



## **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.