ASIASchool of Business
in collaboration with MIT Sloan Management
Iclif Executive Education Center

FT EXECUTIVE EDUCATION 2026 RANKING

AACSB ACCREDITED

EXECUTIVE EDUCATION / OPEN ENROLLMENT PROGRAM

MANAGING PERFORMANCE

HRDCORP CLAIMABLE



PROGRAM DETAILS

FACULTY	DATE/TIME	FEE*	VENUE
Muhammad Sabri Rawi	18 August 2027 9.00AM - 5.30PM	RM2,750 | USD688	Asia School of Business

Program Overview

As you progress at work, taking on bigger projects or getting a promotion usually comes with managing people. In the 2020 QS Global Employer Survey, three of the top five most important skills ranked by employers were directly related to working with people: namely, communication, teamwork, and interpersonal skills. Learning to manage the performance of others is crucial.

By learning how to manage, motivate, and steer teams effectively, you'll be able to stand out from your peers and advance by leaps and strides. Understanding how to manage performance is not only related to the direct reports you lead – the concepts you will learn in this program are applicable to managing partners, suppliers, vendors, and also for managing up.

Designed for leaders and managers at all levels, the **Managing Performance** program draws upon a well-established coaching framework, the **Skill and Will** matrix. As many leadership experts have asserted, performance is a result of Skill and Willingness to Perform. Many individuals may start out with roughly the same skills and qualifications but end up at opposite ends of the performance scale. Often, this boils down to a lack of motivation.

When the crux of performance is the willingness to perform (or the lack of it), the solution is often to focus on motivation. This one-day program addresses some of the more common ailments that impact motivation. More importantly, using powerful conversations as a tool, it will arm you with techniques on how to manage motivation and performance issues at the workplace.

Learning Outcomes

At the end of the program, participants will have learned:

- What constitutes performance, what is motivation and what really drives it in the corporate environment?
- How Skill and Will supports and impacts each other
- Practical skills: Using powerful conversations to manage performance

Who Will Benefit?

- **Mid- to Senior career professionals** in leadership and managerial roles, who aspire to advance their careers and gain the confidence to lead teams for better performance.
- **Entrepreneurs and Business Owners** who want to lead and manage their teams to maximize business performance through powerful conversations and understanding the Skill and Will matrix.

Program Outline

9.00AM - 10.00AM	Session 1: Understanding Performance and Workplace Motivation
10.15AM - 11.15AM	Session 2: Understanding the Skill and Will Matrix
11.15AM - 12.15PM	Session 3: Applying Skill and Will to Manage Performance
1.15PM - 2.15PM	Session 4: Principles of Powerful Conversations
2.15PM - 3.15PM	Session 5: Coaching Conversations for Performance Improvement
3.30 PM – 4.30PM	Session 6: Practicing Powerful Performance Conversations
4.30PM - 5.30PM	Session 7: Workplace Application, Action Planning and Key Takeaways

Faculty

Muhammad Sabri Rawi is Senior Lecturer at Asia School of Business. Sabri holds a Master's Degree in English from Portland State University, USA and obtained his Certificate in Coaching from University of Malaya Centre for Continuing Education. As an accredited coach with the Canadian Coaching Council, Sabri has distinguished himself as a Mastercoach from close to two decades of honing his skills in leadership training in multiple industries which include pharmaceutical, manufacturing, plantation, automotive, oil and gas, FMCG, GLC and the public sector. Sabri's forte includes Leadership and Learning industry design, development and delivery of leadership training courses.



Sabri has enjoyed an illustrious career with extensive stints in Corporate Communications, Media Relations, Project Management, Human Resource Management which includes Job Evaluation and Manpower Planning, Learning Intervention and Learning Assessment.

A fast track performer, he rapidly catapulted into increasingly challenging and evolutionary roles in his vast career experience. He has spearheaded management excellence through continuous education and mindset change under the portfolio of Leadership Mindset Change. He was instrumental in developing Petronas' Global Leadership Learning Series, and a myriad of initiatives for the nation's oil company, which included: Strategic Communications, Media Relations, Project Management and Human Resource Management. Apart from clients in the oil and gas industry, Sabri also has experience working with clients from FMCGs, GLCs and both the finance and public sector.

Note: *

- Excludes Sales & Service Tax (8%)
- Fee excludes accommodation at ASB Residential for outstation/ overseas participants but can be arranged at additional cost.
- USD Pricing is indicative pricing. All fees are invoiced in Malaysian Ringgit (RM). USD amounts are shown for reference only and will vary based on the prevailing exchange rate at the time of payment.
- ASB reserves the right to amend the program design, schedule, or faculty lineup without prior notice to maintain academic and delivery excellence.

ASIASchool of Business
in collaboration with MIT Sloan Management
Iclif Executive Education Center

Asia School of Business (DU046(W))
Iclif Executive Education Center
ASB Academic, No 11, Jalan Dato' Onn, 50480 Kuala Lumpur
Email: ExecEd@asb.edu.my

exec.asb.edu.my

asbiclif @asb.iclif asbiclif asb iclif

SCAN ME

Managing Performance