



Public Program Directory

2010

V1.7

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zubedy (m) sdn bhd

CONTENTS

ITEM	PAGE
PROGRAMS AND DESCRIPTIONS	5
1.1. Presentation Skill Program	5
1.2. GoCpeople Selling Skill Program.....	5
1.3. Customer Service Workshop	6
1.4. Creativity & Problem Solving Workshop	6
1.5. Marketing Orientation Program for Top Management	7
1.6. Marketing Orientation Program for Implementers.....	7
1.7. Mentoring Program	8
1.8. Business Writing Workshop	8
1.9. Coaching Workshop.....	9
1.10. Time Management Workshop.....	9
GENERAL REGISTRATION FORM	11
REGISTRATION POLICY	12
CONTACT INFORMATION	12

OUR VISION

zubedy's vision is to *add value* to individuals and organizations. We work with a focus on educating and sharing. We *add value* to every individual and every organization we come into contact by helping people and organizations *apply knowledge*. Our mission is to study, research, learn and contemplate knowledge, and translate these into practical methods for our clients. We do this with total engagement and commitment.

BACKGROUND

zubedy (m) sdn bhd was incorporated on May 24 1994, as a marketing and advertising consultancy. As the company grew, the focus evolved to human development with an emphasis on soft-skills training.

Over the years we have also promoted the appreciation of shared traditions and common values we have as Malaysians. We are especially passionate about our Hari Malaysia celebrations. We envision a time when we will truly pay tribute to the myriad cultures that make Malaysians who we are.

OUR CORE VALUES

- We will seek the truth
- We will add value
- We will apply knowledge
- We will be universal
- We will connect the unconnected

OUR CHANGE PROCESS CONCEPT

zubedy views training as part of a change endeavor. Training must integrate the organizations' human resource plan with the corporate plan. The five key elements of change are:

1.	Awareness – Awareness is the trigger that creates turning points in accepting reality. Without awareness, the process cannot, and does not, begin.
2.	Knowledge – Knowledge is the understanding of skills needed for a particular task. For example, if the organization needs to be more marketing oriented, the minimum standard is for individuals to have the know-how and ability to perform marketing oriented tasks such as market segmenting, pricing and distribution.
3.	Attitude – Attitude develops from an evaluative response towards a subject matter. It is imperative that individual stakeholders embrace the change endeavor wholly.
4.	Behavior – Behavior is the action and exercise of the implementation. In the context of becoming a marketing oriented organization, stakeholders must take action and work towards that goal.
5.	Group Behavior – Group Behavior presents the greatest challenge in the change process. Group behavior must be cultivated in and amongst various divisions working together to achieve the objectives.

zubedy can assist organizations initiate, cultivate and implement activities that promote behavioral change towards achieving goals and objectives.

zubedy training is effective in creating *awareness*, *knowledge* and *positive attitude* in individuals. The co-operation of line managers and management are needed to cultivate and implement activities to achieve desired behavior and group-behavior. zubedy's follow-up consultations help integrate line managers and management into the process.

OUR ORGANIZATION

zubedy focuses on THREE key areas to meet specific needs of our client base.

<ul style="list-style-type: none"> • zubedy training programs <ul style="list-style-type: none"> ▪ Proven Approaches to Human Development 	<p>zubedy training programs facilitates people and organizations in applying soft-skills knowledge using practical techniques and models.</p> <p>Our focus is to assist participants in discovering their abilities to interact with others and technology.</p>
<ul style="list-style-type: none"> • zubedy Public Programs <ul style="list-style-type: none"> ▪ Concepts and Skills for Everyone 	<p>zubedy public programs offers practical 'how-to' concepts and skills for participants to enrich and build their career. We believe a stronger employee base takes an organization further.</p>
<ul style="list-style-type: none"> • zubedy sales consultancy <ul style="list-style-type: none"> ▪ Enhancing the Management of Your Sales Team 	<p>zubedy sales consultancy enhances the management of your sales team by providing empowering solutions that meet business objectives.</p>

PROGRAMS AND DESCRIPTIONS

The schedules of Public Programs from zubedy (m) sdn bhd in the year 2010 are listed as below:

1.1. Presentation Skill Program

Present As Yourself, Presentation Skill Program:
How to present as yourself and be much better than usual

This is a creative presentation skill program that helps participants present as themselves, and be very much better than usual. Participants will learn that their personalities and experiences in life are unique; thus forming a strong base to be used to develop their own presentation style. This workshop focuses on making participants discover the gems within themselves. It is a soft skills program that covers the psychology, methodology, and practical aspect of presentation and communication.

The unique features of this program include a half-day session on Creativity in Presentation, and video-taping of the presentations made by each individual participant. Participants will have the opportunity to assess their performance, obtain feedback from the trainer and make the necessary improvements.



- Date : 1. 3 - 5 March 2010 (Early Bird deadline: 10 February 2010)
2. 7 - 9 June 2010 (Early Bird deadline: 11 May 2010)
3. 22 - 24 September 2010 (Early Bird deadline: 3 September 2010)
4. 1 - 3 November 2010 (Early Bird deadline: 8 October 2010)

- Fee : Individual (Early Bird: RM1,550; Standard: RM1,650)
5 or more (Early Bird: RM1,400; Standard: RM1,500)

1.2. GoCpeople Selling Skill Program

GoCpeople Selling Skill Program:
Moving from order taking to pure selling

A “beggar salesperson” is one who loses the advantage in the sales process even before the sales is initiated due to lack of confidence, negotiation power, skills, and preparation. The key factor is providing the salesperson the position of equality in selling so that they do not have to “beggar sell”. Which is why in a commercial transaction, our interaction with each other should serve a higher purpose other than selling. It must be first based on treating each other as fellow beings centring on mutual respect and needs to find a match that will benefit both parties.

GoCpeople Selling Skill program is designed to equip a member of the sales-force with essential skills to achieve and maintain higher sales performance, while at the same time improve brand image. They are trained to sell to targeted customers on an ***equal basis, matching your product/services to customer needs.***



- Date : 1. 27-29 September 2010 (Early Bird deadline: 25 August 2010)
2. 22 - 24 November 2010 (Early Bird deadline: 1 October 2010)

- Fee : Individual (Early Bird: RM1,700; Standard: RM1,800)
5 or more (Early Bird: RM1,550; Standard: RM1,600)

1.3. Customer Service Workshop

**Delivering A Winning Service, Customer Service Skill Workshop:
*Applying Traditional Values to Create Winning Service***

Our people have a long renowned reputation for generous hospitality. This is due to the fact that our society has a shared value in a sense of humbleness when receiving our guests or friends into our home. We are taught by traditions that when we receive someone, we receive with something from the heart, something that encompasses love, passion, honesty, spirit and humility.



Providing a winning and valued service is a gift your staff can acquire through a sense of humbleness. Our customer service workshop aims to bring out the good in your staff by tapping on deep values present in our traditions. This begins with a sense of humility that translates to real care for customers. The result is customers who feel they are cared for and will come back for more.

Date :

1. 3 – 4 June 2010 (Early Bird deadline: 10 May 2010)
2. 5 – 6 August 2010 (Early Bird deadline; 14 July 2010)
3. 8 – 9 November 2010 (Early Bird deadline; 14 October 2010)

Fee : Individual (Early Bird: RM1,150; Standard: RM1,200)
5 or more (Early Bird: RM1,000; Standard: RM1,100)

1.4. Creativity & Problem Solving Workshop

**Connect the Unconnected, Creativity Skill Workshop :
*Creativity could be your Next Competitive Advantage***

This workshop helps participants discover their creative abilities. Through our easy and ready to use creative tools, participants can apply creative skills almost immediately. This workshop is also designed to help participants break away from limitations, appreciate diverse opinions, avoid common mistakes that block creativity and use conflicting ideas as a stepping stone for new ideas, resulting in a boost in productivity.



Date :

1. 5 – 6 May 2010 (Early Bird deadline: 12 April 2010)
2. 16 – 17 August 2010 (Early Bird deadline; 21 July 2010)
3. 15 – 16 November 2010 (Early Bird deadline; 21 October 2010)

Fee : Individual (Early Bird: RM1,350; Standard: RM1,400)
5 or more (Early Bird: RM1,200; Standard: RM1,250)

1.5. Marketing Orientation Program for Top Management

Marketing for Top Management

Helping you Set and Lead a Marketing Oriented Organization

This workshop is designed for top/senior management in marketing and non-marketing. We aim to provide a conceptual framework for marketing that is linked closely with marketing and business. Senior managers will see how marketing plays a big role, if not the number one, in ensuring the success of their company. With the knowledge of this program, senior managers will make better marketing decisions in areas of strategic marketing directions.



Non-marketing senior managers will be able to make sense of marketing decisions and senior marketing managers. This workshop will assist them put in place the right people, administrative structure, empowerment, and integration system. Lastly, we will teach senior marketing managers how to deal with sales management. In a nutshell, this workshop will provide a conceptual framework for senior managers, who want to build a marketing oriented organization.

- Date : 1. 2 – 4 August 2010 (Early Bird deadline; 7 July 2010)
2. 1 – 3 December 2010 (Early Bird deadline; 3 November 2010)

- Fee : Individual (Early Bird: RM4,200; Standard: RM4,350)
5 or more (Early Bird: RM4,000; Standard: RM4,100)

1.6. Marketing Orientation Program for Implementers

Marketing Orientation Program for Implementers:

A Comprehensive Picture on What You Need To Know and Do As A Marketing Person



A comprehensive program designed by practitioners for practitioners. This program aims to make participants understand real marketing application and techniques using tested methodologies. The program includes cross-fertilization of ideas from various industries and their marketing strategies. At the end of the program, what you have is a “ready-made” marketing person.

- Date : 1. 23 – 25 June 2010 (Early Bird deadline: 1 June 2010)
2. 13 – 15 October 2010 (Early Bird deadline; 20 September 2010)

- Fee : Individual (Early Bird: RM1,850; Standard: RM1,950)
5 or more (Early Bird: RM1,700; Standard: RM1,800)

1.7. Mentoring Program

Mentoring Program for Business Leaders:

Developing Human Assets

There is an urgent need to connect organizational goals to leadership and leadership to managing succession. Key in achieving this goal is better relationships between leadership and the current talent pool. Better relationships can help facilitate the speed of knowledge transfer and change adaptation faster than the changes taking place in the environment. Better relationships can also help people feel anchored and remain motivated in changing times.



Mentoring is essential in building relationships and the transfer of knowledge between leadership and top talents in organizations. A mentor can help a mentee learn something he or she would have learned less well, more slowly, or not at all if left alone. zubyedy's Mentoring for Leaders is a practical workshop that can prepare managers and executives as Mentors. This program combines strong conceptual framework, adequate implementation know-how and many real life examples.

Date :

1. 19 – 20 July 2010 (Early Bird deadline; 24 June 2010)
2. 4 – 5 October 2010 (Early Bird deadline; 3 September 2010)

Fee :

- Individual (Early Bird: RM2,400; Standard: RM2,500)
5 or more (Early Bird: RM2,250; Standard: RM2,350)

1.8. Business Writing Workshop

Business Writing Skill Workshop:

Writing for Results

Today's technology has enabled executives and managers to reach their customers (internal and external) quickly in various manners e.g. via cell-phones, email, internet chat, short message service etc. However, managers and executives still need to write formal letters and reports to colleagues and clients, to get their message across and to get things done. This course helps managers and executives to write simple and concise business correspondence to achieve the desired result, and in less time.



Date :

1. 11 – 12 March 2010 (Early Bird deadline: 22 February 2010)
2. 13 – 14 May 2010 (Early Bird deadline: 19 April 2010)
3. 26 – 27 July 2010 (Early Bird deadline; 1 July 2010)
4. 2 – 3 September 2010 (Early Bird deadline; 3 August 2010)

Fee :

- Individual (Early Bird: RM 1,200; Standard: RM 1,300)
5 or more (Early Bird: RM 1,000; Standard: RM 1,100)

1.9. Coaching Workshop

Coaching Workshop:
Building People

The 'RIGHT' Employees are the company's biggest assets. A manager can "build" this asset, establishing the foundation for a strong 'RIGHT' employee base and ensure future profits for the organization. However, in today's fast pace working environment, the 'RIGHT' employees are often overlooked and under-appreciated. Unacknowledged, they may perform at minimal level or leave the company altogether. And this will burden managers with more work for their departments and eventually the organization suffers.



A Manager then has a crucial role to play in nurturing and building the 'RIGHT' employee. As such, his role requires him to understand the employees, work with their strengths, and deal with their flaws.

- Date : 1. 20 – 21 May 2010 (Early Bird deadline: 4 May 2010)
2. 12 – 13 July 2010 (Early Bird deadline ; 16 June 2010)
3. 7 – 8 October 2010 (Early Bird deadline; 6 September 2010)

- Fee : Individual (Early Bird: RM 1,650; Standard: RM 1,700)
5 or more (Early Bird: RM 1,550; Standard: RM 1,600)

1.10. Time Management Program

MasaManagement:
Utilizing Your Time Effectively and Efficiently



Everyone speaks of time management but really, how do we manage time? We cannot hold authority and control over time. Therefore, we cannot manage time. What we can manage however, is the utilization of time. Our ability to manage the utilization of time allows us to have more flexibility in fulfilling as many options that are available to us. The capacity to properly manage time can assist us in attaining a more meaningful and balanced life. This program discusses the management of utilizing time not management of time. It facilitates the understanding of the value of time, time management profile, and steps to effectively utilize time for successful performance.

- Date : 1. 23 – 24 August 2010 (Early Bird deadline: 29 July 2010)

- Fee : Individual (Early Bird: RM1,250; Standard: RM1,300)
5 or more (Early Bird: RM1,100; Standard: RM1,150)

2010

PROGRAMS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
PAY			3-5			7-9			22-24		1-3	
MOP						23-25				13-15		
MOO								2-4				1-3
GCP									27-29		22-24	
MENTOR							19-20			4-5		
COACH					20-21		12-13			7-8		
CRTVT					5-6			16-17			15-16	
TM								23-24				
CS						3-4		5-6			8-9	
BWS			11-12		13-14		26-27		2-3			

Abbreviation	Program Name	Abbreviation	Program Name
BWS	Business Writing Skill	CRTVT	Creativity Program
PAY	Presentation Skill Program	GCP	Selling Skill Program
MOO	Marketing for Top Management Program	CS	Customer Service Workshop
MENTOR	Mentoring Workshop	COACH	Coaching Workshop
MOP	Marketing for Implementers Program	TM	Time Management Workshop

BENEFITS

* *zubedy (m) sdn bhd is an approved HRDF, SBL Scheme training provider.*

1. Dates are subject to change depending on the number of participants. This is to ensure the quality and effectiveness of the training programs.
2. Please visit our website www.zubedy.com for our latest program updates.
3. For more information or registration, please call [Farhana/ Alicia](tel:0377270758) at 03 7727 0758 or e-mail at publicprogram@zubedy.com



GENERAL REGISTRATION FORM

Kindly fill in the followings and return to, via fax: 03 7727 0759 e-mail: publicprogram@zubedy.com, zubedy (m) sdn bhd, Wisma Women's Institute of Management (WIM), 3rd floor, 7 Jalan Abang Haji Openg, Taman Tun Dr. Ismail, 60000 Kuala Lumpur.

-appreciate your clear handwriting / please type on the softcopy and printout

Program Title :

Date of program :

Company : _____

Address : _____

Tel :

Fax :

e-mail :

Participants Details

Name :

Name :

Name :

Designation :

Designation :

Designation :

HP No :

HP No :

HP No :

e-mail :

e-mail :

e-mail :

Payments

Enclosed is a crossed bank draft / cheque no : _____ amounting RM _____ made payable to Zubedy (M) Sdn Bhd. Or bank in (CIMB Acc no: **1423-0004103-058**, please fax us a copy of the bank- in slip for acknowledgement purpose)

Cancellation of Registration

Must be made in writing via fax or e-mail at least two weeks (10 working days) in advance in order to qualify for a refund. A 30% forfeiture will be levied to cover administration costs for cancellations within 10 workings days before commencement of program.

I came to know of the workshop through:

Advertisement

Zubedy's website

Friends'

E-mails

Others

signature

Name : _____

Designation : _____

Company Stamp:

Note : Please make copies on your side for 5 participants or more. Thank You

For further inquiries, please contact farhana/alicia at 03 7727 0758 or fax to 03 7727 0759 or email publicprogram@zubedy.com or visit our website www.zubedy.com *zubedy (m) sdn bhd is an approved HRDF SBL Scheme training provider

REGISTRATION POLICY

The *Registration form(s)* would have to be completed and sent, with full payment of course fees attached to zubedy (m) sdn bhd before commencement of the course. Registration(s) without full payment will be treated as unconfirmed-registration.

Public Program Coordinator
zubedy (m) sdn bhd
Wisma Women's Institute of Management (WIM),
3rd Floor, 7 Jalan Abang Haji Openg,
Taman Tun Dr. Ismail,
60000, Kuala Lumpur

Via e-mail. Complete the registration form and e-mail it to publicprogram@zubedy.com Please courier the payment/cheque to the above address.
Via Fax. Complete the registration form and fax it to 03 7727 0759. Please courier the payment/cheque to the above address.

CONFIRMATION OF REGISTRATION

Confirmation of registration will be notified via fax, 5 (five) working days before the commencement of the course.

MODE OF PAYMENT

All *Payment* must be made by the closing date. All cheques/ bank drafts must be made payable to "zubedy (m) sdn bhd" and crossed "A/C Payee Only" (CIMB Acc no: 1423-0004103-058, please fax us a copy of the scanned cheque bank-in slip for acknowledgement purposes).

PSMB

Claims can be made to the Pembangunan Sumber Manusia Berhad (PSMB) for any of the programs that are designated as PSMB for SBL or SBL Khas. Participants who wish to make claims to PSMB would be required to first apply for approval from PSMB. Based on the ruling by PSMB, zubedy will be notified and subsequently zubedy will further notify the related participants with a confirmation letter.

DISCOUNT

Early Bird Discount

An early bird discount is extended to the participants who register and make full payment the course fees, at least three (3) weeks before the commencement of the course or as per stated on our registration form.

Group Discount

A group discount is extended to an organization that send FIVE (5) or more participants to attend the same course held on the same day.*
**Discounts for each training program are listed in the respective program information*

COURSE FEES

Course fees are inclusive of course notes, Certificate of Attendance, one (1) lunch and two (2) tea breaks (Per course Day) and parking fees(Per course Day). Participant(s) will be awarded the Certificate of Attendance only if he/she fulfills a minimum of 75% attendance of the course.

SUBSTITUTION OR CANCELLATIONS

Substitution of participant(s) are allowed without extra charge provided zubedy (m) sdn bhd is notified in writing of the name and designation of the new participant(s) at any time prior to commencement of the course.

Cancellations from the course are subject to the following:

Full refund will be granted if zubedy (m) sdn bhd receives a written notification of cancellation at least ten (10) working days before the commencement of the course; A 70% of the payment will be refunded if the written notification of cancellations reaches us within ten (10) working days preceding the commencement of the course; No refund will be given if the written notification is submitted after commencement of the course.

Participant(s) are allowed to bring forward the course fees to another program (at a later date) only if a written notification is given five (5) working days before the commencement of the course;

Non-Attendance

If a participant fails to attend a course without providing a written notification, the course fees will not be refunded nor brought forward to another course.

DISCLAIMER

Change of course fees

zubedy (m) sdn bhd reserves the right to revise the course fees advertised without prior notification. However, the additional amount increased will not be charged to a participant if the course fee has been fully paid. The participant will be charged the new fee accordingly if the course fee is not paid at the time of the fee increase and after the Early Bird expires.

Change of course date, facilitator and venue

zubedy (m) sdn bhd reserves the right to make changes to the arrangements to the above without prior notice to participants. However, every effort will be made to inform the participant of the changes via email and telephone call.

Additional expenses

zubedy (m) sdn bhd shall not be responsible for any extra expenses incurred by any participant(s) while attending the course.

CONTACT INFORMATION

Contact Person	farhana kamarudin
Position	sales and service executive
Address	zubedy (m) sdn bhd, Wisma Women's Institute of Management (WIM), 3rd Floor, 7 Jalan Abang Haji Openg, Taman Tun Dr. Ismail, 60000, Kuala Lumpur
Office Phone	03-7727 0758
Office Fax	03-7727 0759
Mobile	012-933 9495
Website	http://www.zubedy.com
E-mail	farhana@zubedy.com
Benefits	zubedy is an approved HRDF, SBL Scheme training provider.