



Winning Leadership

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Date: 19th – 20th August 2009

Venue: ATCEN Learning Center, Damansara Perdana, P.J.

Organized By: **ATCEN**SM ACADEMY

Workshop Description

Organizations and individuals no longer have the luxury of holding on to people management methods that are outdated. Many managers know how to do their work but are constantly challenged on how and what to do better. As a manager of managers, the middle manager must achieve an integrated set of skill sets for achieving extraordinary performance for not only the organization's units, but also its individuals. This workshop will assist Middle managers to win the trust, relationship and cooperation of their reporting line by being adaptable, flexible, self-managing, and non-defensive in this rapidly changing, complex work environment. No organization will survive without individuals capable of providing both management and leadership.

Workshop Objectives

- ◇ To understand what a manager's role is
- ◇ To identify and create solutions to the challenges of working with staff
- ◇ To provide a middle manager skills and competency assessment on self
- ◇ To better understand the staff mindset for better communication
- ◇ To better roll out change by applying effective change methodology
- ◇ To manage office politics and back biting
- ◇ To understand and apply proper disciplining approaches
- ◇ To learn how to motivate staff and work place for higher productivity.

Who Should Attend?

- ◇ New middle managers
- ◇ Experienced middle managers
- ◇ Managers to be promoted to middle management



The Asia Entrepreneur Alliance Worldwide awarded the **3rd Asia Pacific Super Excellent Brand Award - Service Excellence** to **ATCEN Sdn Bhd** in January 2008.

The organizing committee highlighted that ATCEN is recognized as a brand leader that produces high quality, stylish products and services on a regional level, and will always be in the forefront of high quality performances.

Winning Leadership Workshop

Workshop Chronology

Day 1:

- 0900 **Module 1: The Middle Management Role**
- Understanding the Importance of Middle Management in an Organization
 - The 5 Areas of Impact of Middle Management in an organization: Customer and Employee Satisfaction, Efficiency, Productivity and Development of the People
 - How Effective Are You? Managing Self: A Personal Assessment
- 1030 Tea Break
- 1050 **Continue Module 1**
Module 2: Management or Leadership
- Identifying the Differences Between a Manager and a Leader
 - Differentiating the Manager and the Leader's Role and When to Use Which Approach
 - Mapping Out Specific Actions to Implement Management and Leadership in Your Workplace
- 1300 Lunch
- 1400 **Continue Module 2**
- 1530 Tea Break
- 1550 **Module 3: Managing Through Influence - The Power of Human Connection**
- Leveraging on Organizational Inter-personal Roles to Get the Most out of Them
 - The 4 Key Strategies to Connect Everyone: Shared Focus, Knowledge, Teamwork and Relationships
 - Action Ideas: International Best Practices Case Studies & Examples
- 1700 End of Day 1

Day 2:

- 0900 **Module 4: Managing People**
- Understanding People's Needs and Motivations
 - How to Effectively Give Instructions Without Sounding Too Authoritative
 - Develop Your Most Frequent Instruction Statements for Usage in the Workplace
- 1030 Tea Break
- 1050 **Continue 4**
Module 5: Mastering the Art of Office Politics
- Understanding Office Politics and How it Manifests
 - How to Control and Win the Office Politics Battle using the 8 Step Approach
 - Building and Developing a Need for Connections to Gain Commitment from the Employees as Family Members
 - Establishing an Action Timeline to Address Office Politics in the Workplace
- 1300 Lunch
- 1400 **Continue Module 5**
Module 6: Interpersonal and Disciplinary Conflict Management
- Conflict and Myths About Conflict in the Workplace
 - Managing Disciplinary Action on Difficult Staff
 - The DESSC Model to Address and Manage Conflict
- 1530 Tea Break
- 1550 Continue Module 6
- 1700 End of Day 2



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.

Registration Form:
From Winning Leadership Workshop on 19th – 20th August 2009
ATCEN Learning Center, 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 2500

The investment includes lunch, refreshments and training materials.

- **The program is PSMB claimable.** Subject to PSMB approval.
- **Institute Bank-Bank Malaysia (IBBM):** ATCEN is recognized and is authorized by IBBM to conduct people development training to banks operating in Malaysia.
- **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): _____