



Core Executive Program (CEP): Aligning Leadership Values and Beyond

Overview

The Core Executive Program (CEP) is Career College Malaysia's signature classroom-based leadership program designed to strengthen leadership capability and align values with organizational purpose.

Delivered in an intensive 3–5 day classroom format, CEP combines practical learning, group interaction, and case-based discussion. Participants build skills in decision-making, communication, strategic thinking, and people leadership, while reflecting on the core values that define impactful leadership.

To deepen learning, CEP includes a second-stage orientation — a guided session designed to reconnect participants with the question:

“Why am I a leader here?”

This stage helps leaders realign personal purpose with organizational goals, ensuring they return to their roles with renewed clarity, focus, and accountability.

CEP Outcomes:

- **Leaders who understand their role, purpose, and responsibility.**
- Practical tools to lead teams, drive change, and deliver results.
- Alignment between leadership values and organizational direction.

CEP is more than a training program — it is a leadership alignment journey that shapes managers into future-ready leaders

Core Executive Program (Customize)

1. For Executives

Overview

At the entry level of leadership, the CEP helps Executives build the foundation of self-leadership and workplace effectiveness, preparing them to step confidently into supervisory or team roles.

Objectives

- Strengthen accountability, discipline, and resilience.
- Build effective communication and teamwork skills.
- Develop problem-solving confidence in daily work challenges.
- Foster a growth mindset for future leadership.

Pillars Emphasis

- Leadership & Self-Mastery
- Executive Communication
- Operational Excellence (at the individual level)

Values Focus

- Integrity in Leadership – Building personal responsibility.
- Excellence in Execution – Performing tasks to the highest standard.

2. For Senior Executives / Assistant Managers

Overview

At this stage, CEP prepares professionals to transition from individual contributor to first-line leader, managing small teams and supervising operations.

Objectives

- Build confidence in delegation and decision-making.
- Enhance people management and supervisory skills.
- Strengthen emotional intelligence to lead diverse teams.
- Improve process understanding and problem resolution.

Pillars Emphasis

- People & Talent Leadership
- Operational Excellence (team level)
- Executive Communication

Values Focus

- Collaboration & Influence – Leading and motivating teams.
- Excellence in Execution – Driving consistent results.

3. For Managers

Overview

CEP enables Managers to grow as strategic drivers of performance, translating organizational direction into operational success.

Objectives

- Lead departments and cross-functional projects effectively.
- Coach and develop team members for higher performance.
- Navigate conflict and change with confidence.
- Align departmental goals with organizational strategy.

Pillars Emphasis

- Strategic Management
- People & Talent Leadership
- Operational Excellence (departmental level)

Values Focus

- Adaptability & Innovation – Responding to business challenges.
- Impact & Legacy – Developing teams that deliver sustained results.

4. For Senior Managers / General Managers

Overview

At the top tier, CEP transforms Senior Managers and GMs into visionary leaders who influence organizational direction, build succession pipelines, and leave lasting impact.

Objectives

- Shape strategy and lead large-scale organizational initiatives.
- Drive transformation, innovation, and digital readiness.
- Mentor and build future leaders across the organization.
- Lead with vision, foresight, and influence.

Pillars Emphasis

- Strategic Management (enterprise level)
- Innovation & Digital Readiness
- Leadership & Self-Mastery (as role models)

Values Focus

- Impact & Legacy – Creating lasting organizational growth.
- Integrity in Leadership – Leading ethically with vision.