



ARE YOU READY TO LEAD?



Ernie Chen

Asia's No.1 Business Coach,
Serial Entrepreneur, Millionaire,
TV & Radio Personality & International Speaker

Jeremy Lee

Master Trainer of Trainers,
International Speaker

Executive to Manager – The Transition Workshop

Date: 29th & 30th September 2010

Venue: ATCEN Learning Centre, Damansara Perdana, PJ

For organizations, the promotion of staff is a regular occurrence. However one of the most daunting promotions is that from an Executive to that of a Manager the next. A day before, one is responsible for completing one's personal tasks and the next, managing the task of 20 others.

Many expect a smooth transition from an executive to a manager however the truth is that the journey is long and tricky. It is therefore critical that the questions be answered and doubts of newly promoted managers be dispelled as soon as possible. This workshop is designed for recently appointed Managers. It is presented in two parts, beginning with the personal development skills needed for the new manager and thereafter proceeding to the management of others.

Using actual business scenarios it covers the skills required to make the adjustment from working along as colleagues to managing and motivating them to work with you as the boss.

Workshop Objectives

- Clearly articulate your role and responsibilities as a Manager;
- Be aware of your strengths and weaknesses in managing others;
- Develop better interpersonal skills and communication skills;
- Determine the best ways to communicate throughout your organization;
- Learn and apply the principles of situational leadership;
- Effectively manage the performance of your direct reports;
- Capitalize on your employees' natural motivators for success;
- Identify the benefits and steps to effective delegation and empowerment;
- **10 Tips to Greater Confidence at Work by "The Guru of Confidence"**

Who Should Attend?

- Executives
- New Managers
- Any newly promoted Manager or Supervisor

Organized By:

ATCENSM ACADEMY

Executive to Manager – The Transition Workshop

Introduction

- Identifying the Role of A Manager?
- The Behaviours of an Effective Manager?
- The Essential Rules of Management.

Managing Yourself

Module 1: Connecting with the Manager In You

- Understanding the Basic 4 Different Personality Types
- Your Personality Profile and Your Management Style
- Understand the Strength and Weakness of Your Management Style

Exercise: Personality Types

Module 2: Be Seen As A Role Model

- Know Your Responsibilities in Managing Others' Performances
- Understand the Performance-Management Process – The Need for Goals and Control
- The Time Management Grid

Activity: Feedback Session

Module 3: Communication from the Perspective of A Manager

- Manage Upward Communication to the Boss
- Set Expectations to Staff that Achieve Results
- Communication Responsibilities to the Staff.

Managing Others

Module 4: Developing Delegation and Empowering Skills

- Understanding Empowerment and Its Dimensions
- The Approaches In Developing Empowerment
- The Importance of Delegating the Right Job for the Right Individual at the Right Time

Activity: Can you get it done well?

Module 5: Motivating Others

- Continuously Increasing Motivation and Performance
- Fostering a Motivating Work Environment By Key Elements of an Integrative Motivation Program
- Tools of Motivation

Module 6: Developing Conflict Management Skills

- Managing Interpersonal Conflict
- Know What You Want to Address and the Outcome
- The Need for Command and Assertiveness

Exercise: Conflict Role Plays

PLUS SPECIAL GUEST FACILITATOR

Mr Ernie Chen

“The Guru of Confidence”

Sharing on

“10 Ultimate Tips to Greater Confidence at Work”

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

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

Chronology applies for Day 1 and Day 2

Facilitator Profile



Jeremy Lee
Master Trainer of Trainers,
International Speaker

Jeremy serves as CEO/ Principal Consultant of ATCEN Sdn Bhd; He is a Certified Personality Profiler 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 Certified Trainer by Western Kentucky University (USA), a member of the Malaysian Association of Professional Speakers (MAPS) and was exempted from PSMB Train the Trainer Program.

A strong advocate of Leadership development and performance management programs, Jeremy has been actively promoting the need for the development of leaders in all the jobs he has been involved in. Today he consults and train many organizations on their management development programs. Jeremy also actively coaches managers and team leaders on managing their team and how to continuously improve on their team performance. He has also conducted numerous management retreats for a variety of purposes.

As 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 delivery. 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 for a Resort in UK, Project Team Leader in a Technology start up firm, as an Internal Control Auditor in a large conglomerate auditing oil palm plantations, CPO mills, manufacturing plants and hotels. He was also an external auditor with a mid-size audit firm. Jeremy has been involved in the area of strategic and operational planning, organizational structure, organizational change and the management of projects.

Over the years, Jeremy has conducted and facilitated thousands of individuals. in the areas of. He has also conducted courses such as strategic planning, the K-Economy, innovation & creativity, presentation skills performance management, problem solving skills, negotiation skills and coaching workshops. He has facilitated workshops in Malaysia, Indonesia, Singapore and China and is able to handle people from different backgrounds.

Jeremy is also sought after for his ability to handle of diverse personalities. Some of the companies he has worked with includes ACI, Atos Origin, AIA, AMEX, Altera, Ambank, Bursa Malaysia, Bank Islam, Bank Rakyat, Celcom, Comex Genesys, CNI, Continental Automative, CIMB Bank, Danisco, Dell, DHL, DiGi, EON, Exxon Mobil, Etiqa, Fuji Xerox, Great Eastern, EPIC-I, Hitachi, HP, IJM, IBM, LaFarge, Maybank, MAA, MBF, MYOB, Merck, Mesiniaga, Nokia, Nike, Philips, Petronas, Prometric, MLRe, RHB Insurance, RHB Bank, Bank Rakyat, Scomi, Shell Trading, Shell, SRG, Standard Chartered, Telekom Malaysia, , TM Touch, TM Net, Tenaga, TNT, Vsource, VADS, ZTE etc.

Previous Participants Comments:

"Good session. I have a better understanding on how I should proceed as a new manager. Very good advice on handling difficult staff."

"Jeremy, you are really "Super" Trainer. It's really great to have training session with you. Hope to have more in the future."

"Very good trainer in terms of leading people to ask question and providing excellent answer."

"I enjoyed the training with Jeremy and hope to have other Management or Motivational related workshop for my work and for the organization."

Special Guest Facilitator Profile



Ernie Chen

Asia's No 1 Business Coach,
Serial Entrepreneur, Millionaire,
TV and Radio Personality & International Speaker

Ernie 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.

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
 Pernec 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
 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 Berhad
 ViewPoint Research Corporation Sdn Bhd

Registration Form

Executive to Manager – The Transition Workshop 29th & 30th September 2010, ATCEN Learning Centre, Damansara Perdana, PJ

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 2500 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

Terms & Conditions

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.

1. Payment is required with registration and must be received prior to the event to guarantee the seat.
2. Payment has to be received 7 working days prior to the event date to confirm registration.
3. Payment is non-refundable if cancellation occurs 7 working days prior to event commencement. However a substitute is welcome at no additional charges
4. 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.
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.

For Office Use Only

Corporate Sales Consultant:

Invoice Number:

Invoice Date: