



FMM Institute

Centre for Professional Development

Senior Management Development Programme

TRANSFORMATIONAL LEADERSHIP

November 14 – 15, 2011
Hotel Armada Petaling Jaya



In-House Training Available

INTRODUCTION

Transformational Leadership is defined as a leadership approach that causes change in individuals and social systems. In its ideal form, it creates valuable and positive change in the followers with the end goal of developing followers into leaders. Enacted in its authentic form, transformational leadership enhances the motivation, morale and performance of his followers through a variety of mechanisms. These include connecting the follower's sense of identity and self to the mission and the collective identity of the organisation; being a role model for followers that inspires them; challenging followers to take greater ownership for their work, and understanding the strengths and weaknesses of followers, so the leader can align followers with tasks that optimise their performance.

CONTENTS

Understanding Transformational Leadership

- Transformational Leadership Theories
- Components of Transformational Leadership
- Building the Organisation
- Leadership Style Inventory

The Skills of Transformational Leadership

- Personal Mastery Skills
- Interpersonal Communication Abilities
- Coaching and Mentoring Skills
- Team Motivation and Building Abilities

Development of Transformational Leaders

- Developing Style, Talent, Ability and Role (STAR)
- Building the Leadership Organisation
- Transforming Through Personal Systems

Successful Transformation Leaders: Cases

- Lou Gerstner
- Lee Iacocca
- General Colin Powell
- Christine Nixon

WHO SHOULD ATTEND

CEOs, General Managers, Senior Managers, Managers and Heads of Department.

METHODOLOGY

Interactive sessions with case studies, role plays, simulation and workshop activities.

OBJECTIVES

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

- understand how transformational leadership works;
- apply the skills in transformational leadership;
- enjoy the development of features, benefits and future of leaders; and
- synergise the skills of leadership for a brighter future as a leader.

WORKSHOP LEADER



Mr Peter Chin is an independent consultant, providing services in business management, training and development. He has spent more than 20 years in the corporate world; assuming managerial roles with Standard Chartered Bank, Malaysia; Whitcoulls Ltd and Market Gardeners Ltd, New Zealand. Peter is qualified with a Master in Business Administration (MBA) from the University of Bath and holds associateship with the Malaysian Chartered Institute of Management. Peter is a Certified Trainer of the American Management Association (AMA). He is also a member of the National Association of Small Business International Trade Educators (NASBITE) in Portland, USA. He conducts in-house training programmes for large corporations like PERNAS, RENONG, UMW, SAPURA, ABB, Bristol-Myers, George Kent, Anakku Group and Government bodies like MIMOS, FAMA and MINDEF. He also conducts public seminars in the ASEAN region and provides consulting services to small- and medium-sized industries.

ADMINISTRATIVE DETAILS

Dates	:	November 14 – 15, 2011 (Monday – Tuesday)
Time	:	9.00 am – 5.00 pm
Venue	:	Hotel Armada Petaling Jaya Lorong Utara C, Section 52, 46200 Petaling Jaya Selangor Darul Ehsan
Fees	:	FMM Members – RM 1,800 per participant Non-Members – RM 2,000 per participant International Delegates – USD 800 per participant <i>(Fees include course materials, Certificate of Attendance, lunch and refreshments)</i>

Registration is on a first-come-first-served basis. Cheques made in favour of the **FMM Institute** should be forwarded before **October 31, 2011**. Completed registration form, that is faxed, mailed or e-mailed to FMM Institute would be deemed as confirmed.

All cancellations must be made in writing to FMM Institute. There will be no charge for cancellation received 14 or more working days before the start of the programme. Cancellation received 8 – 13 working days before the start of the programme is subject to a cancellation fee of 50% of the course fees. Cancellation received 7 working days and below before the start of the programme is subject to a cancellation fee of 100% of the course fees. If the participant fails to attend the programme, the full course fees are payable. However, replacement can be accepted at no additional cost.

The FMM Institute reserves the right to change the course leader, reschedule or cancel the programmes and all efforts will be taken to inform participants of the changes. Should the event be cancelled or postponed, FMM Institute is not responsible for covering airfare, hotel or other travel costs incurred by the participants.

For further enquiries, please contact:

Ms Ong Li Choo / Ms Ravathi / Pn Hafifah
FMM Institute
Tel: 03-62867200 Fax: 03-62776712

* Visit us at www.fmm.edu.my

REGISTRATION FORM

TRANSFORMATIONAL LEADERSHIP

Monday – Tuesday November 14 – 15, 2011 Hotel Armada Petaling Jaya

The Manager
FMM Institute
Tel: 03-62867200
Fax: 03-62776712

Please tick (✓) accordingly:
PSMB Scheme
SBL
Non-Contributor
Require vegetarian meal
Yes
No

Dear Madam,

Please register the following participant(s) for the above programme.
(To be completed in BLOCK LETTERS)

1	Name _____	Designation _____	E-mail _____
	Nationality _____	IC No. _____	

2	Name _____	Designation _____	E-mail _____
	Nationality _____	IC No. _____	

(If space is insufficient, please attach a separate list)

Enclosed cheque/bank draft No. _____ for RM _____
being payment for _____ participant(s) made in favour of the “**FMM Institute**”.

Submitted by:

Name: _____

Designation: _____ E-mail: _____

Company: _____

Address: _____

FMM Membership No.: _____ My Corporate Identity No.: _____

Tel No.: _____ Fax No.: _____ Date: _____