

OPEN ENROLLMENT PROGRAM

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LEADING SELF AND OTHERS



PROGRAM DETAILS

FACULTY	DATE/TIME	FEE
Muhammad Sabri Rawi	21 April 2025 9.00AM - 5.00PM	RM2,750 before SST*

*Fee excludes accommodation at ASB Residential for outstation/ overseas participants but can be arranged at additional cost.

Program Overview

The best leaders are not necessarily those who have all the answers, but who ask the right questions. In this engaging program, discover what matters most to you as a leader. By clarifying your north star, you can first lead yourself, and then, others.

It's an incredibly challenging time to be a leader. The rate of technological advancement, rapid-fire globalization, and a global pandemic have turned agility and resilience from buzzwords into daily essentials.

Many leaders promoted to powerful positions have discovered that such positions do not themselves guarantee success or impact. They still face the challenge of having to "get things done" on a daily basis. If as a leader, you would no doubt have discovered that leadership is more than about power and authority. Neither a big title nor a "powerful" position makes a person an effective leader.

Ultimately, it is about the leader's values and the leader's ability to act on them that defines his or her leadership agency, and is the true measure of success. As companies pivot, restructure, and think about building resilience for the future, it's more important than ever for leaders to learn how to harness their leadership potential to solve pressing challenges. This program will equip you to do just that.

Learning Outcomes

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

- Explain what moves people to take the necessary steps to perform;
- Explain what makes a leader great and provides a path to build these capabilities;
- Develop a strategy for more effective self leadership for self and for others;
- Discuss why some people are happier than others and the reconnection between happiness and leadership.

Who Will Benefit?

- **Mid- to Senior career professionals** in leadership and managerial roles, who aspire to advance their careers and gain the confidence to lead better.
- **Entrepreneurs and Business Owners** who want to better lead and manage themselves and others for maximum performance.

Faculty



Muhammad Sabri Rawi is Senior Lecturer at Asia School of Business. Sabri holds a Master's Degree in English from Portland State University, USA and obtained his Certificate in Coaching from University of Malaya Centre for Continuing Education. As an accredited coach with the Canadian Coaching Council, Sabri has distinguished himself as a Mastercoach from close to two decades of honing his skills in leadership training in multiple industries which include pharmaceutical, manufacturing, plantation, automotive, oil and gas, FMCG, GLC and the public sector. Sabri's forte includes Leadership and Learning industry design, development and delivery of leadership training courses.

Sabri has enjoyed an illustrious career with extensive stints in Corporate Communications, Media Relations, Project Management, Human Resource Management which includes Job Evaluation and Manpower Planning, Learning Intervention and Learning Assessment.

A fast track performer, he rapidly catapulted into increasingly challenging and evolutionary roles in his vast career experience. He has spearheaded management excellence through continuous education and mindset change under the portfolio of Leadership Mindset Change. He was instrumental in developing Petronas' Global Leadership Learning Series, and a myriad of initiatives for the nation's oil company, which included: Strategic Communications, Media Relations, Project Management and Human Resource Management. Apart from clients in the oil and gas industry, Sabri also has experience working with clients from FMCGs, GLCs and both the finance and public sector.



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