



COURSE SYNOPSIS

Leadership Skills Mastery

Leadership skills learning for New Managers

Minds & Senses Coaching Academy PLT

PREAMBLE

This is a two-day training course aimed at helping newly minted Managers master essential leadership skills and become effective Manager-Leader in the workplace. Specifically, the course would help them develop a growth leadership mindset, show confidence to lead a diverse team, communicate effectively, and motivate and raise team engagement.

The Managers would learn workplace leadership strategies, techniques, and best practices in the course. They would participate in various simulated role-playing and leadership case study exercises to reinforce the skills learned and develop effective leadership habits.

LEARNING OUTCOMES

By the end of the course, the participants would have gained or been able to:

- a) **Compare** the characteristics of coaching, mentoring, training, and counselling approaches and **select** the most appropriate leadership style for the direct reports.
- b) **Differentiate** between the fixed and growth mindsets. **Describe** how unconscious bias affects leadership thinking, judgment, and trust in team leadership. **Ask** reframing questions to challenge assumptions, widen perspective and build critical thinking skills.
- c) **Prepare** well before the start of a conversation as well as a difficult conversation. **Show** effective body language, tone and tone that creates a safe space for a conversation. **Use** the right approach and techniques when giving feedback to the employees.
- d) **Recognize** the signs, indicators, evidence, and reasons for employee disengagement. **Demonstrate** authentic leadership in building trust and relationships. **Identify** the right strategy and changes needed to build an engaging team climate.

COURSE MODULES

Following is a list of the course modules for the 2-day course:

- **Module 1: Leading Diverse Teams**
 - *The challenges of a newly minted Manager*
 - *The roles & responsibilities of a Manager*
 - *Coaching, mentoring, training, counselling*
 - *The Will-Skills leadership matrix*
 - *Group learning activity and case study*
- **Module 2: Building Growth Mindset**
 - *The fixed and growth mindset*
 - *Recognizing your unconscious bias.*
 - *The growth mindset reframing steps*
 - *Group learning activity*
- **Module 3: Communicating for Clarity**
 - *The 3P conversation steps*
 - *Body language, tone, and words*
 - *Holding difficult employee conversations*
 - *Giving feedback that works*
 - *Group learning activity and role-playing*
- **Module 4: Raising Team Engagement**
 - *The six reasons for employee disengagement*
 - *Establishing leadership trust and relationships*
 - *Recipes for building an engaging team climate*
 - *Group learning activity*

HOW WE DELIVER HIGH-IMPACT LEARNING

Our learning methodologies are highly interactive and designed to drive measurable transformation. We combine **one-on-one coaching**, **group facilitation**, **hands-on training**, and **digital learning resources** to ensure a dynamic learning experience that leads to real-world application.



OUR CLIENTS & PARTNERS

We have worked with leading global and regional organisations across diverse industries, delivering impactful leadership and salesforce development programs.



CLIENT SUCCESS STORIES

Here's what our clients say about their transformational experiences:

“We were delighted to partner with Simon in the creation of the coaching program. He was able to bring his passion and expertise for coaching into our business and work alongside our Head of L&D to bring all the principles of coaching to help construct powerful frameworks and tools, giving us a sustainable, scalable solution to internal coaching certification.”

Chief Executive Officer, Evolution Wellness Holdings Pte. Ltd.

“Thank you for facilitating various training programs for our sales team and key distributors. It has given the sales team a good basic fundamental understanding of their roles and what they can do to make a difference in the business. Well done.”

General Manager SEA, AB Mauri

“Simon, thanks for bringing my team to the next higher level of sales success. It's our pleasure to have you as our partner!”

General Manager, BAKELS Malaysia

“Thank you for co-designing & delivering a successful “D&I” program for us. We love your dedicated approach to program design & delivery. I personally like the way you teach and demonstrate effective ways of connecting difficult conversations with coaching solutions. The learners now are not only get to learn what and how coaching helping them every day, but also embracing the value of being Coach-Leaders to their people and the Organization.”

Organization Development Manager, Samsung Electronics Malaysia

“Being an experienced coach, Simon was able to gain my trust quickly and thus delve into my inner self and how to mitigate my negative feelings. I am now a better person and feel better.”

Vice President, Rubber Cluster Services of FGV Holdings Berhad

“Thanks a lot, Simon. Your coaching sessions helped me learn coaching skills systematically. I'm glad to see my young engineers have improved their technical competencies and independence at work.”

Engineer Manager, Infineon Technologies Kulim

“My team has portfolio growth despite pandemic. Done pretty good for cross-selling and have a stable team with no resignation in 2020. Many thanks to your coaching which helps me see from the satellite.”

Senior Vice President, Marsh Insurance Brokers (M) Sdn Bhd

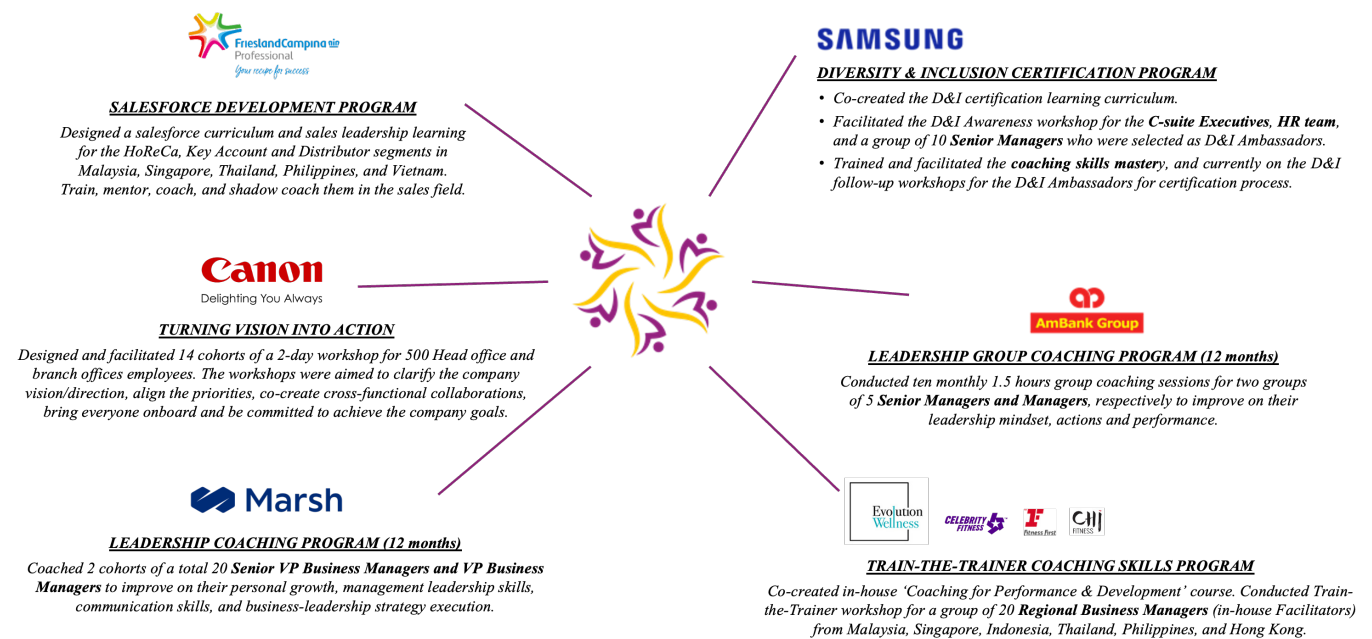
“Simon is a very mindful and systematic coach. I've enjoyed my sessions. Simon helped me to crystalise some of the ideas I have.”

Senior Manager of Camera & Commercial Printing Division, Canon Marketing (M) Sdn Bhd










“Simon is very good at leading me to think and kind to share real-life experiences to make my learning more meaningful and fun.”

Acting Head of CS, Samsung Malaysia Electronics (SME) Sdn Bhd

OUR IMPACTFUL DEVELOPMENT PROGRAMS



PRACTICAL TOOLS FOR LEADERS & SALES PROFESSIONALS

 <p>Strategic Leadership Compass (competency assessment included)</p> <p>Grab Your Copy</p>	 <p>The Sales Leader's Playbook (strategies for leading a high performance team)</p> <p>Get the Playbook</p>	 <p>G.R.O.W. to Lead: Sales Coaching for High Performance</p> <p>Get the Guide</p>
 <p>战略领导力指南针 (附带能力评估)</p> <p>获取您的副本</p>	 <p>销售领导者的攻略手册 (领导高绩效团队策略)</p> <p>领取您的手册</p>	 <p>G.R.O.W. 领导之道：销售教练迈向高绩效</p> <p>获取您的指南</p>
 <p>The Sales Manager's First 90 Days (90 days checklist included)</p> <p>Claim Your Copy</p>	 <p>60 Lead with Purpose Missions (900 coaching questions included)</p> <p>- Available Soon -</p>	 <p>60 Lead with Purpose missions (900 coaching questions + complimentary e-book)</p> <p>Get Started</p>

TRAINER PROFILE

Simon Yap

Sales Leadership Coach

Certified Trainer, Facilitator, Coach Trainer



Simon Yap is a distinguished **Sales Leadership Coach, Certified Trainer, Facilitator, and Training Evaluator**, holding the prestigious **Professional Certified Coach (PCC)** credential from the International Coaching Federation (ICF) USA. He was awarded the **Best Executive Coaching Provider** at the HR Vendors of the Year 2019 Awards by Human Resources Online Magazine Singapore. He was also featured in Britishpedia as one of the **Successful People in Malaysia & Singapore** 6th edition, 2024. With over 2,000 coaching hours, Simon has been instrumental in the growth and development of C-suite executives, heads of departments, segment leaders, and high-potential talents.

Simon's specialisation in business-to-business (B2B) sales and leadership coaching began during his tenure at Unilever Foodsolutions Asia in 2005. In his role as sales capability development lead for the SEA region, he collaborated with Country Heads, Sales Directors, and Sales Trainers to develop and execute leadership and salesforce strategies. His extensive training, coaching, and mentoring of sales managers and trainers spanned across Malaysia, Singapore, Indonesia, Thailand, Vietnam, and the Philippines.

Bringing over 20 years of experience in SME and MNC sectors, Simon's background includes chemical sales, training consultancy, direct sales, pharmaceutical, and food service industries. His diverse corporate experience in sales, business development, training, consultancy, human resources, and coaching enables him to adeptly guide clients through change management processes and overcome adversities to achieve outstanding performance. His sought-after programs encompass **Value-based Selling, Coaching for Performance & Development, Turning Vision Into Action, one-on-one, team and group coaching, and Train the Trainer program aimed at developing in-house coaches.**

Simon has served a broad client base, including food service, FMCG, insurance, healthcare, pharmaceutical, fitness, business services, industrial products, government-linked companies, and non-profit organisations. Some of his clients include FrieslandCampina Professional APAC and China, Mamee Food Service, KitchenAid Asia, URC Snack Foods, Canon Marketing, Samsung Malaysia Electronics, Marsh Insurance Brokers, HSBC, Ambank Group, and Fitness First Asia.

Coaching, facilitation, and training are Simon's passions. He loves what he does.



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