PROFESSIONAL LEADERSHIP TRAINING: LEADERSHIP DEVELOPMENT PROGRAM (PROLEAD/12M)

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"If you want one year of prosperity,
grow grain.

If you want ten years of prosperity,
grow trees.
If you want one hundred years of prosperity,
grow people."

- Ancient Chinese poem -

1.0 PROGRAM OBJECTIVES

Getting people to take action and achieve results is easy. However, are they producing results which are extraordinary? Or just plain ordinary? The fundamental concept of creating extraordinary results from others lies in the increased awareness of our own attitudes and beliefs system as leaders. Until and unless you recognize and accept the reasons for your past and present leadership ways, any action taken only creates similar results which you have been experiencing so far.

This leadership development program is specially designed for executive portfolios and offers you a holistic approach that helps to get better results through self and others by creating a positive shift from self-limiting beliefs to a world of new and exciting possibilities in life that works. It focuses on generating leadership characteristics and distinctions that supports you to achieve better results as well as lead others to achieve new levels of success at work. Emphasis is given to the mindset of the executives as well as refining the essential leadership skills of the individuals.

PROLEAD Leadership Development Program focuses on the following areas:

- Attitudes
- Behaviours
- Communication
- Competencies
- Mindset

2.0 LEARNING FRAMEWORK

2.1 TRAINING OUTCOME

After completing the program, you should be able to:

- Acquire fundamental skills in coaching, leadership and management
- Apply situational leadership in any scenario, every time
- Create an empowering work culture
- Cultivate a winning mindset
- Utilize a professional approach in leading people

2.2 OUR METHODOLOGY

To change your direction, shift your thinking.

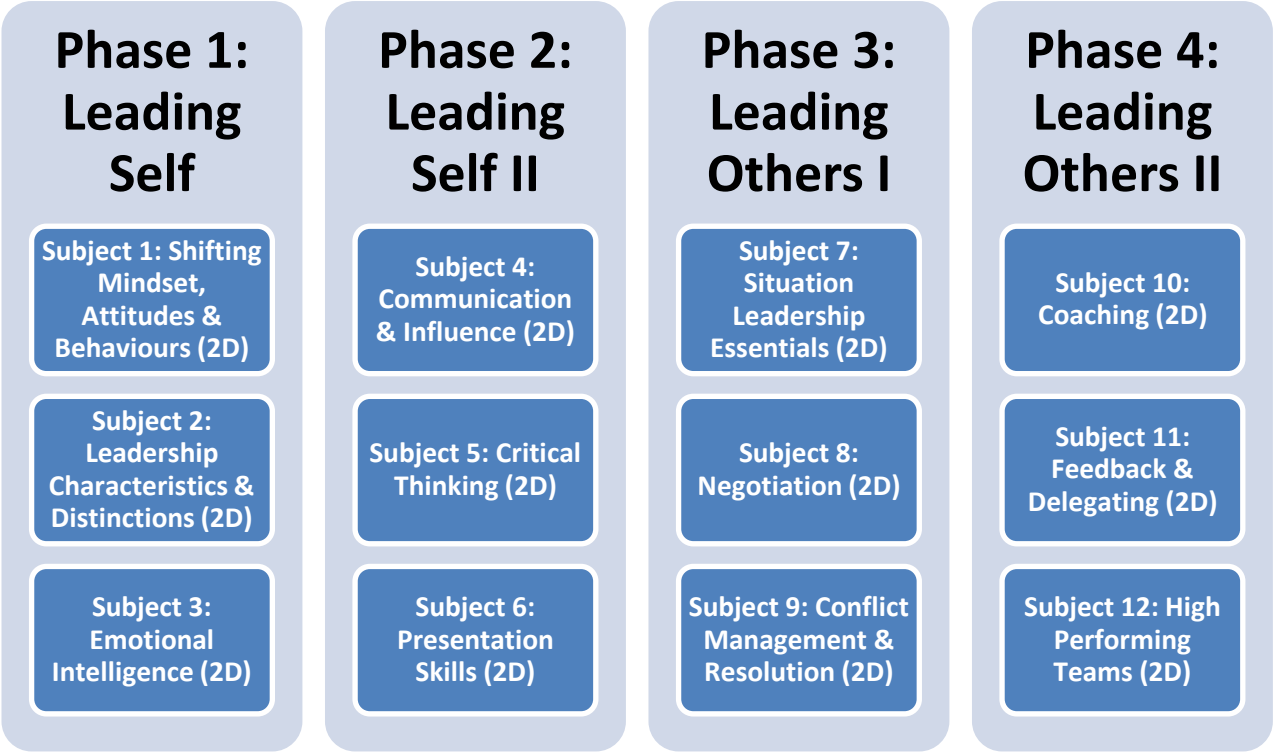
However long ago you learnt to ride a bicycle, it's likely an experience you've never forgotten. The skill remains with you today. When was your last corporate training program? How much of what was learnt is actively applied in your business today? Are all that remains the workshop manuals left on your shelf?

