

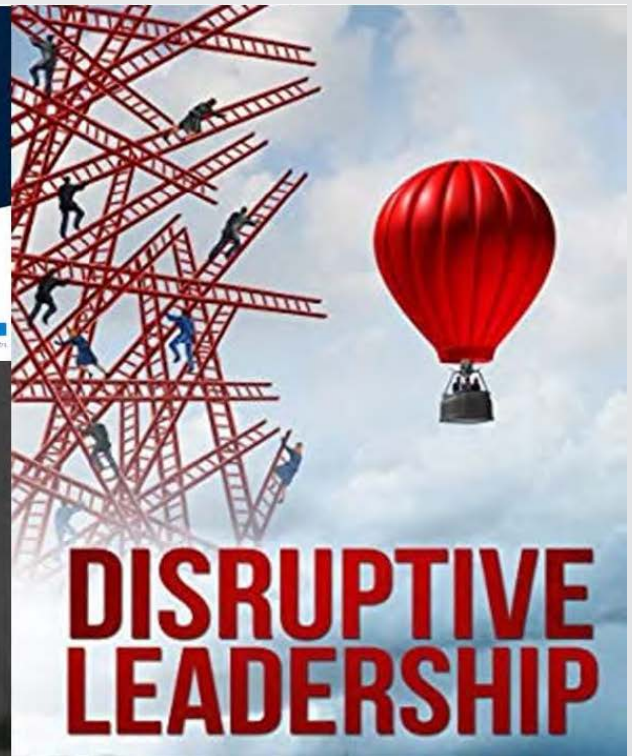


Centre for Executive Education (CEE)  
 Leading in an Era of Constant Disruption & Crisis  
 Disruptive Leadership Institute (DLI)



# Clients' Testimonials for Leadership Masterclass Series for C-Suite Leaders & High Potentials

Transforming CEOs & C-Suite Leaders from 'Good' to 'Great'



**CEO Insights Asia** TOP 10 BEST  
**CEOs FROM SINGAPORE**  
 2023



**EXECUTIVE OF THE YEAR**

SBR Management Excellence Awards, 2019

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www.disruptiveleadership.institute

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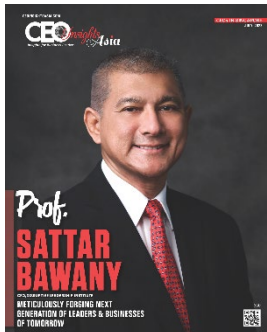
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The Disruptive Leadership Institute (DLI) is the Research Affiliate of the Centre for Executive Education (CEE)



**C-SUITE MASTER EXECUTIVE COACH & FACILIATOR PROFILE OF PROF SATTAR BAWANY - SINGAPORE**

**OVERVIEW**



Professor Sattar Bawany is the CEO of [Disruptive Leadership Institute \(DLI\) LLC, New York](#), and the Managing Director of the [Centre for Executive Education Pte Ltd](#). He is also the C-Suite Certified Master Executive Coach for [Executive Development Associates](#) (EDA Inc.) He has over 35 years of international business management experience, including 25 years in executive coaching and leadership transition coaching, group facilitation, leadership development and talent management, and succession planning with global human resource management consulting firms.

[CEO Weekly magazine](#) in its October 2, 2023, Edition, named Prof Sattar Bawany alongside Dr Marshall Goldsmith and Tony Robbins as the top 15 exceptional executive coaches who have had a major influence in the field of leadership development and coaching. In November 2019, Prof Bawany was awarded the “[2019 Executive of the Year for Human Resources Consulting](#)” at the 2019 Singapore Business Review (SBR) Management Excellence Awards. In July 2023, he was named by CEO Insights Asia magazine as one of the “[Top 10 Best CEOs in Singapore](#)”.

In addition to his business and consulting career, Prof Bawany has over 25 years of concurrent academic experience as an Adjunct Professor, teaching senior executives international business strategies and leadership development courses at various leading universities. He has partnered with CEOs and c-suite leaders in supporting them in their leadership role-to-role transitions, where he applied a holistic transition coaching approach to evaluating the leader's readiness and identifying potential barriers to success in their new roles.

**PROFESSIONAL BACKGROUND**

He has assumed various senior management roles, both globally and regionally with global human resource consulting firms including Hay Group, Mercer HR Consulting, Forum Corporation, and DBM, with a focus on talent management, senior leadership development, organizational development, and transformation. Prof Bawany has worked in and delivered engagements globally with a focus on the Asia Pacific region.

