



**Ernie Chen,**  
*Celebrity Motivational Speaker & TV Personality*

**Date: 15<sup>th</sup> October 2009**

**Workshop Description**      **Venue: outLOUD Studios, Damansara Perdana, P.J.**

Winning Attitude is a powerful positive mental and self-motivation event that has been designed to change the mindset in achieving ultimate desired results for each and every individual. It also provides the participants the opportunity to learn powerful tools to excel in everything that they do.

This workshop provides the people with an avenue to discover and to further enhance individual strengths and success in achieving goals and targets for the organization. The participants must be prepared to be immersed in fun-filled activities that will challenge both their body and mind.

### **Workshop Objectives**

- ◇ To develop a focused and positive mental attitude to succeed
- ◇ To develop the power of self belief to achieve desired results
- ◇ To increase personal motivation and commitment in achieving goals with an action plan
- ◇ To develop the MInD (Mental Imagination and Desire) to produce positive thoughts
- ◇ To increase the team effectiveness of the participants
- ◇ To encourage the participants to think and act as a team
- ◇ Fostering better working relationships between team members

### **Who Should Attend?**

- ◇ Anyone that needs to be motivated and learn how to sustain self motivation and personal development

# Winning Attitude Workshop

## Workshop Chronology

### 0900 **Module 1: An Introduction to Winning Attitude! Workshop**

- Malaysia in Today's Competitive Global Economy
- The 4 Required Competency of an Individual or Professional to Compete and Win
- Me Incorporation: Self Directed, Self Driven, Self Motivation

### **Module 2: "Excusitis" and The Solutions**

- "Excusitis": The Mental Illness and How it Impacts Us
- The 4 Most Common Forms Of "Excusitis"
- The Strategies And Reinforcement To Overcome "Excusitis"

### 1100 **Module 3: The Mindset of a Winner: Motivating I, Me and Myself**

- MinD: Mental Imagination and Desire + Action = Sustainable Personal Motivation
- The Choices versus The Consequences: We Decide on Our Desired Results
- The Belief of A Winner: The 3 Key Techniques to develop a powerful belief system

### 1200 **Module 4: The Power Image of a Winner**

- The Importance and Creation of a Powerful First and Lasting Impression
- Personal Branding: Developing Your Image and Identity
- Personal Brand Image Management Strategies

1300 Lunch

### 1430 **The Mindset Challenge** Indoor and Outdoor Challenge

It highlights the importance of teamwork in the fast paced and performance focused environment that demands high quality standards. The individuals are gaining confidence and motivation to overcome the challenges faced by them. The method used is a combination of the concepts of "Survivor", "Fear Factor" and "Amazing Race". Participants will be participating in a series of mental and physical fun and challenges that they will have to undertake to understand risk management. The workshop will be conducted both indoors and outdoors.



**Ernie Chen**

Group CEO

**ATCEN International Group**

Ernie serves as Group CEO of ATCEN International Group— a leading regional service provider of people and brand development. 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 No.1 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 is the Founder/ Group CEO of the ATCEN International Group of Companies that consist of ATCEN Ventures Sdn Bhd (the Holding & Investment Company), ATCEN Sdn Bhd (a Consulting, Education and Outsourcing Company), ATCEN Communications Sdn Bhd (a Brand, PR & Marketing Communication Agency), outLOUD Studios Sdn Bhd (a People Confidence Development Company), Training Touch Sdn Bhd (a Team Event & Adventure Company), DreamTalents Media Sdn Bhd (a Video & Film Production House), Seri Mahligai Sdn Bhd (Recruitment & Outsourcing) and Leadership Asia (Leadership Development Center & Publishing).

Ernie 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" and "The Firm 2." 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.

**Registration Form:  
Winning Attitude Workshop on 15<sup>th</sup> October 2009  
outLOUD Studios, Damansara Perdana, P.J.**

**Yes! Please register the delegate(s) for this event  
(Kindly photocopy for more delegates)**

**Delegate 1**

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

**Delegate 2**

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

**Delegate 3**

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

**Human Resource / Approving Manager:**

\_\_\_\_\_

Job Title: \_\_\_\_\_

Email: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

**How did you find out about this event?**

Please tick ( ✓ ) your choice(s)

- From ATCEN email notification
- From Colleague, Management, HR or Training Department
- Others: \_\_\_\_\_

**For Office Use Only**

Contact Person: \_\_\_\_\_

Invoice Number: \_\_\_\_\_

Remarks: \_\_\_\_\_

**Training Workshop Investment - RM 399  
per participant**

*The investment includes training & training materials only.*

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

**Terms & Conditions**

1. Upon receiving 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 program.
2. Payment is required upon the confirmation of the 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 days prior to event commencement. However a substitute is welcome at no additional charges
5. If cancellation occurs 7 days prior to the event commencement date 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 program, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.

**Ways to register**

All cheques are to be made payable to **ATCEN SDN BHD** and mail your 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** \_\_\_\_\_

**Authorized Signature** : \_\_\_\_\_

**Company Stamp Chop** : \_\_\_\_\_

**Invoice Attention To**

(Mr/Ms): \_\_\_\_\_