Our programs are initiatives that last. They encourage new ways of thinking. They open up ways to create extraordinary achievements. We believe individual behavior and attitude contribute significantly to the overall excellence of your organization. So we focus on what really matters.

Our unique methodology of combining experiential, instructional and discovery learning, and supported by modern coaching technology, creates powerful shifts in attitudes and behavior that will encourage sustainable change in your organization. These changes make an impact on results where it matters.

In our programs, you can expect an extensive use of case studies, debriefing, dyads, facilitated coaching, feedback, games and activities, group discussions, lectures, psychodramas, simulations, story-telling and structured instruments.

2.3 FRAMEWORK AND IMPLEMENTATION



Note:

1. **This is a 12-subject, 4-phase, 12-month program.**
2. **Phase 1 will cover growth mindset, leadership characteristics & distinctions and emotional intelligence.**
3. **Phase 2 will cover communication & influence, critical thinking and presentation & public speaking.**
4. **Phase 3 will cover situational leadership essentials, negotiation and conflict management & resolution.**
5. **Phase 4 will cover coaching, feedback & delegating and leading high performing teams.**
6. **Each phase will have 3 training sessions.**
7. **Each training session will involve 2 full day of training.**
8. **There will be a total of 24 training days over a 12-month period.**

3.0 THE LEARNING PROCESS

Our program outline encompasses the following modules:

Subject 1: SHIFTING MINDSET, ATTITUDES & BEHAVIOURS

Day 1:

Module 1: Overview

- Context setting
- Value of change
- The DNA program
- Blind spots
- The iceberg in us

Module 2: Our Filtered Worldview

- Having new eyes
- Who am I?
- The 3 faces
- Image and masks
- Cutting the clutter

Module 3: The Power Of Context

- Addiction to habits
- Engineering Challenge
- Context is king!
- The I-Maze
- Facts vs beliefs

Module 4: Ways Of Being

- Ways to create values
- Ways we avoid
- Maintenance cycle
- Newton's forgotten law
- The Lab Test

Subject 1: SHIFTING MINDSET, ATTITUDES & BEHAVIOURS

Day 2:

Module 5: Opening New Worlds

- Force to, made to and have to
- Emotions and moods
- The power of choice
- The charming life
- Comparing and complaining

Module 6: Games People Play

- Payoffs and prices
- The X.O. Game
- Victim vs responsible
- It starts with you
- Growth cycle

Module 7: Transforming And Outperforming

- Intention
- Goals and considerations
- Reasons and results
- Symbols of success
- Models of life

Module 8: Coaching Wisdom

- Transformation as a way of life
- Personal action plan
- SMART goals
- Support structure
- Mastery

Subject 2: LEADERSHIP CHARACTERISTICS & DISTINCTIONS

Day 1:

Module 1: Discover The Leader In You

- Leadership archetypes
- Your leadership type
- Your style under stress
- The type that inspires you
- Creating your leadership brand

Module 2: Leadership Characteristics Part 1

- Compelling desire
- Case studies
- Solid belief
- Case studies
- Action Planning

Module 3: Leadership Characteristics Part 2

- Effective action
- Case studies
- Iron will
- Case studies
- Action Planning

Module 4: Way Of Being In Leadership

- Consolidation of day's learning
- What do we stop doing
- What do we do differently
- What do we keep doing
- Presentation of learning

Subject 2: LEADERSHIP CHARACTERISTICS & DISTINCTIONS

Day 2:

Module 5: Leadership Distinctions Part 1

- 100% is possible, 100% of the time
- Case studies
- If it's to be, it's up to me
- Case studies
- Action Planning

Module 6: Leadership Distinctions Part 2

- Life is an enrollment game
- Case studies
- Team work, team players being committed to a common vision
- Case studies
- Action Planning

