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PREPPING  
TOMORROW'S  
LEADERS

**A 2-Day course on leadership**

You have earmarked staff for senior positions. You are planning on promoting them. Or you have promoted them.

They have been great workers.  
**BUT** can they make **good leaders?**

## **INTRODUCTION**

*What does it take to become a leader?*

*Do you swim with the current, or stand like a rock?*

*Do your actions inspire others to learn more, dream more, do more, and become more?*

Now, for the first time, two very different leaders join forces to share their accumulated wisdom, experience and management hacks. Rosie comes from a marketing/ management background and Edward from creative.

Together, they'll help you win the hearts (and minds) of demanding GMs and COOs, and even more painful CEOs. Not forgetting Marketing Directors, Procurement, HR People, Executive Creative Directors, Account Directors, and clueless interns.

**Designed for:**

- Middleweights moving into management
- Young people looking after teams

**Dates:** 16 & 17 May 2017, Tuesday & Wednesday, 9am - 5pm

**Venue:** VSQ @ PJ City Centre

**Fee :**

RM 2,900 per pax

**RM 2,750 per pax for Early Birds before 2 May 2017**

**RM 2,750 per pax for groups of 2 or more**

*\*Subject to 6% GST*

**To book:**

Call Kam (03) 7932 1833 / 016 4110577

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Email us at [tapleaders@tap.iact.my](mailto:tapleaders@tap.iact.my)

# COURSE OUTLINE

## INTENSIVE PUBLIC WORKSHOPS

## COURSE OUTLINE

### DAY 1: BUILDING YOURSELF

Facilitators: Rosie Hong and Edward Ong

#### Module 1. What is leadership?

Where does leadership begin? Let's start with what it is not: 1) Leadership has nothing to do with titles, position and seniority, 2) Nothing to do with personal attributes, 3) Neither is it about management. Uh, so what is it really?

#### Module 2. Why is leadership important?

Leadership is the difference between victory and defeat. That's why it is so important in today's agency- both in creative and account management. Great leaders know how to bring out the best of both worlds.

#### Module 3. What are the qualities of good leadership?

Are leaders born or made? How do you identify a good leader from a bad one? Is influence more powerful than authority? How do you wield influence?

#### Module 4. Philosophy of leadership

Competency. Courage and Confidence. Communication. Consistency. Compass. The 5Cs that PepsiCo CEO Indra Nooyi uses to lead her team. Here's what we can learn from her.

#### Module 5. Leadership skills

Does being good in your present job make you a great leader? What are the skills you need to learn, relearn and unlearn? Practical exercises on what works best to increase productivity and passion.

#### Module 6. Leadership and strategy

How to evaluate Strengths so you can capitalize on them. Identify Weaknesses so you can address them. Discover Opportunities so you can invest accordingly, and analyse Threats so you can plan to mitigate them.

# COURSE OUTLINE

## INTENSIVE PUBLIC WORKSHOPS

### **DAY 2: BUILDING OTHERS**

**Facilitators: Rosie Hong and Edward Ong**

#### **Module 1. 5 Levels of Leadership**

From Rights to Respect. From Position to Pinnacle. Here are the 5 levels of leadership and how you can take your agency further than ever before.

#### **Module 2. Leader or Boss?**

A boss drives the team. A leader coaches them. A boss criticises. A leader advises. A boss says, "Go". A leader says, "Let's go". Role playing and exercises to find out whether you're a boss or a leader.

#### **Module 3. Building a strong and sustainable team**

You don't always get to choose your team. How do you handle the moody guy, the egoist, the know-it-all, the boss's favourite and so on? Here's what you can do, and what to avoid.

#### **Module 4. Leading your team**

How do you lead your team into the unknown? Especially when nobody wants to go and the outcome is unpredictable? Do you dictate a vision, or set a grand challenge? What's the difference, and is success guaranteed?

#### **Module 5. Comparison of leadership skills**

We're almost at the end! Let's look at leadership skills across various industries and countries. What can we learn from these people?

#### **Module 6. Closing thoughts**

Not the end. Just the beginning. How can we put what we've learned into practice and more importantly, how do we stay relevant and encourage one another?

## **YOUR FACILITATORS:**



### **Rosie Hong**

***CEO, Checkmate Consulting and Services***  
***Former Group Executive Director, Foetus Group***

When she was attached to client organisations like Paramount Corporation Berhad and DHL Worldwide Express, Rosie led a team of dynamic marketing professionals. In 1997, she was headhunted into Ogilvy & Matter and accepted the position of Group Account Director to manage all their direct (CRM, Database and Digital) businesses for Nestle, Cerebos, Gamuda and other clients.

In 2000, Rosie pioneered Rapp Collins in Malaysia, which was part of the Foetus Group. She built the entire team from scratch and led it to become the premier partner for CRM Consulting and Relationship Marketing. They won clients such as Dutch Lady, F&N, BMW, Volvo, McDonald's, Taylor's University, Microsoft, BRDB, Wyeth, UOB and many more blue-chip brands.

In 2008, after 9 years with the Foetus Group, Rosie was made the Group ED, with the mandate to develop the other subsidiary companies within the Group. Apart from managing the group's financials and overall growth, she was tasked to develop leaders; maximising human resource potential and talent development for the Group.

Today, Rosie works closely with agency heads and departments heads in client organisations to hunt for the best talents to develop, grow and add value in their assigned positions.

***"A leader is one who knows the way, goes the way and shows the way."***

## **YOUR FACILITATORS (cont.):**



### **Edward Ong**

***Owner and founder, Borderless***

***Former Regional Copy Chief, Y&R Asia***

***Former Chief Creative Officer, Y&R Malaysia***

Edward became Creative Director in late 2004. Before that, he was Creative Group Head or something. Until the WPP Godfather landed in Malaysia, summoned him for breakfast at Carcosa Hotel, and made him the new Creative Director of DYR Malaysia.

Being thoroughly unprepared, he did the next best thing: Pretend to be CD. The next few years were a literal baptism of fire. Deflecting arrows, tip-toeing on red hot coals, getting burnt from every side.

Meanwhile, the agency won Kancils Best of Show in 2007 and as soon as the results were announced, he fled to Singapore. Much to his chagrin, they made him CD over regional accounts, and later, Regional Copy Chief over 18 markets in Asia.

Ed readily accepted the final promotion because- truth be told- he felt he still wasn't 'Creative Director material'. Only when he became ECD at Rapp Malaysia (after leaving Y&R) did he finally feel comfortable leading a department.

Today, Ed continues to work with various clients and creative teams across the region, and enjoys telling people what to do.

***“True leaders have a servant’s heart.”***