Prof Bawany is an accomplished author and has published an [extensive series of articles and books on topics](#) such as Disruptive Leadership, Crisis Leadership, and Leadership Transformation Leadership Transition. His latest book titled “[Leadership in Disruptive Times: Negotiating the New Balance \(2023\)](#)” was published in May 2023 and endorsed by [global thought leaders, CEOs, CHROs, and business leaders](#). His other book titled “[Transforming the Next Generation of Leaders for the Fourth Industrial Revolution \(Industry 4.0\)](#)” was published in July 2019. He is one of the pioneer Executive Coaches in Asia Pacific who was invited to be a contributing author on “[Maximizing the Potential of Future Leaders in Coaching in Asia the First Decade](#)” which was published in January 2010.

**COACHING APPROACH**

Prof Bawany tells it like it is, acting as an honest mirror for the coachee (leader being coached) and his team strengths and opportunities with this co-active partnership coaching style will result in the coachee leading an outstanding executive team. His style revolves around developing a high-trust, collaborative relationship so both the coach and coachee can dive into what choices the coachee needs to make. Usually, this means looking at who the coachee is, what he or she feels, how he or she thinks, and how these match—or don't match—what the coachee needs to do.

From the [feedback received](#), he has consistently excelled in coaching CEOs and c-suite leaders in transition and developing their team leadership effectiveness skills in delivering value, collectively and individually by ensuring a workplace culture where the coachee demonstrates a repertoire of leadership styles that creates a high-performance culture. Characteristics of this culture are collaboration, empowerment, and fulfillment. Collaboration is the most important of these characteristics and this includes having challenging conversations with team members.

**TYPES OF CLIENTS COACHED**

- Board level/Director
- CEO/C-Suite Leaders
- Mid-level Executives/HiPOs



## REPRESENTATIVE CLIENTS FOR THE CEO/C-SUITE EXECUTIVE COACHING ENGAGEMENT

- Prolintas, PNB Group, Malaysia
- Johor Corporation, Malaysia
- Bank Muamalat, Malaysia
- Bank Rakyat, Malaysia
- Prasarana Group, Malaysia
- Standard Chartered Bank (SCB)
- Seagate International, USA
- Affin Group, Malaysia
- AstraZeneca, UK
- Generali, Indonesia
- McGraw-Hill Education, USA
- Ministry of Health, Singapore

## PROFESSIONAL DEVELOPMENT AND SUPERVISION

- Prof Bawany has been through the prescribed training hours to be a “Trained Coach” by the International Coaching Federation (ICF) and undergone the relevant training to be a Certified Coach by Coach U.
- He is also a Certified C-Suite Master Executive Coach (CEMC) with accreditation from the International Professional Managers Association (IPMA) in the UK.

## PROFESSIONAL AFFILIATIONS AND ACCREDITATIONS

- Professor of Practice in Disruptive Leadership and Digital Transformation at IPE Management School, Paris
- Fellow and Member of the Board of Trustees of the International Professional Managers Association, (IPMA)
- Professional Member of the Society of Human Resource Management (SHRM)
- Professional Member of the Chartered Institute of Personnel and Development (CIPD)
- Practising Member of the International Coaching Federation (ICF)
- Practising Member of the Asia Pacific Alliance of Coaches (APAC)

## PSYCHOMETRIC AND DIAGNOSTIC TOOLS

- Hogan Assessments Systems for High Potential and C-Suite Leadership Development
- Myers-Briggs Type Indicator™ (MBTI) and Extended DISC® Communication Profiling Tool
- Bar-On EQ 360™ and EQ-i™ Certifications
- MRG LEA 360 Assessment
- Centre for Creative Leadership (CCL) Benchmarks® and Skillscope® Assessments

## SELECTED CLIENT TESTIMONIALS

*“You have a very effective coaching style and approach. First and foremost, it comes across clearly that you take this very personally – there is a very strong vested interest in ensuring the coachee is successful. Certainly, the breadth of your experience is impressive and provides a very good perspective for the senior leader that you coached and transitioned to his new regional senior leadership role. There is certainly a case to be made about learning from the best, and you have this unique ability to distill your learnings from the best leaders in the regions and pass that on in your coaching program. There is no doubt that my leader has benefited greatly from his experience with you. I have seen my leader improve in all areas. I have no hesitancy in recommending you as a top-tier professional c-suite executive coach.” – EVP Global Sales Operations, Seagate International Global HQ, Fremont, CA, USA*

*“The coaching has had considerable benefits. On an individual level, it has enabled me to develop my managerial leadership skills and increase my confidence in these areas. On an organizational level, I have been able to execute management tasks with greater confidence. Your valuable insights come from the rare combination of being a seasoned and successful CEO & business leader, having solid academic credentials, and a strong track record of executive coaching and management consulting experience as evidenced by others you have helped. This has certainly been impactful and assisted me greatly in my leadership role transition in the First 90-Days as a CEO.” - CEO, Rapid Rail Sdn Bhd, Kuala Lumpur, Malaysia*

*“You have provided me with the understanding and tools to make informed decisions about my future, managing key relationships and the future of our business in my **new leadership role**. Your guidance through the process of diagnosis and prompting me to focus on solutions to problems or managerial leadership challenges allow me to be effective in my current and future leadership roles. In my interactions, you have been able to demonstrate the uncanny ability to quickly identify the salient points of any situation and partner with me in formulating a strategy to achieve the best possible outcome. I was able to develop a plan to achieve my desired results quickly. These strategies proved highly successful, enabling me to focus more of my time on driving the business.” – Managing Director, McGraw-Hill Education (Asia), Singapore*

The Testimonials are available for viewing at <https://www.disruptiveleadership.institute/testimonials>.