Module 7: Leadership Distinctions Part 3

- My vision, commitments and promises dictate my actions
- Case studies
- I honor my word with my actions
- Case studies
- Action Planning

Module 8: Way Of Being In Leadership

- Consolidation of day's learning
- What do we stop doing
- What do we do differently
- What do we keep doing
- Presentation of learning

Subject 3: EMOTIONAL INTELLIGENCE

Day 1:

Module 1: Overview

- Context setting
- What is emotional intelligence to you
- Feel, Think & Act
- Benefits of EQ
- 10 lessons from Inside Out

Module 2: Self Awareness

- Understanding behavior
- Barriers to EQ
- The world of emotions
- Daniel Goleman's EQ Model
- Self-awareness assessment

Module 3: Self Management

- Resilience
- Reframing
- Benefits of reframing
- Unfreeze, Change and Refreeze
- Reframing tools and applications

Module 4: Way Of Being In Leadership

- Consolidation of day's learning
- What do we stop doing
- What do we do differently
- What do we keep doing
- Presentation of learning

Subject 3: EMOTIONAL INTELLIGENCE

Day 2:

Module 5: Empathy

- Definition of empathy
- Cognitive empathy
- Emotional empathy
- Compassionate empathy
- Recognize, Connect and Act

Module 6: Social Skills – Interpersonal Communication

- Building credibility
- The 4 Quadrants
- Our communication style
- Other styles
- Shifting into positive action

Module 7: Social Skills – Key Pillars In Communication

- Discovery questioning
- 6 types of questioning
- 3 techniques in discovery questioning
- Active listening
- 6 techniques in active listening

Module 8: Way Of Being In Leadership

- Consolidation of day's learning
- What do we stop doing
- What do we do differently
- What do we keep doing
- Presentation of learning

Subject 4: COMMUNICATION & INFLUENCE

Day 1:

Module 1: Overview

- Context setting
- What is communication to you
- The Communication Staircase Model
- Our worldview
- Barriers to communication

Module 2: Being Effective In Communication

- Applying learning in the workplace and relationships
- What others say and do and what is important to them
- What we do more of when communicating with others
- What we avoid doing when communicating with others
- Revealing our blind spots

Module 3: Overcoming Challenging Situations

- Bad News Bears
- Gossip Mongers
- Drama Kings and Queens
- Chicken Littles
- The Victims
- Bullies and Back-stabbers

Module 4: Way Of Being In Leadership

- Consolidation of day's learning
- What do we stop doing
- What do we do differently
- What do we keep doing
- Presentation of learning

Subject 4: COMMUNICATION & INFLUENCE

Day 2:

Module 5: Motivation And The Principles Of Influence

- Reciprocity
- Scarcity
- Authority
- Consistency
- Liking
- Social proof

Module 6: Handling Resistance

- Definition of resistance
- Sources of resistance
- Common reactions
- The Merry-Go-Round Model
- Techniques in handling resistance

Module 7: Relationship Management

- Building meaningful relationships
- 4 levels of relationship experience
- The WOW Factor
- Creating a relationship commitment contract
- Coaching performance

Module 8: Way Of Being In Leadership

- Consolidation of day's learning
- What do we stop doing
- What do we do differently
- What do we keep doing
- Presentation of learning

Subject 5: CRITICAL THINKING

Day 1:

Module 1: Problem Solving Cycle

- Problem definition
- Data collection
- Analysis study
- Solution development
- Implementation and monitoring

Module 2: Defining The Problem

- Tool #1: Data Check Sheet
- Analysis fact finding
- Selecting the right data
- Data collection and check sheet
- Summarize and make a conclusion

Module 3: Less For More

- Tool #2: Pareto Diagram
- Being effective in prioritizing actions
- Developing the Pareto Diagram
- The Pareto Line
- Getting more done with less

Module 4: Probable Causes

- Tool #3: Fishbone Diagram
- The 6Ms
- Developing the Fishbone Diagram
- Hot Seat #1
- Fishbone Diagram with T/F Circle

Subject 5: CRITICAL THINKING

Day 2:

Module 5: Root Cause Analysis

- Tool #4: The Why-Why Analysis
- The 5W1H / Starbursting
- The Funnel Model
- The art of curiosity
- Drilling down

Module 6: Monitoring And Selecting

- Tool #5: Graph & Data Monitoring and Tool #6: Selection Matrix
- Handling considerations
- Selecting choices
- Confirming criteria
- Making decisions

Module 7: Solutions To Actions

- Tool #7: 3D Action Planning and Tool #8: Considerations, Pros & Cons
- Thoroughness
- Recommendations
- Linking Fishbone Diagram
- Hot Seat #2

Module 8: Risk Assessment And Mitigation

- Tool #9: What If and Tool #10: Deducting Techniques
- Hot Seat #3
- Reasoning
- Reflection
- Coaching performance

Subject 6: PRESENTATION SKILLS

Day 1:

Module 1: Overview

- Context setting
- Structure, content development and delivery
- Context of time
- Content prioritization
- Presentation planning tool

Module 2: Structure

- Ordering systems
- Story selling structure
- The 3-Act Model
- Pulse check and rollover
- Audience profiling

Module 3: Opening Performance

- Fear reducing tactics
- Creating positive impressions
- Standard opening methods
- The OPENINGS Model
- Storytelling techniques

Module 4: Delivering Performance

- The 3Vs of presentation
- The 4 techniques in effective verbal
- Speaking powerfully through influence and emphasis
- Visual visuals
- The 10 Hacks

Subject 6: PRESENTATION SKILLS

Day 2:

Module 5: Executive Presence

- The SOFTENING techniques
- Deeping Meaning
- Making It Personal
- Creating a distinct look
- How to present data that sells

Module 6: Closing Performance

- Question-fielding techniques
- Handling difficult questions
- Persuasive language techniques
- Timeline
- Call To Action (CTA)

Module 7: Presentation Flight 1

- Live demonstration
- The Hot Seat
- Role of the audience
- Art of feedback
- Objective and subjective review

Module 8: Presentation Flight 2

- Live demonstration
- The Hot Seat
- Role of the audience
- Art of feedback
- Objective and subjective review

Subject 7: SITUATIONAL LEADERSHIP ESSENTIALS

Day 1:

Module 1: Leadership & Team Development Part 1

- Forming
- Case studies
- Storming
- Case studies
- Action Planning

Module 2: Leadership & Team Development Part 2

- Norming
- Case studies
- Performing
- Case studies
- Action Planning

Module 3: Team Development Diagnosis

- Competency vs commitment
- The Eager Starter
- The Disengaged Novice
- The Careful Competent Doer
- The Solo Performer

Module 4: Way Of Being In Leadership

- Consolidation of day's learning
- What do we stop doing
- What do we do differently
- What do we keep doing
- Presentation of learning

Subject 7: SITUATIONAL LEADERSHIP ESSENTIALS

Day 2:

Module 5: Team Development Needs

- Characteristics of types
- The N1s
- The N2s
- The N3s
- The N4s

Module 6: Team Leader Flexibility

- Directive vs Supportive
- Directing style
- Coaching style
- Supporting style
- Delegating style

Module 7: Flexing

- Matching styles with needs
- L1 and N1: What do you do
- L2 and N2: What do you do
- L3 and N3: What do you do
- L4 and N4: What do you do

Module 8: Coaching Wisdom

- Consolidation of day's learning
- What do we stop doing
- What do we do differently
- What do we keep doing
- Presentation of learning

Subject 8: NEGOTIATION

Day 1:

Module 1: Overview

- Selling vs negotiating
- Objection handling vs negotiation
- Definition of negotiation
- Expectations and challenges
- The negotiation process

Module 2: Preparation

- Stages of negotiation
- 3 key objectives
- ZOPA and NOPA
- The 5 Critical Information
- Managing perspectives

Module 3: Variables

- Definition of variables
- Our Get and Give variables
- Defining values
- Identifying customer Get variables
- Prioritizing tradeable variables

Module 4: Power In Negotiation

- Assessing power
- 5 Power Factors
- Negotiation planning tools
- Creating width
- Using a Move Plan to provide depth

Subject 8: NEGOTIATION

Day 2:

Module 5: Explore And Propose

- Principles of influence
- Discovery questioning techniques
- Active listening techniques
- Finding ZOPA
- Anchoring and managing expectations

Module 6: Language

- Reframing
- The I:You ratio
- Phrases and words to use
- Phrases and words to avoid
- Presence and non-verbal cues

Module 7: Counter

- Buyer tactics
- Neutralizing techniques
- Countering tactics with seller defence
- The 3F
- Offensive defensive

Module 8: Agree

- Law of inertia change and how to overcome it
- Summarize and confirm
- GEAR execution
- Consolidation
- Coaching wisdom

Subject 9: CONFLICT MANAGEMENT & RESOLUTION

Day 1:

Module 1: Self Awareness - Overview

- Context setting
- Definition of conflict
- Our worldview
- The 4 roots of conflict
- Why we need to address niggles

Module 2: Conflict Resolution Models

- People, issue and actions
- Conflict resolution approaches
- Thomas Kilmann Instrument Model
- Style assessment
- PACE Model

Module 3: Conflict Resolution Styles

- Competing
- Avoiding
- Compromising
- Collaborating
- Accommodating

Module 4: Way Of Being In Leadership

- Consolidation of day's learning
- What do we stop doing
- What do we do differently
- What do we keep doing
- Presentation of learning

Subject 9: CONFLICT MANAGEMENT & RESOLUTION

Day 2:

Module 5: Conflict Resolution Styles Using The 4 Flags

- The Red Flag
- The White Flag
- The Yellow Flag
- The Blue Flag
- Situational conflict resolution

Module 6: Coaching Wisdom

- Steps to resolve conflict: Associate to supervisor
- The Hot Seat
- Role of the audience
- Art of feedback
- Objective and subjective review

Module 7: Coaching Wisdom

- Steps to resolve conflict: Associate to associate
- The Hot Seat
- Role of the audience
- Art of feedback
- Objective and subjective review

Module 8: Way Of Being In Leadership

- Steps to resolve conflict: Third party conflict
- The Hot Seat
- Role of the audience
- Art of feedback
- Objective and subjective review

Subject 10: COACHING

Day 1:

Module 1: Overview

- Context setting
- Your experiences in being coached
- Your experiences in coaching others
- Why coach?
- WIIFM

Module 2: Coaching Introduction

- Why
- What
- Where
- When
- Who

Module 3: Discovery Questioning

- 6 discovery questioning techniques
- The Funnel Model
- Tight conversation
- Power Up!
- Asking purposeful questions

Module 4: Active Listening

- 6 active listening techniques
- Driving meaningful conversations
- Advanced interjection techniques
- Prioritizing needs
- Summarize and confirm

Subject 10: COACHING

Day 2:

Module 5: Coaching Tools

- Understand
- Goals
- Reality
- Options
- Will Do
- Support

Module 6: Coaching Session Part 1

- Coaching on behavior
- The Hot Seat
- The role of the coachee
- The role of the coach
- Objective and subjective review

Module 7: Coaching Session Part 2

- Coaching on performance
- The Hot Seat
- The role of the coachee
- The role of the coach
- Objective and subjective review

Module 8: Coaching Wisdom

- Adult learning styles
- Impact on coaching
- Action Planning
- Keeping a coaching log
- What's next?

Subject 11: FEEDBACK & DELEGATING

Day 1:

Module 1: Overview

- Definition of feedback
- Types of feedback
- SARAH
- Gaining permission
- SBI and SOED feedback models

Module 2: Art Of Receiving Feedback

- Posturing
- Neutrality
- Confirming understanding
- Reaffirmation
- Expressing appreciation

Module 3: Art Of Giving Feedback

- Ownership
- Value intention
- Authenticity
- SMART
- Speech acts with the focus on request

Module 4: Feedback Practice

- SPEED feedback
- Feedback in coaching
- Feedback scenarios
- Supportive feedback templates
- Constructive feedback templates

Subject 11: FEEDBACK & DELEGATING

Day 2:

Module 5: Delegating

- Context setting
- Scenario Act
- What we can learn from the bad
- What we can learn from the good
- Definition of delegation

Module 6: Types Of Delegation

- Delegating for results
- Self-assessment
- Tasks that should be delegated
- Tasks that should not be delegated
- Delegation considerations

Module 7: Preparing For The Delegation

- Selecting tasks to delegate
- Selecting people for the assignment
- Describing the assignment
- SMART objectives
- Alignment sheet

Module 8: Art Of Delegating

- Follow-up on assignment
- Conclude the delegation
- Delegation worksheets
- Delegation triad
- 10 questions to ask when you are delegated a task

Subject 12: HIGH PERFORMING TEAMS

Day 1:

Module 1: Overview

- Great execution
- The engine of the business
- Pillars and building blocks
- Continuous improvement cycle
- The 20:80 Rule

Module 2: Measure

- Reports and data
- The crucial dashboard
- UCL's and LCL's
- Internal and external factors
- Keeping a journal

Module 3: Target

- The KPI Pyramid
- Output, execution and MSOP
- Change agents
- Target setting methodology
- Setting the right KPIs

Module 4: Way Of Being In Leadership

- Consolidation of day's learning
- What do we stop doing
- What do we do differently
- What do we keep doing
- Presentation of learning

Subject 12: HIGH PERFORMING TEAMS

Day 2:

Module 5: Reward

- Building on success
- The purpose of motivation
- Extrinsic and intrinsic rewards system
- Tailoring effective rewards
- Consistently inconsistent

Module 6: Respond & Drive

- Driving your results
- Strategic, tactical and operation meetings
- Effective meetings framework
- Self assessment on strengths and improvement areas
- Challenges and top tips

Module 7: One-To-One's

- Line manager blueprint
- Strategic session
- Regular session
- Effective One-To-One's framework
- Behavioral assessment and application

Module 8: Way Of Being In Leadership

- Consolidation of day's learning
- What do we stop doing
- What do we do differently
- What do we keep doing
- Presentation of learning

4.0 TRAINER PROFILE

PHILIP LEONG

Philip, who has over 30 years' corporate and entrepreneur experience, holds a Master of Management joint degree from The Wharton School, J.L. Kellogg Graduate School of Management and Chulalongkorn University (Thailand). He is a member of ICF.

Armed with his vast experience in corporate management and entrepreneur experience, Philip's training scope covers coaching, leadership, sales, transformational mindset change and team performance. In sales, he focuses on communication, negotiation and presentation. He brings to his audiences his passion and energy together with a potent mixture of delivery styles in his trainings which include experiential learning, neuro-semantics and psychodynamics.

Philip was the director of leadership programs in AsiaWorks, Asia's leading large group awareness training (LGAT) company before moving on to manage his own business in consulting, training and coaching. During his term in AsiaWorks, he has designed and conducted numerous leadership coaching and team-building programs for thousands of individuals and corporations. Over the last few years, his audience includes 3M, AffinBank, AIA, AIG, AirAsia, Alliance, AmBank, AMD, Amway, AON, Ascott, AstraZeneca, ASTRO, Bangkok Bank, Bank Negara, BASF, BAT, BBraun, BOH, Bridgestone, Canon, CGC, Charoen Pokphand Group, CIMB, Coca-Cola, Coway, CTOS, Daikin, Dell, DHL, Digi, Experian, FedEx, Fonterra, Friesland, Fuji Xerox, Generali, Gleneagles, Great Eastern, GSK, Hewlett-Packard, Hilti, Honda, HSBC, Huawei, IBM, IKEA, IMU, Ingram Micro, Intel, INTI, IOI, IPSOS, ISKL, JobStreet, JTI, Kimberly-Clark, LEGO, LonPac, Marsh, MayBank, MEASAT, Mercedes-Benz, Monash U, Nestle, Novartis, OCBC, ON Semi, Oracle, Parkson, Petron, Petronas, Pfizer, Philip Morris, Philips, POS, Robert Bosch, Samsung, SAP, Sapura, Securities Commission, Selangor Properties, Senheng, Shangri-La, Siemens, Silverlake, Sime Darby, SONY, SP Setia, Sports Direct, Standard Chartered, ST Micro, Starbucks, Starcruise, Sunway, SWIFT, Tasek, Taylor's, Telekom, Texas Instruments, TIME, TNB, TNT, Top Glove, Toyota, U Mobile, UCSI, UMW, UOB, Volvo, Watson's, WHO and YTL. Some of his major international audience includes PT Diamond, PT Tigaraksa Satria and PT Huawei Tech in Indonesia, Servier in Myanmar, ABI and RPSGi in The Philippines, BergeBulk, LEGO, NCS and SingTel in Singapore, AmRet, CellCard and UrbanLand in Cambodia, VISA/MasterCard in Vietnam as well as Heineken, Avon and Associated British Food in the Asia Pacific region.

In 2007, Philip was elected into office of The AsiaWorks Foundation. In 2011, UCSI appointed Philip as an integral part of its team of elective trainers for their internal faculty trainings and external corporate projects. In 2016, Philip became a certified Heineken trainer for both their Global Sales Academy (GSA) as well as Global Leadership Academy (GLA). In 2020, Philip became a certified AVON trainer for their internal leadership programs. In 2023, Philip became a global licensed facilitator for The Samurai Game®.

Philip is an active community advocate and works in partnership with numerous NGOs in Malaysia and China to create a positive difference in the community he lives in. As part of his personal social responsibilities, he offers his services to conduct teambuilding trainings for various NGOs each year. He is particularly passionate about children and contributes his time and expertise extensively to

orphanages and foster homes in his community. He resides in Malaysia and China and finds great joy spending time with his wife and three children.

SINDRA ARUMUGAM

Sindra, who has over 20 years' training & corporate experience, holds a degree in International Business from University of Wales London, majoring in Human Resource Management.

She has vast experience in the automotive, financial services, business process outsourcing as well as consulting industries. She has worked for Standard Chartered Bank, HSBC, Asia Assistance Network, AIA and Sime Darby. During her tenure in these organizations, she headed various portfolios such as Front Line and Branch operations, focusing on Customer Service and Operational Efficiency. In her last corporate position, she played an instrumental part in Client Relations for brands such as Ford, Alfa Romeo and Land Rover. She also has 9 years of experience conducting training and coaching, handling tribunal cases & focusing on Customer Relationship Management.

Sindra's training scope covers team and leadership development. She is fluent in over six languages and possesses excellent interpersonal skills. Her trainings are not only energetic and engaging, but delivered in a safe and nurturing environment for people to truly experience possibilities in their lives, both at work and in relationships. She injects a catalytic blend of positive energy and resonant experience throughout her trainings, creating the best learning outcome for her audience. Besides being an ICF-certified Professional Coach (ACC), she is also a Coloured Brain facilitator as well as a Character-Building Trainer and Coach under KMB Edu. Sindra is a certified HRDF / PSMB professional trainer.

During her time as a National Service Train-The-Trainer facilitator, Sindra trained and coached many people to lead the Character-Building module for Malaysian youth. She has clocked in impressive hours as a performance coach for NLP Research International. She also spent some time as a trainer for System Latihan Dual Nasional under Kementerian Sumber Manusia in Malaysia. Over recent years, her corporate audience includes AIA, Allianz, AMD, Antah, AON, APL, AstraZeneca, Bank Rakyat, Bangkok Bank, BASF, Basis Bay, BBraun, Boehringer, British American Tobacco, Campbell Soup, Canon, China Mobile, CIMB, Cuckoo, Daikin, Dassault, EPF, Esri, Estee Lauder, Fonterra, Gleneagles Hospital, Harvey Norman, HELP, Hitachi, Honda, HSBC, IBM, IGB, Intel, INTI, IOI, Iskandar Investment Berhad, J&T, KDU, Kelloggs, Kementerian Penerangan & Multimedia, Kementerian Pertanian, Khind, Konica Minolta, LBS Bina, LonPac Insurance, McDonald's, Micron, MinDef, Motorola, MRT, Nexperia, Nirvana, NTT, Novartis, On Semi, Perkeso, Petron, Petronas, Pfizer, PruBSN, Q-Cells HanHwa, Ranhill, Roche, RTM, Servier, Sarawak Shell, Silverlake, SME Bank, SONY, Star, TikTok, Tiong Nam, Tokio Marine, Top Glove, Tune, UCSI, UEM, Uniqlo, UOB, Village Grocer, Vinda, Watson's, Western Digital, WHO, Zeiss, Zuellig and Zurich. She has also led international events such as Bangladesh Healthcare Distribution Co. in Bali Indonesia & Japan Tobacco International (JTI), Singapore as well as Ghanim in Brunei.

Sindra is passionate about people development & transformation, and she believes everyone, regardless of their cultural or social background, has the right to design their own destiny. Sindra is married with two lovely children and resides in Malaysia. She is an active community advocate and enjoys spending her free time with her children and her pets.

ALEXANDER LEONG

Alexander, or Alex to his friends and colleagues, has over 8 years' experience in education and corporate training. He holds a bachelor's degree in philosophy from Southern Illinois University Carbondale, USA. He is a certified HRDC/PSMB professional trainer, and a member of the International Associational of Facilitators (IAF).

Alex's approach to training combines the latest developments in pedagogy and andragogy, and he is a firm believer in audience-centred learning. His classroom methodology aims not just to educate, but also to inspire his audience to become the best version of themselves. His training scope covers communication, presentation skills, storytelling, problem-solving and teambuilding. By drawing on the wisdom and lessons from history and great cultures of the world, he creates an immersive and energetic classroom setting which has been described by his audience as "life-affirming."

In 2015, Alex started teaching at Help International School (HIS), becoming the youngest full-time teacher to join a team of world-class Malaysian and expatriate educators. During his tenure at HIS, he designed and implemented the Cambridge Global Perspectives program, developed their prefectorial board, and served as Head of House for sports and intramural activities. When he moved to Sayfol International School, he was appointed as the head of Social Science Department, overseeing History, Geography and Global Perspectives. In his illustrious career in education, Alex has worked with the World Scholars Cup, an educational non-profit organization that organizes academic tournaments around the world. His work with the program has sent participants to tournaments in Australia, China, Vietnam, and the USA, winning multiple awards in the process. His corporate experience for soft skills and teambuilding includes 3M, ABB, Alight Solutions, AON, Aramex, Associated British Foods, AstraZeneca, Bank Islam, Bank Rakyat, Bangkok Bank, BASF, Blacksire, CIMB, Clinical Research Malaysia (CRM), DaMaCai, Dassault Systems, DHL, DKSH, Friesland Campina, Gleneagles Hospital, Goodyear, GRAB, Health Ministry of Malaysia, Heineken Cambodia, Heriot, Hitachi, Infineon, INTI, Kimberly-Clark, KLK, KYM, Maxis, Maybank, Micron, Monash, Nando's, NXP, On Semiconductor, Puma, Securities Commission Malaysia, Shell, Silverlake, SONY, Sports Direct, Star, Takeda Pharmaceuticals, TASCO, Technip, Telekom, Texas Instruments, Top Glove, UOB, Vyncke, Watson's, World Health Organization (WHO) and Wolfspeed, amongst others.

In 2024, Alex became a global licensed facilitator for LEGO® SERIOUS PLAY®.

Alex is a lover of the five great Bs in life: books, beaches, barbells, bourbon and Bach. In his free time, he cooks, spends time with his family, and trains for CrossFit. He holds a Level 1 certification from the International Kettlebell and Fitness Federation (IKFF). He enjoys helping people improve their overall health and athleticism through interval and strength training.

LAWRENCE LEONG

Lawrence has over 30 years' experience in the advertising, creative design and marketing industry. He holds a Bachelor of Arts degree from The Academy of Art University in San Francisco, USA.

He has vast experience in virtually all facets of the Malaysian advertising, from automotive, pharmaceutical, banking, retail services, hotels, telco providers and much more. He has worked for leading international advertising agencies like Ogilvy, Batey Ads, Peter Beaumont & Friends, Interface Advertising and Foote, Cone & Belding etc. While at these agencies, Lawrence expanded on his natural talent for ideation, creative storytelling, thinking outside the box, making impactful presentations, selling to difficult clients and achieving buy-in. Amongst highlights of his career was his creation of CIMB's mascot, Octo the octopus. Since its inception in early 2000, Octo is affectionately remembered and still actively featured in the bank's marketing collaterals.

Lawrence has also spent 12 years in Vancouver, Canada where he worked in various advertising and marketing related industries. He played a pivotal role in Organika, a certified organic pharmaceutical company where he was the lead marketing designer; creating all the marketing collateral for a new brand of organic coconut oil as well as their line of organic health supplements. Lawrence was also involved in a company in Vancouver, called Advanced Nutrients that produced organic fertilisers for the marijuana growing industry. There he led in the design and creation of labels, product packaging, marketing materials for trade shows, led development into the creation of product knowledge assets for the customer service teams. He also led sales teams in the setting up and tearing down of trade show booths in various big markets in North America.

He also played a pivotal role in his next position as the senior art director of Hard Rock Casino & Cafe Vancouver. There he was instrumental in the creation of marketing materials for casino and cafe promotions, successfully creating marketing assets that stand out in a crowded space; a space that is always dominated by various types of distractions, often leading to sensory overload.

Lawrence's training range covers team and creative development. He is fluent in 3 languages and possesses excellent interpersonal skills. His training is not only engaging, but delivered

in a fun and memorable way. He injects a blend of positive energy and relatable experience throughout his training, creating favourable learning outcomes.

Lawrence is passionate about creativity, people development & transformation, and believes everyone, regardless of their background, can achieve what they set their mind to doing. It all comes down to “How badly do you want it?”. When not creating and training, Lawrence can be found ‘pounding the pavement.’ He is an avid runner and hiker who enjoys the great outdoors.