

*ADVANCING SHINESTERS FROM GOOD TO GREAT*

# **FUEL**

***3 DAYS***

Training Provider

**95%**

Programme Partner



**4As MALAYSIA**  
GROWING BRANDS  
THROUGH CREATIVITY

*“Without continual growth and progress, such words as improvement, achievement, and success have no meaning.”*

*-Benjamin Franklin-*

SHINE is a success story that we are enormously proud of, and the past 16 instalments have shown excellent results in guiding young professionals to develop empowerment through increased self awareness.

Now that they are aware, and eager to reach their highest potential, what's next? It is no easy task to maintain the discipline needed to adopt new behaviours and habits. No matter how passionate and motivated a person is, dealing with the constant stress of daily work can be wearying.

And work will only get tougher in 2015. You will need them to be in peak condition to not just surmount the obstacles ahead, but to thrive and make positive contributions to your organisation.

As such, the 4As have decided to introduce FUEL, to support SHINE graduates to take their personal and professional development to the next level in preparation for a grueling year.

FUEL opens its doors to progressive talents who are ready to step up their performance, face challenges head-on and leapfrog onto the next stage of their careers.

This 3-day training is a complete package of inspiration, engagement and learning. Participants will be guided to translate the awareness gained in SHINE to a breakthrough in releasing their limiting beliefs. This will amplify their impact at work, so that their contributions can become an inspiring driving force within your agency.

FUEL is their chance to be empowered for greater things.

Like all previous trainings, FUEL is endorsed by the SBL scheme, making it fully HRDF claimable for all 4As and MAA members. If your agency wishes to apply under this scheme, please obtain prior approval from HRDF via the HRDF portal at [www.hrdf.com.my](http://www.hrdf.com.my)

A bright and brilliant future for your promising talent awaits and it is in your hands!

Yours Sincerely,



**Dato' Johnny Mun**  
**President**  
**Association of Accredited Advertising Agents Malaysia**

If you thought SHINE was empowering, wait till you see what FUEL can do for your people. The journey that began in SHINE continues in FUEL. SHINE provided the space for participants to gain a greater degree of self-awareness and empowerment. Now, FUEL will kick it up a notch: they'll get to experience the tremendous results that can be achieved when they allow body, mind, heart and soul to be completely engaged and activated.

FUEL is designed for career breakthroughs by elevating interpersonal communication skills, embedding the seed of influential leadership and guiding participants to liberate themselves from limiting beliefs. They will realise that they have the power to be change they want to see.

FUEL is for Shinesters who are ready to extend themselves; individuals who are far from satisfied with being just 'Good' or 'Okay'. People who embody the unconquerable and affirm that impossible should be in fact read, "I'm possible".

### The Training Objectives

- Reconnect participants with their purpose of being in your organisation and how they can increase their contribution
- Be challenged to perform at a level that is beyond what you presently believe to be possible
- Create a wake-up call for participants to change from being good to exceptional
- Guide participants to manage stress better, so that they can revive their energy, passion and creativity, stay sharp, be more alert and therefore more efficient.
- Enrich their ability to influence people of all levels (subordinates, bosses & clients)
- Be empowered to proactively create positive change instead of waiting for change to happen
- Be challenged to keep expanding beyond their comfort zones

Pre-Training Foundation  
(Attendance is compulsory)

**1 Day**

Duration

**3 Days**

Who should attend

**People of all levels who have completed the SHINE training and ready to raise their game.**

Trainers

**Janet Lee, Chin Lai Meng and Christie Seah**

Boomerang Point



### Janet Lee

*Trainer & CEO, 95% The Advertising Academy*

During her 20 years in advertising, as a Copywriter and Executive Creative Director, Janet was blessed to have had her every dream fulfilled.

She was a founding member of Spider Network, a local agency that rose to international fame when they became the first Malaysians to bring home the major international awards: The One Show and New York Art Directors Club.

In 2000, Janet's passion for people moved her to design and deliver experiential training programmes. She set out to develop herself as a Trainer, and she drove herself with the same passion and commitment that led to her unprecedented achievements in advertising.

In 2004, she became a Certified Trainer for the Character Building Module of Malaysia's National Service Programme, and was appointed as a Trainer of Trainers.

Today, Janet's strong background in both advertising and training puts her in a unique position to provide relevant and impactful trainings for the advertising industry, as well as corporations that realise the importance of creativity in this conceptual age.

As Director and Trainer of 95% The Advertising Academy, Janet's results speak for themselves: the top Kancil Student Award winners for the past four years were students of 95%. Working closely with the Association of Accredited Advertising Agents (4As), 95% has created several revolutionary training programmes, including Shine, Shine Leaders, Fuel, Ad Unplugged and Hydrogen.

Outside the advertising industry, 95% had designed and delivered trainings for Resorts World Berhad, Saujana Consolidated Berhad, Sushi King, Great Eastern, Kenanga Investment Bank Berhad, Malaysian Timber Council and Auto Bavaria.

Janet's goal in setting up 95% is to empower others to also have the joy of celebrating the fulfilment of their dreams.

## Chin Lai Meng

Ms Chin Lai Meng is a homegrown trainer in experiential training and transformational coaching. In 1996, she was one of the pioneers who brought experiential training into Malaysia.

In her early career days with Unilever, she was appointed as a facilitator in the Cultural Change Programme in addition to her marketing responsibilities. She was also deployed to assist in facilitating the Management Trainees' Orientation Programme of Unilever in Indonesia. While running a training company providing experiential training to the public, she was also trained by internationally renowned master trainers, Ms Bettie Spruill and Dr. Ray Blanchard to conduct training seminars.

In 1997, she and Ms Christie Seah founded Frenz Learnings with a focus on transformational training and coaching. She has trained and coached over hundreds of people in Malaysia, Hong Kong and the United States. They include CEOs and MDs of Multi-national, Publicly Listed companies and Small and Medium Enterprises. Some of her past and current clients include Petronas, Bursa Malaysia, Walls Ice Cream, EMI music, Sau San Tong Public Ltd (Hong Kong), Applied Computers Inc (USA). Being versatile in approach, she works well with top executives, professionals, junior and senior managers, entrepreneurs and students. She has also trained "Character Building" trainers for the first National Service Project of Malaysia - 2004.

Ms Chin has a Bachelor Degree in Business Management from the National University of Malaysia. In 2004, she was certified as Management Effectiveness Coach by Ideal Coaching in the USA. In 2011, she was certified as Corporate Based Mindfulness Trainer by The Potential Project in Denmark. In 2014, being certified as the Advance Trainer by Oneness University in India added yet another chapter to her training and development journey.

Ms Chin is a serious meditator and a committed student of ancient mysteries. From the Great Pyramid to Machu Pichu of Peru and other sacred sites in India, she travels around the world and learn from Master Teachers to deepen her knowledge on the purpose of Life. She loves to express herself creatively through songs and dance. In her words, creative expressions help reveal her hidden gifts. She enjoys such experiences of the deeper connection to life.

"I have a vision. It is a vision to help people realize their own natural talent which may lay dormant inside. It is our birth right to claim that unique gift and use it to contribute back to the society at large. Life is not just this or that. It can be everything. May be it is time we stopped and asked, 'How far my life can stretch?' You will be amazed by the response in abundance provided by the Universe. So, how far down the rabbit-hole YOU want to go?"

## Christie Seah

Ms Christie Seah is a coach of a kind. Equipped with over 10 years of successful training and coaching experience in different countries, she has a secret weapon for every coaching or training assignment.

Ms Seah is naturally gravitated towards creating start-ups and building strong sales team for Small and Medium Enterprises (SME). She has personally created a few successful businesses in traditional and multilevel marketing fields. She found her passion and talent in training and coaching when she trained up a team of Network Marketing force in Hong Kong.

To further pursue her career in training, she joined a multinational corporation specialized in experiential training in Hong Kong. She took up a Sales Management function with responsibilities in facilitating small group training and coaching the sales team members individually and in group. She was later being seconded back to Malaysia to help create the new branch locally.

In 1997, Ms Seah founded Frenz Learnings together with Ms Chin Lai Meng to embark on their own undertaking in transformational training and coaching. Since then, she has developed tailor-made Performance Based and Effectiveness coaching programmes. She has been coaching individuals and leaders in Malaysia, USA, Australia, Hong Kong and Mexico.

In 2004, she was certified as Management Effectiveness Coach by Ideal Coaching in the US. In 2011, she was certified as Corporate Based Mindfulness Trainer by The Potential Project in Denmark. In 2014, she added to her portfolio as certified Advance Trainer by Oneness University in India. Ms Seah has designed and is the master coach of the Youth Coaching Programme – “Be a leader of your own”. Having been living an exemplary life as such, she is the ideal coach for anyone who inspires to succeed, no matter what your starting point is.

As a firm believer of continuous growth and improvement in all areas of life, Ms Seah keeps venturing into different corners of the world to find inspiration and learn from the Masters. She has been to Ghana, Egypt, USA, England, India and Peru. From every trip, she brings back more to share with her clients, family and the community. In her eyes, no matter how tough the situation may seem, as long as we don't give up, there will always be better days ahead. To have success in life can be that simple.