



Your Personal Brand as a Thought Leader



April 25, 2025
(Friday)

09:00 a.m. – 05:00 p.m.



Total CPD Hours:
8 hours



Registration Fee:
MICPA & CAANZ Members /
Approved Training Employer (ATE):
RM360.00
Non-Members:
RM480.00

Disclaimer:

MICPA reserves the right to:

- Change the agenda or any relevant details without notice;
- Cancel the event due to any unforeseen circumstances; and
- Close the registration should the participant number exceeds capacity

INTRODUCTION

Critical thinking is essential for corporate officers and professionals striving to embody the role of a thought leader in today's challenging business environment and the evolving workplace. It serves as the compass guiding decision-making processes, enabling the identification of optimal solutions to address different challenges. Thought leaders, distinguished by their adeptness in critical thinking, leverage this skill to anticipate trends, seize opportunities, create innovative solutions, and effectively communicate their ideas, insights and wisdom with others.

WEBINAR OBJECTIVE

This training tailors a pragmatic roadmap for corporate officers and professionals, empowering them to cultivate and integrate critical thinking as an inherent skill in thought leadership. It equips these thought leaders with the strategic mindset necessary to navigate complex challenges in their roles, fostering effective decision-making and visionary leadership.

PROGRAMME OUTLINE

09:00 a.m. – 05:00 p.m.

- Participant Login & Pre-Quiz
- Introduction
 - Insights from Global Thought Leaders
 - Critical Thinking, the cornerstone of Thought Leadership
- Core Critical Thinking Skills: IAIE
 - Interpretation, Analysis, Inference, Evaluation
 - Interactive Sessions
 - Case Studies
- Effective Questioning Techniques
 - The Power of Questions
 - Asking Insightful Questions
 - Case Study and Findings
- Mental Agility and Flexibility
 - Evolving Workplace Dynamics
 - Keeping a Nimble Mind
 - Interactive Sessions
- Qualities of a Thought Leader
 - Hunger for Knowledge
 - Passionate Communication
 - Case Study and Self-Reflection
- Q&A & Post-Quiz
- End of Session

SPEAKER'S PROFILE

Ms. Chow Kim Foong (Ms. Kim Chow) is an educator, a soft skills trainer and director of Kim Chow Communicators which owns the registered trademark KimChow®. Her experience in the corporate world has sharpened her Communication Skills in our multicultural and pluralistic business world. The competitive business environment has motivated her to raise the bar on her expertise in Business Etiquette and Personal Branding. As a result of her ongoing business endeavours, she has documented a vast collection of case studies which she uses in her training programmes. As a practitioner of Experiential Learning, her training methodology involves hands-on activities such as simulations, role-play, dramatizations, performing arts, photography, video recording and filming. The activities are followed by self-reflection and evaluations.