Analysis for Organization, Division, Department, Job Level and Individual
- Evaluating the Learning Options (In-house, public workshop, OJT, Coaching, Leadership Development)
- What is the Root Cause for the Learning Need and are you Solving it?

Module 4: Learning Success Evaluation

- The 5 levels of Learning Evaluation
- The Various Ways to Evaluate the Effectiveness of Learning
- Measure What is Practical and Value Added

Module 5: Development Tools to Enhance the Human Capital of the Organization

- The Continuous Need to Disseminate Knowledge in an Organization
- Using Information Communication Technology to Facilitate Learning
- Simple and Practical Knowledge Tools to Enhance Learning

Module 6: Implementing Initiatives in the Organization

- Measuring Learning within the Organization
- Deriving Appropriate Initiatives to Spearhead Learning in the Organization
- Our Way Forward

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 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.

Workshop Chronology

0830 Registration

1300 – 1400
1530 – 1545

Lunch
Afternoon Refreshment

Companies that have attended ATCEN's public workshops

Advance International Freight Sdn Bhd
 Affin Bank Berhad
 Aims Data Centre Sdn Bhd
 Airfoil Services Sdn Bhd
 Ajinomoto (M) Bhd
 Alcan Packaging Malaysia
 Alliance Banking Group
 Allianz Life Insurance Malaysia Berhad
 ALSTOM Asia Pacific Sdn Bhd
 Amanah Raya Berhad
 AmBank (Malaysia) Berhad
 AmG Insurance Bhd
 AmLife Insurance Berhad
 Amway (M) Sdn Bhd
 Arachem Tech Training Centre
 Autoliv Hiroto SRS Sdn Bhd
 Automobiles Peugeot
 AXA Affin General Insurance Bhd
 Axon Solutions Sdn Bhd
 Bank Islam Malaysia Bhd
 Bank Negara Malaysia
 Bank Rakyat
 Beaufour Ipsen International
 Blue Scope Steel (M) Sdn Bhd

 BMW Malaysia Sdn Bhd
 Boustead Petroleum Marketing Sdn Bhd
 Business Information Technology
 Byte Craft Sdn Bhd
 Canon Marketing (M) Sdn Bhd
 Celcom (M) Sdn Bhd

 Central Forwarding Agency Sdn Bhd
 Century Total Logistics Sdn Bhd
 Chemopharm Sdn Bhd
 CIMB Bank Berhad
 CL Computers (M) Sdn Bhd
 CMC M Perniagaan Sdn Bhd
 CNI Enterprise (M) Sdn Bhd
 Colgate Palmolive (M) Sdn Bhd
 Computer Systems Advisers (M) Berhad
 Credit Guarantee Corporation (M) Bhd
 CSA EPIC-I Sdn Bhd
 D G Kom Sendirian Berhad
 Dagang Net Technologies Sdn Bhd
 Datacom South East Asia (M) Sdn Bhd
 Datacraft Advanced Network Services Sdn Bhd
 Dell Global Business Center Sdn Bhd
 DHL Express (Malaysia) Sdn Bhd
 Dialog Telekom Limited
 Diethelm (M) Sdn Bhd
 DIGI Telecommunications Sdn Bhd
 Dumex (Malaysia) Sdn Bhd
 East of Suez Holdings Sdn Bhd
 ECM Libra Investment Bank Berhad
 ECS Pericomp Sdn. Bhd.
 Edaran Tan Chong Motor Sdn Bhd
 E-Genting Sdn Bhd
 Entellium Technologies Sdn Bhd
 EON Bank Berhad
 EPF Social Security Training Institute (ESSET)
 EPIC-I Sdn Bhd
 EPS Computer Systems Sdn Bhd
 Ericsson Malaysia
 Etiqa Insurance Bhd
 Etiqa Takaful Bhd
 Euratech (Malaysia) Sdn Bhd
 Formis Software Dynamics Sdn Bhd
 Fresenius Medical Care Malaysia Sdn Bhd

 Frontline Technologies Malaysia Sdn Bhd
 FSBM Mantissa (M) Sdn Bhd
 Fuji Xerox Asia Pacific Pte. Ltd
 Fujitsu (Malaysia) Sdn Bhd
 Gagasan Carriers Sdn Bhd
 Gapurna Technologies Sdn Bhd
 Genting Information Knowledge Enterprise Sdn Bhd
 Global Transit Communications Sdn Bhd
 Group Associated (C&L) Sdn Bhd
 Grundfos Pumps Sdn Bhd
 Gucci (Malaysia) Sdn Bhd
 Guinness Anchor Berhad
 HeiTech Padu Bhd
 Hewlett-Packard Sales Malaysia Sdn Bhd
 Hilton Petaling Jaya
 Honda Malaysia Sdn Bhd
 ICI Paints (Malaysia) Sdn Bhd
 IITC Global Technology Sdn Bhd
 IMU Education Sdn Bhd
 InfoConnect Sdn Bhd
 ING Insurance Bhd
 interTouch (Malaysia) Sdn Bhd
 iPerintis Sdn Bhd
 Islamic Banking and Finance Institute Malaysia Sdn Bhd
 ISS Consulting (M) Sdn Bhd
 IT-365 Malaysia Sdn Bhd
 ITApps Sdn Bhd
 Jabatan Pengangkutan Jalan
 Jabatan Pentadbiran Latihan
 Jepsen & Jessen Communication Solutions (M) Sdn Bhd
 Johnson Controls (M) Sdn Bhd
 Kannal Solutions Sdn Bhd
 Keretapi Tanah Melayu Berhad
 Khazanah Nasional Berhad
 Kolej Yayasan UEM
 Kualiti Alam Sdn Bhd
 Kurnia Insurance (M) Bhd
 Lafarge Cement Sdn Bhd
 Majlis Amanah Rakyat (MARA)
 Malayan Banking Berhad
 Malayan Cement Industries Sdn Bhd
 Malaysia National Insurance Berhad
 Malaysian Assurance Alliance Berhad
 Maxfame Technologies Sdn Bhd
 Mayban Fortis Holdings Berhad

 Mayban General Assurance
 Mayban General Assurance Berhad
 MBF Cards (M) Sdn Bhd
 McKinnon & Clarke Sdn Bhd
 MEASAT Satellite Systems Sdn Bhd
 Media Prima Berhad
 MEPS (1997) Sdn Bhd
 Mesiniaga Bhd
 Mexter MSC Sdn Bhd
 Mid Valley City Sdn Bhd
 MISC Berhad
 Mitsui Soko (M) Sdn Bhd
 MnEBay (M) Sdn Bhd
 MNRB Holdings Berhad

 Modipalm Engineering Sdn Bhd
 MoHR
 M'sian Life Reinsurance Group Bhd
 Multimedia College
 N2N Connect Berhad
 NCH Corp (M) Sdn Bhd
 NEC Corporation of Malaysia Sdn Bhd
 Netstar Advanced Systems Sdn Bhd

 OCBC Bank (M) Bhd
 OMD (M) Sdn Bhd
 Optimal Chemicals (M) Sdn Bhd
 Oracle Corp (M) Sdn Bhd
 P & O Global Technologies Sdn Bhd
 Panglobal Insurance Berhad
 Paradigm Systems Berhad
 Pembangunan Sumber Manusia Berhad
 Perbadanan Bekalan Air Pulau Pinang Sdn Bhd
 Pernec Corporation Berhad
 Pharmaniaga Logistics Sdn Bhd
 Plus Expressways Berhad
 Power Innovations Sdn Bhd
 Premier Lubricants (M) Sdn Bhd
 Prometric BV
 Prometric Technology Sdn Bhd
 Proton Edar Sdn Bhd
 Prudential Services Asia Sdn Bhd
 Rangkaian Segar Sdn Bhd
 REDtone Telecommunications Sdn Bhd
 Rentwise Sdn Bhd
 RHB Bank Berhad
 Ricoh (Malaysia) Sdn Bhd
 Rohas-Euco Industries Bhd

 SAINS Sdn Bhd
 Samsung Malaysia Electronics (M) Sdn Bhd
 Sapura Research Sdn Bhd
 Sarawak Information Systems Sdn Bhd
 SCAN Associates Berhad
 Scope International Sdn Bhd

 Shangri-La Hotels Marketing Sdn Bhd
 Shell IT International Sdn Bhd
 Shell Malaysia Trading Sdn Bhd
 Signature Manufacturing Sdn Bhd
 Skynet Worldwide (M) Sdn Bhd
 SNT Global Services Sdn Bhd
 Sony BMG Music Entertainment
 Southern Bank Berhad
 Standard Chartered Bank
 Star Publications
 Sumiso (M) Sdn Bhd
 Sun Media Corporation Sdn Bhd
 Sunway Holdings Bhd
 Sunway Pyramid Sdn Bhd
 Suruhanjaya Syarikat Malaysia

 Taylor's College Sdn Bhd
 Teknikast Sdn Bhd
 Teknik Janakuasa Sdn Bhd
 Teledirect Telecommerce Sdn Bhd
 Telekom Sales & Services Sdn Bhd
 Telekom Smart School Sdn Bhd
 Telshine Sdn Bhd
 Tenaga Nasional Berhad
 The Media Shoppe Bhd
 The Nielsen Company (Malaysia) Sdn Bhd
 Time dotCom Bhd
 TM Asia Life (Malaysia) Berhad
 Tokio Marine Insurans (M) Bhd
 TT dotCom Sdn Bhd

 Tyco Fire, Security & Services Sdn Bhd
 UCB Pharma Asia Pacific Sdn Bhd
 UEM Academy Sdn Bhd
 United Overseas Bank (M) Berhad
 University of Malaya
 VADS Business Process Berhad
 ViewPoint Research Corp. Sdn. Bhd.

Registration Form

Closing the Organization Learning and Development Needs Workshop 1st -2nd June 2010, JW Marriott Hotel 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: