

**EXECUTIVE SUMMARY**

Most people are unaware of the incredible potential of their minds. Everything we experience is influenced by our mental processes. Behaviors and characteristics such as lack of confidence, loss of direction, communication breakdowns, and more all originate from our thoughts and feelings. These mental states ultimately shape our behavior and character. This training program aims to harness the power of the mind to address these issues, empowering participants to transform their thinking patterns and improve their personal and professional lives.

This proposal outlines a comprehensive **two-day training program** designed to address key areas critical to the development and success of your employees. The program, leveraging Neuro-Linguistic Programming (NLP) techniques, focuses on building self-confidence, changing mindsets, communicating effectively, and enhancing critical thinking skills. By the end of the training, participants will be equipped with practical tools and strategies to improve their personal and professional lives, fostering a more dynamic and productive work environment.

**LEARNING OUTCOMES**

By the end of this training, participants will be able to:

1. Demonstrate increased self-confidence in their roles and interactions.
2. Adopt a growth mindset, enabling them to embrace change and challenges positively.
3. Communicate more effectively with colleagues, superiors, and clients.
4. Apply critical thinking skills to solve problems and make informed decisions.

## **TRAINING OBJECTIVES:**

### **1. Building Self-Confidence:**

- Understand the sources of self-doubt and how to overcome them.
- Practice techniques to boost self-confidence and self-esteem.
- Implement strategies to maintain confidence in challenging situations.

### **2. Changing Mindset:**

- Recognize the difference between fixed and growth mindsets.
- Learn how to shift from fixed mindset to a growth mindset.
- Develop resilience and adaptability in the face of change.

### **3. Communicating Effectively:**

- Enhance verbal and non-verbal communication skills.
- Practice active listening and empathetic communication.
- Learn how to give and receive constructive feedback.

### **4. Critical Thinking:**

- Understand the principles of critical thinking and its importance.
- Develop skills to analyze and evaluate information critically.
- Apply critical thinking to problem-solving and decision-making processes.

## **PROGRAMME CONTENT**

### **Day 1: Building Self-Confidence & Changing Mindset**

#### *Morning session: Building Self-Confidence*

- Introduction to NLP and its relevance to personal development.
- NLP Process of change
- NLP Communication Model: Representational Systems
- NLP Presuppositions
- Unconscious Mind vs Conscious Mind

#### *Afternoon session: Changing Mindset*

- Sub Modalities Introduction
- Mapping Across: Change your mindset, you change your reality.
- Case Studies and role-playing exercises to reinforce learning.

### **Day 2: Communicating Effectively and Critical Thinking**

#### *Morning session: Communicating Effectively*

- The basics of effective communication: Verbal and non-verbal cues
- Metal-Model: By challenging vague or limiting statements, NLP practitioners can encourage clearer communication and uncover underlying thoughts.
- Chunking Up Communication: making it useful in to get agreement, and building rapport.
- Case Studies and role-playing exercises to reinforce learning.

#### *Afternoon session: Critical Thinking*

- Introduction of critical thinking and its importance
- Techniques to enhance critical thinking
- Case Studies and role-playing exercises to reinforce learning.

## **METHODOLOGIES**

In this Experiential program, we adopt coaching and facilitative approach through:-

- Interactive & Highly Engaging workshops,
- Fun & Objective-Oriented Simulations
- Objective-Focused Video, self-assessments and Learning Review
- NLP Coaching
- Group activities and simulations.

It is very important to engage the participants in reviewing their own outcome, so the activities are designed to illustrate how the participants can achieve Personal Excellence.

## **TRAINER PROFILE**

### **LICENSED MASTER TRAINER & COACH**

Jerold Yap is a dynamic and inspirational trainer, renowned for his expertise in Leadership, Strategy, Management, Psychology, Branding, Sales, and Marketing. Alongside his consulting work with various organizations, Jerold actively manages a portfolio of successful businesses. Among his notable ventures is LEA Academy, a pioneering institution in Malaysia recognized by Ministry of Education, Malaysia, with a coveted 5-star rating. Jerold's journey in the realm of knowledge and expertise encompasses a spectrum of achievements.

### **EDUCATION AND EXPERTISE**

A graduate with a major in Marketing & E-Commerce from The Chartered Institute of Marketing.

Postgraduate degrees include a Master in Business Administration and a second Master's in Management Psychology.

In 2024, Jerold furthered his knowledge with a Master's in NLP, enriching his repertoire.

Jerold holds several prestigious certifications, including:

- Certified NLP Trainer by NLP Society, USA.
- Certified Master Class Trainer by ABNLP
- Psychological Assessment Level A from Nottingham University
- Certified NLP Practitioner approved by the American Board of NLP, USA
- Certified NLP Practitioner approved by the NLP Society, USA
- Time Line Therapy Practitioner, approved by the American Board of NLP, USA
- Train the Trainer certified by HRDF
- Certified in Corporate Strategy by the KPI Institute
- Certified in KPI Setting by the KPI Institute
- Proficient in Lab Profiling for Coaching

## **VERSATILITY IN BUSINESS**

Jerold's entrepreneurial journey spans a diverse range of industries, including trade, retail, food, language training, and interior design. These experiences have honed his expertise in leadership, entrepreneurship, strategy, sales and marketing, management, and customer service. Notably, his exceptional leadership skills led to his appointment as the Country Manager of Indonesia for the world-renowned Blue Ocean Strategy Network (BOS Network) in 2007.

## **A PASSION FOR EDUCATION AND POSITIVE CHANGE**

Driven by a profound passion for education and the transformation of lives, Jerold continually seeks new knowledge and skills that align with the latest developments. He thrives on connecting with people, engaging in thought-provoking discussions, and gaining diverse perspectives. When asked about his life objective, Jerold passionately expresses his commitment to contributing to society and his nation.

## **NOTEWORTHY APPOINTMENTS**

Jerold's commitment to learning and leadership extends to various esteemed appointments:

- Chief Strategy Officer at Linton University
- Advisor to Mantissa College
- Selected to represent Education Malaysia and deliver a talk on "Innovation & Entrepreneurship – One Belt, One Road" in China
- An active Exco member of the Youth Chinese Chamber of Commerce
- Associate Member of the Malaysia Retail Chain Association (MRCA)

In Jerold Yap, you'll find a trainer who combines a wealth of experience, a dedication to personal growth, and a commitment to making a positive impact on individuals and society as a whole.

