



# THE ULTIMATE ENTREPRENEURIAL LEADERS WORKSHOP

## **Ernie Chen**

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

## **THE CORPORATE ENTREPRENEURIAL LEADERSHIP WORKSHOP**

*"Many people fail to achieve their goals because they have grown so comfortable in their job that they are afraid to meet the challenge of a new one." -Harvey Mackay*

**Dates: 3<sup>rd</sup> & 4<sup>th</sup> November 2010**

**Venue: The Saujana, Kuala Lumpur**

The competitive landscape in many industries today is marked by intense competition, rapid technological progress, high and rapidly changing customer demands and explosive industrial growth in some sectors, and recession-like conditions in others.

In this scenario, any company that is not continually developing, acquiring, and adapting to the changing business environment, may be making the unintentional strategic decision to be out of business within a few years. All these changes have highlighted the need for companies to become more entrepreneurial.

This workshop is for corporate leaders to develop the necessary entrepreneurial mindset in order for them to create a high performance, action orientated and adaptable organization. This workshop is designed for individuals seeking to develop core competencies in entrepreneurial leadership skills to ensure their business succeed and excel by fostering entrepreneurship within the organization.

### **Workshop Objectives**

- Determine a realistic view of the happenings in the world today.
- Understand the concept of Corporate Entrepreneurial Leadership
- Develop core competencies in Entrepreneurial Leadership skills
- Learn to lead a team the entrepreneurial way
- Apply the entrepreneurship mindset everyday in the workplace

### **Who Should Attend?**

- Business Owners
- Managers
- Senior Managers
- General Managers
- "C" Levels

Organized by:

**LeadershipAsia**

&

**ATCEN** SM **ACADEMY**

# The Corporate Entrepreneurial Leadership Workshop

## Module 1: Understanding the Power of Being “Entrepreneurial”

- The Reality of the Current World Environment and the Business World
- The Difference between Corporate Professionals and Entrepreneurs – Why Function Like an Entrepreneur in the Corporate World?
- Leveraging on Your Core Competencies: Identify Strengths and Weaknesses
- The Relationships Between Passion, Strategy, Capability, Customers and Resources

*Exercise: Developing a Business Mission for the Organization*

## Module 2: The Corporate Entrepreneur Mindset - 13 Tips

1. Be True to the Direction / Objectives
2. FAST - Focused, Adaptable Strategy and Tactics
3. Create, Innovate, and Destroy
4. Sales and Service
5. Cash Before Profit
6. Never Ask, Never Know
7. 1000 Things in 24 hours
8. Risk and Opportunities, its Everywhere
9. It's all Down to ROI and also the Heart
10. The Need for Trust
11. Choices and Sacrifices
12. Responsibility and Accountability is You
13. Measure Results Everyday

*Exercises for each and every tip*

## Module 3: Leadership – The Entrepreneur Style & Strategies for Competitive Success

- Leading Strategically with Focus on the Mission and Building a Solid Team
- The Importance of Getting Results from the People
- Implementing a Continuous Change and Flexible Culture to Compete Consistently to Win

*Exercise: Developing Your Organizational Entrepreneur DNA*

## Module 4: The Corporate Entrepreneur in Me

- The 5 Realities of Business
- Practicing Entrepreneurship in a Corporate Environment - 5 Key Things That Must Be Done
- The Plans and Results Moving forward

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

- High Impact Short Lectures
- Lively Activities and Exercises
- Case study analysis and discussions
- 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



## **Ernie Chen**

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

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." The 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.

# 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

## The Corporate Entrepreneurial Leadership Workshop 3<sup>rd</sup> & 4<sup>th</sup> November 2010, The Saujana, 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 3500 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 **LEADERSHIP ASIA 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 3708 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@leadershipasia.com.my](mailto:info@leadershipasia.com.my)

### 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: