

# ARE YOU MALAYSIA'S NEXT TOP TRAINER?



**Ken Ng**  
The Sales Guru  
Master Trainer

**Ernie Chen**  
TV & Radio Personality, Serial Entrepreneur,  
International Speaker, Chief Master Trainer

**Jeremy Lee**  
Certified Master Profiler  
Trainer of Trainers

## Certified Train the Trainer Program

**Date: 5<sup>th</sup> - 8<sup>th</sup> October 2010**

**Venue: Parkroyal Hotel, KL**



Certificate of completion jointly  
awarded by **Western  
Kentucky University (USA)**  
and **ATCEN (Malaysia)**

This workshop is an intensive, comprehensive and hands on workshop that provides the skills and techniques to develop a dynamic all-round trainer, facilitator and professional speaker. Facilitated by 3 renowned International Master Trainers to both Multinationals and Large Conglomerates, this is a **MUST attend Certified Train the Trainer workshop from Western Kentucky University, a state university from USA.**

### Workshop Objectives

- Understand the training management cycle;
- Understand the principles to Training Needs Analysis;
- Understand the various key factors that needs to be present in any successful training;
- Use simple and practical approaches to improve learning and development in the organization;
- Develop confident and dynamic training and facilitation skills;
- Develop effective facilitation techniques to work efficiently with groups;
- Develop skills to manage difficult and disruptive participants effectively;
- Develop, select and use activities appropriately;
- Learn to use adult learning techniques effectively;
- Start with a sizzle and conclude creatively.

### Who Should Attend?

Trainers, Consultants, Head of Departments, Learning Facilitators, Human Resource Personnel, Academics, Training and Development Personnel, Human Capital Specialists

**Organized By:**

**ATCEN<sup>SM</sup> ACADEMY**

# Certified Train the Trainer Workshop

## Introduction

- What Is Training and Development?
- The Essentials About Training and Development
- The Role of The Trainer in Today's Organization

## Module 1: Organizational Training & Development Management

- Viewing the Training and Development Role Holistically
- The Evolving Role of Training & Development Management in an Organization
- The Need to Create a Culture for Learning Within

## Module 2: The Training Management Cycle

- Adults Learn Differently- Create Employee's Learning Responsibility
- The 6 Key Steps in the Training Management Cycle
- Planning and Implementing Effective Training Management

## Module 3: Training Needs Analysis to Training Evaluation

- Deriving the Organizational Training Needs Analysis
- Key Factors in the Implementation of Successful Trainings
- Evaluating the Success of Training

## Module 4: Designing Training Workshops

- Objectives and Goals Development
- Training Modules and Models
- Application of Training To The Job

## Module 5: What is Facilitation?

- Inventory Your Skills
- Facilitation vs. Training vs. Lecturing
- What Do Facilitators Do?

## Module 6: Developing a Foundation in Training and Facilitating

- Communication Skills
- Information Gathering Skills
- Technological Skills
- Political and Cultural Diversity Skills
- Content Versus Process Skills

## Module 7: Facilitator Challenges

- How to Establish a Productive Group Climate
- Individual Motivation and Participation Tips
- Dealing with Difficult Participants
- Generate Discussions
- Verifying Participant Understanding and Retention
- Time Management in Discussions and Activities

## Module 8: Adult Learning Techniques

- Leveraging on Adult Learning Concepts to Promote Understanding and Retention
- Strong Preferences of Adult Learners
- How to Build Retention
- Do's and Don'ts of Adult Learning
- Make Trainings More Interactive and Exciting

## Module 9: Preparing to Train

- How Seating Arrangements Play an Important Role
- Environment Setting – Good Session Starters
- Begin Well- The Crucial First 10 minutes

## Module 10: Using Rewards, Audiovisual Aids and Computers In Training

- Creative Non-Monetary Rewards to Motivate the Audience
- Various Types of Audiovisual Aids and Its Impact
- Leveraging on Technology to Improve Facilitation Delivery

## Certification



Certificate of completion jointly awarded by Western Kentucky University (USA) and ATCEN (Malaysia)

Class Attendance (32 contact hours)

A 2-Part Assessment comprising of:

Part 1 - 50 Multiple Choice Question (50%)

Part 2 – Facilitator Assessment (50%)

An examination score of **80 percent or higher** must be achieved in order to obtain certification.

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

- High Impact Short Lectures
- Lively Activities and Exercises
- Numerous Presentations and Discussions
- Continuous Real Time Feedback from Facilitator

## Workshop Chronology ( All Days)

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

### Additional hours:

|                   |                           |
|-------------------|---------------------------|
| Day 4 1800 – 2000 | Certification Examination |
|-------------------|---------------------------|

# Facilitator Profile



## **Ernie Chen**

TV & Radio Personality, Serial Entrepreneur,  
International Speaker, Chief Master Trainer &  
CEO of ATCEN Group and outLOUD

**Ernie Chen** serves as Group CEO of ATCEN Group – The People Development Expert. Ernie has a MA in Communication, BA in Mass Communication, BA in Theatre, a Certified Image Consultant and Global Certified Support Manager from America, and is presently pursuing his DBA in Marketing Management. Alongside his Professional Membership with the Malaysian Association of Professional Speakers, he has more than 15 years of experience working with outsourcing, mass communication, people development, entertainment, education and training industries. Ernie is an entrepreneur and professional salesman that have sold his ideas successfully, a professional manager that delivers results, a performance coach that help others achieve high performance and motivator extraordinaire that helps people believe in themselves worldwide.

Ernie is an internationally certified speaking professional, renowned global public speaking champion and acclaimed trainer. He is better known as the "Guru of Confidence" and the No1. Motivator in Asia by his peers, colleagues, customers, partners, friends and students for his enthusiasm and confidence in building a community of confident people and one of the most powerful and dynamic speakers from Asia. Ernie is an expert, well-known persuasive communication, sales & service strategist and practitioner. He is also a world traveled speaker with a proven track record in leading speaking engagements and a frequent speaker at national and international conferences. In the last 10 years, he has inspired motivated and trained thousands of people to reach personal and professional fulfillment and career transformation. Utilizing individual, group, and executive coaching, workshops, and consultations to organizations; he coaches his clients to prosper in their career, advancing them up their career and life.

Ernie also serves as the Executive Producer/ Group CEO of outLOUD Entertainment Group. He is also the second-hardest working man in show business, perfecting his act at theatres, clubs, corporate & dinner functions, colleges and product launches in the country. Ernie has also appeared in numerous radio and television commercials locally and internationally. He has also worked in nearly every performing capacity; an announcer, reporter, talk show host, man-on-the-street, television presenter, actor, emcee, writer and producer. Ernie's intelligent wit, charm, spontaneity and performance style landed him roles in local sitcoms such as "Kopitiam," "Show Me The Money", "Each Other" and "Table For Two" and recently "The Firm." His success and achievements have been featured in TV1, TV2, TV3, NTV7, 8TV, Astro, Hitz FM, Fly FM, BFM, FHM Magazine, Channel V, The Edge, News Straits Times, Berita Harian, Harian Metro, The Star and The Sun Malaysian newspapers and numerous magazines.

His clientele include both MNCs and LLCs such as Financial Services Institutions, Telecommunications, High Tech Industries, Hospitality, Education, Advertising and Entertainment.



**Jeremy Lee** is a Chartered Management Accountant (ACMA), Chartered Accountant (Malaysia) and holds a MSc. in Engineering Business Management from Warwick University. He is also a Certified Personality Profiler and a Certified Trainer.

Jeremy has been involved in the training and knowledge management environment for many years. He started his learning and development journey as a Training Manager and later became the Knowledge Manager for a listed Malaysian company. Today he serves as the Principal Consultant for ATCEN and the Group CFO for the ATCEN Group.

As a Knowledge Management practitioner, he has successfully implemented long term cultural change in organizations and has re-engineered company processes to ensure higher effectiveness and efficiency of service delivery.

In the area of Training Management, he is familiar with the entire training administration process from Training Needs Analysis to Learning Evaluation. He is also highly familiar with designing adult learning workshop content and facilitating them.

Jeremy has lead Multinationals, Large Local Companies and Government Linked organizations to achieve performance optimization by conducting audits, internal controls audits and investigations of their operations. At a strategic level, Jeremy consults organizations in their strategic positioning of their operations to ensure that optimum value is gain by the organization. He is also experienced in coaching and mentoring many types of people under various circumstances. He has lead many of these individuals to gain fantastic performance results at work and in their life. As a coach he has been said to be a great listener, focused and adaptable in his approach to get the best out from individuals.

Serving as a Trainer and Consultant for numerous companies, he has conducted and facilitated thousands of individuals in the areas of customer service, leadership skills, sales, negotiation skills, communication skills and coaching skill. He has facilitated workshops in China, Indonesia, Singapore, USA and Malaysia. He is able to managed people from different backgrounds and levels.



**Ken Ng** serves as Principal Consultant for ATCEN Malaysia - a leading regional service provider of customer contact management consulting, human performance and business process outsourcing services. He is a Certified Support Manager from Service Support Professional Association, America and holds a BSc in Marketing and Organizational Communication. Ken has been in the forefront of the Asian customer contact management and sales industry since the beginning and is many a times better known as the “Sifu” to his peers, colleagues, partners and customers.

With more than 16 years of both strategic and operational customer contact experience, Ken is an author of numerous white papers, articles and has conducted in depth research and studies on sales, marketing, contact centers and customer experience in Asia Pacific. He is a much sought after speaker and has been highly involved in providing strategic directions for the Asian customer contact management industry through summits, congresses, conferences and knowledge sharing tradeshows. He was recently appointed by Customer relationship Management & Contact Centre Association of Malaysia (CRM & CCAM) as one of notable judges in the highly recognized CRM & CCAM awards for their Inbound and Outbound categories.

His expertise has led to consulting and people development engagements at Multi-national Companies, Large Local Conglomerates and Government Link Companies regionally, where he focuses on the mission critical aspects of customer contact Strategic Blueprint design, Human Capital Recruitment & Development, Sales & Marketing, Motivation & Teamwork, Performance Management implementation, Contact Center Management & Knowledge Management of product and customer data in a highly challenging environment to achieve performance excellence.

Ken first became involved with sales in the mid 80’s while he was still in America. Since then, Ken has held a variety of leadership and management, operational roles in sales, service, marketing, collections for major customer contact operations. Ken is also a pioneer/owner of the first premier cyber cafe chain in Malaysia and has held key positions in many organizations such as Senior Consultant with the largest Business Process Outsourcing organization in Asia, Head of Technical Support for the Nokia Care Line responsible for supporting of the Asia Pacific region, consultant for Microsoft Malaysia’s MSN website to Sales and Marketing Strategist for the Kirby Company, USA.

# Clientele

## 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  
Alcatel-Lucent Malaysia Sdn Bhd  
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 Hirotako SRS Sdn Bhd  
Automobiles Peugeot  
AXA Affin General Insurance Bhd  
Axon Solutions Sdn Bhd  
Bank Islam Malaysia Bhd  
Bank Muamalat  
Bank Negara Malaysia  
Bank Rakyat  
Beaufour Ipsen International  
BlueScope 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  
CMCM Perniagaan Sdn Bhd  
CNI Enterprise (M) Sdn Bhd  
Colgate-Palmolive (M) Sdn Bhd  
Computer Systems Advisers (M) Berhad  
Credit Guarantee Corporation (M) Bhd  
CSC Malaysia  
D G Kom Sdn Bhd  
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 (M) 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 (M) 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  
Jebsen & 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 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  
Malaysian Life Reinsurance Group Bhd  
Multimedia College  
N2N Connect Berhad  
NCH Corporation (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 Corporation (M) Sdn Bhd  
P&O Global Technologies Sdn Bhd  
PanGlobal Insurance Berhad  
Paradigm Systems Berhad  
Pembangunan Sumber Manusia Berhad  
Perbadanan Bekalan Air Pulau Pinang  
Pernecc Corporation Berhad  
Pharmaniaga Logistics Sdn Bhd  
Plus Expressways Berhad  
Power Innovations Sdn Bhd  
Premier Lubricants (M) Sdn Bhd  
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 (M) 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 (Malaysia) Berhad  
Sumiso (M) Sdn Bhd  
Sun Media Corporation Sdn Bhd  
Sunway Holdings Bhd  
Sunway Pyramid Sdn Bhd  
Suruhanjaya Syarikat Malaysia  
Takaful Ikhlas Sdn Bhd  
Taylor's College Sdn Bhd  
Teknicast 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 Berhad  
ViewPoint Research Corporation Sdn Bhd

# Registration Form

## Certified Train the Trainer Program 5<sup>th</sup>, 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> October 2010, Parkroyal Hotel, KL

### 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 4500 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 further information, kindly  
email your enquiry to  
[info@atcen.com](mailto:info@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: