

The one stop executive training & education centre

**KDU
Management
Development
Centre**



Personal Development Series

Module A: High Impact Supervisory Skills

Module B: The Principles of Time Management

Module C: Building a Dynamic Team

Module D: Speak it Right

Module E: Secrets of Influential Communication

Module F: Business Writing That Works

Module G: Persuasive Presentation Skills

Module H: Relationship Approach to Selling

Module I: Stand, Speak & Sell

Module J: The Art of Influencing & Negotiation Skills

Module K: Creating Effective Marketing Planning & Strategy

Module L: Innovation & Creative Thinking Workshop

Module M: Problem Solving, Innovation and Creative Thinking Skills

The following document outlines a suite of short course training programs for delivery via KMDC Malaysia.

**KDU
Management
Development
Centre**

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HIGH IMPACT SUPERVISORY SKILLS

by Lily Lau

**Refer to Appendix for Trainer details*

Course Overview

Management skill is one of the most essential skills needed by organizations as it involves people. Management is defined as “the art of getting things done through people” and it is the process of designing and maintaining an environment in which individuals, working together in groups, efficiently to accomplish objectives of organizations.

Management skills consist of diverse functions including planning, organizing, communicating, motivating, controlling and many more. It is a complex process and it requires delicate inter-personal skills to manage people who are the most valuable resources of any organizations.

This course is designed for middle management such as managers, supervisors and executives to develop their inter-personal, management and leadership skills in order to improve productivity and results. It will provide you with strategies and insights that put you in control of tough situations and difficult people.

Key Take-Away

The main objectives of this workshop are to:

- Discover planning & problem solving process
- Identify the characteristics & functions of a leader
- Develop your time & stress management

Selected Session Topics

- Introductory to Supervisory & Management Skills
- Personal & Interpersonal Skills
- Process Management Skills
- Leadership & Team Dynamics

Target Audience

Managers, assistant managers, executives, supervisors, team leaders, line leaders or anyone in the middle management of organization.

THE PRINCIPLES OF TIME MANAGEMENT

by Lily Lau

**Refer to Appendix for Trainer details*

Course Overview

1. Are you stressed – out?
2. You have too much to do and not having enough time?
3. You are missing deadlines and not attending meetings on-time?

Managing stress and time is one of the most crucial, yet neglected, management skill in a competent manager's repertoire. When we spend time, there is no improvement in efficiency, productivity or effectiveness. The time is gone without a return. Therefore, time is a resource and it must be managed with proper skills in order to get the best.

Managing time is about achieving result and it is the critical skill that can enhance your competency as an effective time manager. You will learn how to manage efficiently and effectively, tips to delegate and prioritise. Most importantly, it helps you to reduce stress, take better control of yourself and have a more balance work-life. To the organization, it helps to increase productivity, commitment, timely work completion and reduce organizational stress.

Target Audience

- Directors and Senior Executives Managers & Team Leaders Sales and Marketing Professionals, Technical Specialists Professionals & Consultants, Public Affairs Spokespeople, Business owners & Entrepreneurs.

Selected Session Topics

- Introduction to Communication
- Becoming the Communicator
- Engaging with the Audience
- Giving & Receiving Feedback
- Developing Interpersonal Skills

Key Take-Away

The main objectives of this workshop are to:

- Developing trust & relationship
- Cross-cultural communication
- Essential communication skills principle
- Converting negative feedback to positive responses
- Turning conflict into advantage

BUILDING A DYNAMIC TEAM

by Lily Lau

**Refer to Appendix for Trainer details*

Course Overview

Amidst the current financial crisis, facing challenges and managing changes are the unavoidable management issues that keep us on our toes. As the old saying goes, there is opportunity in every crisis. To strive, it is essential to build a team that is dynamic and cohesive who can thrive under such adverse circumstances.

This course is designed for staff and management to work effectively in team. The purpose is to understand the differences in each other and how to support and work cohesively to bring out the best in each other. It deals with management issues like communication, motivation, leadership and teamwork and how each member can leverage on each other's strengths and weaknesses to synergize for best result. To build a dynamic team in an organization, it is essential to align organization's values to be congruent with individual's values.

The workshop is highly interactive, fun and full of ideas for powering up your life. We will include the use of proven methods and psychological tools to assist you to discover your potentials for productive effectiveness.

Target Audience

- Directors
- Managers
- Supervisors
- Executives

Selected Session Topics

- Personal Inventory Challenges
- The 4 principles of Colored Brain Processors
- The 8 principles of Human Emotional Drives
- Foundation of Team Dynamics
- Developing Interpersonal Skills

Key Take-Away

The main objectives of this workshop are to:

- Discover the psychology behind you for team effectiveness
- Understanding the categories of people in organization
- Discover your strengths and weaknesses and the strategies for improvements
- Identify your organization's core values and alignment with personal values
- Discover, rank and chart your human emotional drives and realize your REAL motivating force

SPEAK IT RIGHT

by Lily Lau

**Refer to Appendix for Trainer details*

Course Overview

“Those who speak do not know, those who know do not speak”...A Confucian Proverb.

Did you know that communication is not about what you said but what you heard? It is not direct but indirect and it does not necessarily result understanding. The key is whether you can communicate effectively.

One of the benefits of living today is the technology and wealth of media we have to help us to communicate more quickly. One of the drawbacks is that so few of us use them effectively because we have forgotten, or never learned what is needed to make basic communication work.

You will learn the principles of communication and how we are influenced by perception, culture and thoughts. You will learn how to convert negative feedback to positive respond, the power of words and interpretation of body language. You want to say things right the first time and command the skill to win people.

Target Audience

- Directors
- Senior Executives
- Managers
- Professionals
- Team Leaders
- Sales & Marketing Professionals
- Technical Specialists
- Consultants

Selected Session Topics

- Introduction to Communication
- Becoming the Communicator
- Engaging with the Audience
- Giving & Receiving Feedback
- Developing Interpersonal Skills

Key Take-Away

The main objectives of this workshop are to:

- Developing trust & relationship
- Cross-cultural communication
- Essential communication skills principle
- Converting negative feedback to positive responses
- Turning conflict into advantage

SECRETS OF INFLUENTIAL COMMUNICATION

by Lily Lau

**Refer to Appendix for Trainer details*

Course Overview

Both of you were speaking in English and yet something is missing here. Often you doubted their capabilities and wonder would they ever improve. Did it occur to you that the problem lies in communication and not necessarily your staff?

Communication is not about what you said but what you heard. It is not direct but indirect and it does not necessarily result understanding. You want to say it right the first time and command the skills to win people. Language creates reality and effective communication creates results. This workshop puts you in control of a new dimension of leadership and provides the communication skills needed to motivate people, move up the career ladder, and handle difficult situations.

The workshop is highly interactive and fun. We use psychological tools to assist you to discover your potentials, areas of strengths and weaknesses. We impart knowledge on how to capitalize your strengths for maximum benefits and leverage on your weaknesses for improvements.

Target Audience

- Managers, professionals, executives and business owners who want to increase their effectiveness and performance at the organizational, interpersonal and personal levels. Anyone who wants to improve communication and influencing skills, and overcome interaction barriers.

Selected Session Topics

- Learn the foundation of brain genetic style of processing information
- Do the Colored Brain Communications Inventory and discover your personal profile, strengths and weaknesses
- Identify other people's colored brain type and deepen understanding of other people's needs
- Use Directive Questioning methodology to influence for desired results
- Use appropriate body postures and interpretation of body language
- Develop active and constructive listening skills
- Convert negative feedbacks to positive responses

Key Take-Away

Participants will enjoy the benefits of enhanced self-esteem and social confidence which in turn will impact positively on the quality of your work performance. The areas where benefits can be accrued are:

- Motivating staff
- Managing conflict
- Influencing people
- Negotiating
- Interviewing
- Giving presentations
- Conducting meetings

BUSINESS WRITING THAT WORKS

by Lum Woon Foong

**Refer to Appendix for Trainer details*

Course Overview

In today's business world, writing has risen to a position of incredible importance. Whether you are a manager, or an accountant, or an IT executive, you are expected to be able to communicate important ideas and instructions through writing. Your writing may be in the form of e-mails, reports or even a web page, and your audience may be employees, customers or shareholders. Whatever the situation, how effectively are you communicating? Does your message get across? Does your writing project the corporate image that you desire?

What you need are writing strategies that will work for you in these situations. By applying the strategies and techniques in this course, you will be able to write clearly, get results and project a dynamic style. You will take home easy-to-remember, logical and astoundingly simple ideas that can transform your writing.

Target Audience

- Executives and non-executive staff, managers, project team members and functional specialists who want to develop their skills in dealing successfully with customers and colleagues.

Selected Session Topics

- Put first things first
 - What's the difference between business writing and other writing?
 - How do we measure effectiveness in business writing?
 - How do we impress our readers the right way?
- Discover vital writing techniques
 - A proven formula to analyse where your writing problems are
 - An easy-to-remember strategy to make a difference in your writing
 - Simple yet powerful writing techniques for each step of your writing task
 - Tools you must use to add zing to your writing
 - A value-added way to communicate data, facts and figures
- Write with a strategy
 - How to structure your emails, letters and reports
 - How to convey negative messages in a positive manner
 - How to end your messages
- Hone the finer art of writing
 - Writing trends and contemporary styles
 - The latest in letter formats
 - Tough punctuation problems made simple
 - Quality assurance for high-visibility writing

Key Take-Away

By the end of the workshop, participants will be able to:

- Identify the fundamental principles of business writing
- Use a framework to analyze what is preventing you from writing clearly
- Apply micro and macro techniques for conveying complex ideas clearly
- Organize messages in different ways to get different results
- Update your writing style with contemporary trends
- Carry out finer checks to achieve quality in the final written product

PERSUASIVE PRESENTATION SKILLS

by Robert Leong

**Refer to Appendix for Trainer details*

Course Overview

Many executives, when called upon to present an idea, a recommendation, a proposal or just to stand up and communicate, FAIL to do justice to the substance they have. Their personal competencies are undermined by their inability to stand up & speak with confidence.

People judge us by the way we speak not only by the content of our presentation. If we can't tell it, we can't sell it! Whether or not we are in sales or conducting a training session, we all have to sell ... if not our products, then our ideas, our organizations and ourselves! No matter what our business, we need to speak - if not from the podium to several hundred, then at a meeting or conversing one on one. How well we communicate to get our message across, to convince and to persuade will determine the level of our success.

The years of developing technical knowledge, skills and expertise mean that almost no effort has been given to studying how to communicate them effectively. The purpose of this programme, therefore, is to help executive of all levels to develop more effective presentation skills. This is especially important for those who are required to conduct training workshop for their internal staffs as well as to stake holders of the organisation.

"Stand, Speak & Inspire" is a powerful programme using Accelerated Learning methods that will enhance your presentation skills in a very short time. Remember: "All the things you have to say remain unsaid or unimpressive if you cannot speak up with confidence & inspire!"

Target Audience

This course will benefit all Executives, Business Professionals, and Managers or anyone who needs to make presentations as part of their job/business; whether it is a meeting, sales presentation or a training session to clients, customers, peers, or senior management.

Selected Session Topics

- The Fundamentals Of Presentations
- Before Your Presentation
- Beginning Your Presentation
- Organizing A Persuasive Presentation
- The Power Of Extemporeous Speaking
- From Nervous To Natural
- Mastering The Skill Of Handling Questions
- The Closing
- Using Visual Aids For Effective Presentation

Key Take-Away

We are confident that all participants will improve their speaking and communication skills tremendously; and after 2 days, participants will be able to:

- Design an effective presentation with strategic tools that enhances the logical flow of your presentation
- Deliver a persuasive presentation with clarity & focused that will motivate your audience to take action
- Manage nervousness & develop confidence in front of an audience
- Understand the effectiveness of verbal and non-verbal communication
- Enhance presentations through clear and fluent use of visuals aids
- Improve ability to handle difficult questions

RELATIONSHIP APPROACH TO SELLING

by Robert Leong

**Refer to Appendix for Trainer details*

Course Overview

Your relationship with your clients or prospects is important because it's the key to understanding their motivation to their decision making process and decision buying practices. You can no longer afford to just depend on sales calls & visits without really get to know your clients or potential customers. Not knowing the proper techniques and strategy in the selling process that builds good relationship, most efforts may go to waste.

Major account selling requires a long cycle and a big investment of resources. That's why today's successful sales professionals are more than just tactical pros...they're strategic experts that have strong relationship with their clients.

The Relationship Approach to Selling is the critical factor that every sales person needs to consider if they choose to be in this field. This workshop is about building & managing your relationship with your customers. If indeed, customer relationship is an organizational priority to maintain a loyal customer base, it becomes critical that we are able to manage it effectively.

Target Audience

Sales managers, sales executives & all those who wish to sharpen their selling skills in dealing with complex sales situations where building strong relationship with clients is a priority. Sales executives likely to be promoted into a managerial position or senior executives involved in institutional or corporate sales.

Selected Session Topics

- The Significance Of Relationship Selling
- Building A Lasting Relationship
- Developing The Relationship Selling Process
- Managing Relationship Effectively

Key Take-Away

At the end of the programme, participants will be ABLE TO:

- Realize the importance of relationship selling and its impact on company's bottom line
- Understanding the difference between relationship selling and the traditional "professional" selling practices
- Win the confidence and trust of prospects by knowing customer's decision & buying practices
- Build long-term sales relationships by offering solutions with your client in mind
- Apply the knowledge of the Strategic Framework in building your relationship with your major account customers

STAND, SPEAK & SELL

by Robert Leong

**Refer to Appendix for Trainer details*

Course Overview

Most sales people or even managers these days are regularly called upon to make presentations to a variety of audiences, to present an idea, a recommendation, a proposal or just to stand up and communicate. The ability for great sales people to present & sell is not a given skill. Competent salespersons may be able to sell well face-to-face but when it comes to making sales presentations, they perform badly. The demand on them to give a “impactful performance” is increasing, making it even more vital for them to develop their ability to stand up & sell.

Sales presentation is a skill that can be trained & acquired. “Stand, Speak & Sell” is an impactful & proven programme which assured you of the significant changes that you will experience with your presentation skills and increases sales results significantly. It is attainable & measurable! “Stand, Speak & Sell” is an advanced level sales presentation skills programme that is tailored to participants with some sales experience.

“Stand, Speak & Sell” is a powerful programme using Accelerated Learning methods that will enhance your presentation skills in a very short time. Powerful & impactful sales presentation is not a choice but an essential skill for survival in a market environment that going through accelerated change, overwhelming complexity & tremendous competition.

Methodology

Experiential with actual practice and on-the-spot professional evaluation; and group sharing for accelerated learning. Participants’ presentations will be video-recorded and played back for critique.

Participants are required to prepare a 3 to 5 minutes presentation using MS PowerPoint slides prior to the commencement of the workshop. Your preparation is essential to maximize your learning and developing your skill which will add great value to you. Please note that due to time constraints, there will be NO TIME allocated to you in the workshop to do your preparation work.

Target Audience

This course is designed for those who want to improve and master the art of sales presentation skills regardless of what profession you are in or what level you are within your organization.

Selected Session Topics

- Understanding Sales Presentations
- Preparing To Speak
- Delivering An Impactful Sales Presentation
- The Power Of Extemporaneous Speaking
- Dealing With Nervousness & Stage Fright
- Mastering The Skill Of Handling Questions
- Closing The Sales Presentation

Key Take-Away

By the end of these two exciting days you will be able:

- Design an effective sales presentation with strategic tools that enhances the logical flow of your presentation
- Deliver a persuasive sales presentation with clarity & focused that will motivate your audience to take action
- Manage nervousness & develop confidence in front of an audience
- Understand the effectiveness of verbal and non-verbal communication
- Improve ability to handle difficult questions

THE ART OF INFLUENCING & NEGOTIATION SKILLS

by Robert Leong

**Refer to Appendix for Trainer details*

Course Overview

The importance of influencing and negotiating are not about winning at all costs. To influence and negotiate, we recognize that we enter into the negotiation by aligning both party's goals in such a way that both sides win in the long term (the bigger picture) irrespective of whether we are the buyer or the seller. We want to win people round without causing conflict or disagreement. When we become more aware of the impact we have on others as well as an understanding of what drives our key counterpart's opinion and position is vital when influencing and negotiating.

The core principle in this workshop is to focus on the single concept of finding win-win solutions. The program is based on developing trust through openness instead of posturing to create deception. This program looks at the aspects from both the seller and buyer's perspective. The hands-on approach allows participants to experience the process by using various situations designed to illustrate the impacts on both sides. Concepts in positioning are evaluated from both perspectives and the best ways to position strategies are developed and analyzed.

This program also looks at the details of the various stages of the influence and negotiation process. It provides strategies and develops the skills that enable both sides in the negotiation to retain control over the key aspects while ensuring that they mutually move towards a satisfactory result.

Target Audience

This programme will benefit those who need to develop skills for more effective negotiation both within and outside the organisation and especially for those who take part in formal negotiations

Methodology

This workshop makes use of individual self-assessments, team discussions, brief negotiation dilemmas, lectures and role-plays. Participants analyse their individual negotiating situations in depth and prepare sound, workable strategies for their next negotiating session.

Selected Session Topics

- The Art Of Influencing
- Understand Social Styles
- Building Trust & Flexibility
- The Art Of Negotiation
- The Negotiation Process
- Negotiation Strategies

Key Take-Away

At the end of this workshop, participants will gain a detailed understanding of key influencing and negotiation skills and in particular will achieve the following objectives:

- Develop the ability to understand social styles & apply these social styles in negotiation
- Prepare for negotiation effectively with the right strategies
- Execute negotiation process using the 6 steps non-instinctive negotiation process

CREATING EFFECTIVE MARKETING PLANNING & STRATEGY

by Joanne Hee

**Refer to Appendix for Trainer details*

Course Overview

The seminar provides a closer examination of the various strategic approaches. It examines the failure of marketing to respond effectively to the demands of the business community for approaches to the very real problems of product market selection. The fact that strategic approaches were initially developed not only outside marketing theory but often outside the domain of marketing practitioners suggests that there was a substantial failure to reconstruct marketing theory and practice to address this new set of issues.

After attending this seminar, participants should be able to :

- examines the nature of strategic marketing planning as a process and introduces a number of key concepts relevant to the marketing strategy formulation framework.
- understand the concept of a market and the environment that shapes and reshapes the market as the environment changes.
- learn about analytical tools that are used to examine external market opportunity as well as organisational capability. Consumer and competitor analysis is important to strategy formulation from the perspective that consumer needs that are not met or imperfectly met represent market opportunity, while competitors are rivals who may target the same market opportunity.
- evaluate strategy options in terms of the organisation's unique character and market posture. The topics provide the appropriate concepts as well as analytical tools to identify and analyse decision alternatives facing management in the areas of growth, competitive and product portfolio strategy.
- the topics provides a basis for assessing and putting strategy alternatives in a priority order and examines concepts that are relevant.

Selected Session Topics

- Topic 1: Marketing Planning and Strategy
- Topic 2: Market and environmental analysis
- Topic 3: Market segmentation, customer analysis
- Topic 4: Competitor analysis
- Topic 5: Internal analysis
- Topic 6: Growth strategy
- Topic 7: Market targeting and positioning strategies
- Topic 8: Product strategy
- Topic 9: Pricing and distribution strategies
- Topic 10: Promotional strategies
- Topic 11: Evaluating the strategic options
- Topic 12: Implementing marketing strategy

INNOVATION AND CREATIVE THINKING WORKSHOP

by Lee Kwan Leong

**Refer to Appendix for Trainer details*

Course Overview

Consider these scenarios:

- You are in the midst of an important project when you encountered a tough problem, don't you wish you can generate a few ideas to resolve the situation?
- Your current process is inefficient and obsolete; your boss wants you to find a better way. How are you going to find new ideas to improve it?
- Recession is round the corner. You need to think of various ways to reduce cost and improve profit margin.
- Your major customer expresses the need for a unique solution and looks upon you to help him create it. How are you going to think out-of-the-box to help your customer?

If these scenarios are familiar and close to your heart, then this workshop is for you. All of us are born creative. You can rediscover your creative thinking mind through our fun and interactive workshop.

This interactive workshop will be conducted with a good blend of instruction, problem brainstorming, discussions and games. Participants are encouraged to bring their real-life problems to the class for discussions and ideas generation.

Selected Session Topics

- Introduction to creativity and Innovation
- Ideas Trap
- Are Facts really facts?
- The innovative Mindset
- Creative Problem Solving
- Divergent methodology and tools
- Convergent methodology and tools
- Solving real life problems
- How to present your ideas

Target Audience

Managers, executives, supervisors, team leaders or anyone who wants to achieve more and be more efficient in their use of time.

Key Take-Aways

At the end of this workshop, the participants will learn:

- What is creativity and innovation;
- Different techniques to solve problems;
- Tools and methodology to generate ideas;
- How to avoid Ideas Trap;
- Think out of your box;
- How to select the best ideas;
- To best present their ideas to their management.

PROBLEM SOLVING, INNOVATION & CREATIVE THINKING SKILLS

by Philip Tan

**Refer to Appendix for Trainer details*

Course Overview

This programme is designed to cultivate and hone the problem-solving, innovation and creative thinking skills of participants.

Target Audience

Executives, Managers and people who are involved in business development

Objectives

At the end of the programme, participants will be able to:

- Recognize and identify a problem
- Articulate that problems can be an opportunity for moving forward
- Set goals in problem-solving
- Develop a set of methodology in problem solving
- Display knowledge in reading emerging trends of business opportunities and products
- Articulate the process of creative thinking
- Carry out the process of brain-storming
- Encourage creative thinking

Key Take-Aways

DAY 1

Session 1: Recognising A Problem

In this session, participants will learn to recognize the signs of a problem and to accurately form a problem statement

Session 2: Methodology for Problem Solving

In this session, participants will learn approaches and methodologies to problem solving. Participants will do a case study of problems at their workplace.

Session 3: Innovation

In this session, participants will learn how to blend strategy with creative exploration to discover new opportunities for business growth or products.

Session 4: Innovation and Industry Foresight

In this session, participants will cultivate alertness in the happenings around them and to prepare innovative ideas to meet changes and new demands in their business environment.

DAY 2

Session 5: Creative Thinking Techniques

In this session, participants will be taught methodologies on how to produce a good quantity and a good quality of new ideas and solutions so that the best ones may be chosen.

Session 6: Practical Brainstorming

In this session, participants will carry out team activities on brainstorming and creative thinking.

Session 7: Putting It All Together

In this session, participants will prepare an action plan that addresses a real-life business problem and recommend a solution.

Appendix: Trainer's Profile

Lily Lau



Fast becoming as one of Asia's leading trainer and facilitator, Lily Lau has worked with many leading MNC organizations, helping professionals to improve communication, inter-personal skills, and cultural actualization.

She regularly speaks in many public seminars and has consulted for many organizations in Malaysia, Singapore, Dubai, China, Thailand, Indonesia and India to overcome conflicts, manage differences and bridge gaps between various cultures.

Lily is an accomplished consultant, having amassed 18 years of management and consulting experience in Pricewaterhouse Coopers, catering to in-bound foreign investors of leading and global MNCs to Malaysia.

With a formal degree from Japan, Lily is a multi-lingual, fluent in English, Japanese, Chinese and Malay languages. She has written several stimulating articles published in popular business magazines in the areas of cross – cultural management and communication.

Aside being a fully licensed facilitator of Directive Communication™ Technology, a psychology – based approach to self – growth and team enhancement, Lily is a member of The American Institute of Business Psychology (AIOBP) using psychology as the foundational science in training. She is also a Certified Professional Trainer by The International Professional Managers Association (IPMA), has a Certificate in Training by the Malaysian Human Resources Development Corporation (PSMB) and holds a Certificate in Coaching by the Institute of Business Coaches (IBC). She is also a regular participant in the International Facilitators Association (IAF) and The Society for Intercultural Education, Training & Research (SIETAR).

Joanne Hee



Joanne Hee has more than twelve years of hands-on experience in human resource development and training of leaders, professionals, managers and CEOs from numerous Multinational Companies and local conglomerates. She was hired by a France based confectionary MNC as a change agent consultant. Joanne is also chief editor and consultant to a US based bank for their management training.

Joanne has been appointed as the Senior Academic Advisor and Dissertation Supervisor for Stratford University. She is also an instructor for Change Management, HR Management, Strategic Management, and Creative Problem Solving for the postgraduate MBA and MSc programmes at KDU College Malaysia, Southern California University, Griffith University,

Deakin University and various other notable local institutions with foreign affiliations. She has worked with several notable Malaysian organisations on implementing change successfully.

Joanne is a firm believer that every human being should continue in the creative discovery of their full potential. Her seminars are highly participative as she instills a flavour of excitement in the participants to improve in their jobs. Clients have been surprised and satisfied with the positive impact she has had on the participants and noticeable improvements have been seen by employers after her workshops.

Appendix: Trainer's Profile *(Cont.)*

Lum Woon Foong

Training Consultant, Senior Lecturer

Professional qualifications

Lum Woon Foong holds a Masters Degree in Training and Human Resources Development from the University of Warwick, UK and is a Chartered Accountant, Malaysia. She also has two accreditations from South Australia - competency-based training and education (CBTE) Instructor, and CBTE Curriculum Designer and Developer.

Areas of expertise

As a practitioner, consultant and trainer for more than 15 years, Woon Foong has wide experiences in designing training that has a strong link with real life business requirements. She has conducted training for a wide range of personnel, from clerks to managers to Board members. Her passion is in making subjects which are perceived as difficult to understand into something enjoyable and easy to learn.

Woon Foong has also gathered specialist experiences in competency-based training needs analysis, strategic alignment of training and development, curriculum and learning intervention design, and delivery of training programmes. She has assisted clients in developing competency models and implementing competency-based human resource practices such as recruitment, career planning and performance appraisal.

Clients/organizations served

Woon Foong has served clients in a wide range of industries including agriculture, banking, business consulting, IT, insurance, manufacturing, retail and shipping. She has held senior management positions in finance, human resource management and training in organisations such as Malayan Cement Berhad, MCSB Systems, and Ernst & Young.

She has provided training and consulting to organisations including Bank Pertanian, City-Link, Deutsche Bank, Ecolab, Hong Leong Bank, Hong Leong Assurance, MAICSA, Malaysian Institute of Accountants, The Malaysian Insurance Institute, Malaysian Investment Banking Association, Lafarge Malayan Cement, Megasteel, Merck, Parkson Corporation, Popular Bookstore, RHB Investment Bank, Sabah Forest Industries, Sibelco, Sibu Water Board, Silverstone, Sime Darby, Suruhanjaya Syarikat Malaysia, Supermix Concrete, Swee Joo, Taiyo Yuden (Sarawak) and United Overseas Bank (Malaysia). She brings this variety of experience into her training and consulting engagements.

Other areas

In her spare time, Woon Foong writes for leisure and for publication. Some of the works that have been published include articles on human resource development, short stories and poetry. She also co-authored Property Jewels, a book on property investment, and has edited several other books.

Woon Foong is a keen Toastmaster and is Past President of the Ernst & Young's Toastmasters Club. She was the Toastmasters International District 51 Division W Secretary for 2002 – 2003, Area W2 Governor for 2003 – 2004, and Division W Governor for 2004 - 2005. Her pursuits in Toastmasters have culminated in the ultimate award - Distinguished Toastmaster.

Appendix: Trainer's Profile *(Cont.)*

Lee Kwan Leong



Lee Kwan Leong is a result-oriented and versatile people development professional. Kwan Leong would described his approach to his clients, is one of understanding the client's dreams (company's wish list like, better margin of profits, efficiency etc..) and/or nightmares (company's challenges like low staff morale, change in focus or directions etc..), thereby, proposing a program that also include follow-up plans. Within a short span of time, he is able to work with sizeable corporations in the IT, Telecommunications and Banking industries.

Prior to the above, Kwan Leong was very much involved in sales and marketing. It was in 1998, that he took on an opportunity to involve himself in a marketing organization called Omegatrend (M) Sdn Bhd. Within this organization he has achieved an admirable position of Executive Premier with group sales of exceeding RM 100,000 per month. His incentive then was solely based on his ability to sell consumable products and services under a brand name and leading his team of people to do the same.

Kwan Leong is also a qualified Advocate and Solicitor (lawyer) where in the past he has practiced law for 7 years in various law firms, namely, Messrs. Shook Lin & Bok, Messrs. William Leong and Messrs. Allen & Gledhill (now known as Lee Hishamuddin Allen & Gledhill). Throughout his legal career, he specialized in litigation matters especially in Intellectual Property, Licensing, Franchise, Company law, Contract law and Commercial law.

Apart from attending courts then, he was the head of the Litigation Department while he was with Messrs. William Leong. As a head, he also oversaw the business side of the department inclusive its quarterly performance and retaining existing clients. His years in legal practice (in Court) have help tremendously in his training/consulting career especially in the area of speaking to groups of people in an articulate manner as well as thinking on his feet to adapt to his audience.

Kwan Leong graduated from the University of Wales, Aberystwyth, United Kingdom with a LLB (Hons) degree in 1993. Thereon, he proceeded to obtain 2nd Class lower honors in his legal practice professional exams called the Certificate of Legal Practice (CLP). His CLP qualification was the top 20% of those who pass their CLP at that time.

Philip Tan



Philip Tan is a management and soft skills guru, international public speaker, corporate trainer and motivator. Philip has both academia and industry experience from a diverse range of career paths that include holding senior positions in tertiary education, dotcom, advertising and marketing and hospitality training. In his dynamic career route, he has held portfolios of dean, vice president and chief executive officer. He has served as a Senior Examiner for the Chartered Institute of Marketing, UK (CIM). Currently, Philip also supervises the post-graduates candidates of the University of East London (UEL) in their masters dissertations.

When he is not on the public speaking or corporate training circuit, Philip consults on strategic management and corporate law. Philip is a registered trainer with the Human Resource Development Council, Malaysia (PSMB /HRDC).

Robert Leong



Robert Leong, a Nanyang Polytechnic (Singapore) graduates in Electronics Engineering and holds a professional qualification in Marketing Management (GDMM) from the Singapore Institute of Management has more than twenty-five years' of experience in managing successful sales and marketing operations for companies in the region.

His career has included senior positions with managerial responsibilities in private companies in Malaysia and Singapore.

As a Certified Professional Trainer (IPMA, UK), Robert Leong brought along with him a wealth of experience in the area of Sales and Marketing. He is also a frequent speaker, seminar leader, trainer, consultant, and a coach in the area of Sales, Marketing, Customer Service, Presentation Skills, Communication, Interpersonal Skills and Leadership.

Chosen Module: _____

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