7 March 2024

Prof Sattar Bawany  
CEO & C-Suite Master Executive Coach  
**DISRUPTIVE LEADERSHIP INSTITUTE LLC (DLI)**  
**CENTRE FOR EXECUTIVE EDUCATION PTE LTD (CEE)**  
Global Headquarters:  
442 5th Avenue #1588  
New York, NY 10018  
United States

Dear Prof Bawany

**ACCELERATED LEADERSHIP DEVELOPMENT PROGRAMME (ALDP)**

We are delighted to partner with both the Disruptive Leadership Institute (DLI) and the Centre for Executive Education (CEE) in the design, development, and implementation of the “**Accelerated Leadership Development Programme**” (ALDP).

The ALDP designed for both our senior management team and high-potential leaders provides managers, with the tools and processes needed to meet our organization’s business leadership challenges. The programme consisted of a series of leadership development modules **throughout six (6) months**; enabling the participants to manage their team performance and use managerial coaching feedback to enhance personal and professional growth.

The ALDP has been successful in transforming them into high-performing emerging leaders who have developed their repertoire of transformative leadership styles as well as acquired the skillset and knowledge to gain influence and increase impact across an organization.

The key aspect of the program including a highly experiential “**Action-learning Workplace Challenge**” project supported by **Group Executive Coaching** enables the participants to craft a more strategic and effective approach to their leadership & career trajectory grounded authentically in their strengths, experiences, aspirations; readiness in communications, critical thinking, team effectiveness, in preparation for the moments of potential challenge or derailment, including transitions and collaboration.

I would not hesitate to recommend CEE & DLI to any organization that needs to enhance its managerial leadership team capabilities to obtain results through others by improving self-awareness, motivating, and engaging their teams, as well as influencing their organization toward achieving sustainable results.

Yours sincerely



**Datuk Adenan Md Yusof**  
Managing Director



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No. 2, Jalan Setia Prima S U13/S, Setia Alam Seksyen U13, 40170 Shah Alam, Selangor DE, Malaysia.  
Tel: +603-33622188 Fax: +603-33622000

Prof Sattar Bawany, CMEC  
Chief Executive Officer  
DISRUPTIVE LEADERSHIP INSTITUTE LLC (DLI)  
442 5th Avenue #1588, New York,  
NY 10018, United States

25/02/2024

Dear Honourable Prof Sattar Bawany

**Letter of Appreciation – Senior Leadership Conference Facilitation**

We appreciate your good work in facilitating our company's event – Senior Leadership Conference: Building a Culture of Succession Planning on January 19<sup>th</sup>, 2024 at Setia Alam!

Your thought-provoking activities and motivating speeches during the session were invaluable as we discussed our succession planning for Press Metal Group. We truly appreciate your time and insightful discussions.

Looking forward to more future engagements and collaborations.

Thank you.

Yours Sincerely,

A handwritten signature in black ink, appearing to be "Andrew Chan".

Andrew Chan

Chief Human Resources Officer

6 November 2020

Prof Sattar Bawany, CMEC  
Chief Executive Officer  
**DISRUPTIVE LEADERSHIP INSTITUTE (DLI)**  
**CENTRE FOR EXECUTIVE EDUCATION (CEE)**  
259 Tampines Central  
Singapore 915209

Dear Prof Bawany

**DISRUPTIVE DIGITAL LEADERSHIP 4.0 MASTERCLASS SERIES**

The **Advanced Johor Corporation Leadership Programme (AJLP)** is offered to nominated high potential management staff who has been identified for future senior leadership roles across the various strategic business units (SBUs) of **Johor Corporation (JCorp)**.

As a result of a thorough evaluation and selection process of several international executive education training providers, the **Centre for Executive Education (CEE)** was engaged to deliver a series of six leadership development modules based on the "**Disruptive Digital Leadership 4.0 Masterclass Series**" programme that was developed in collaboration with the **Disruptive Leadership Institute (DLI)**.

The said programme was designed to prompt deep introspection and actionable learning as well as equipping the participants with powerful insights about themselves and their leadership capabilities that would be critical in the implementation and achievement of the **JCorp 3.0 strategic objectives**.

The **Action Learning-based Workplace Project**, where the participants were required to work on specifically designed project teams, have been found by them to be extremely useful as they were able to immediately apply newly-acquired leadership practices for multidimensional problem-solving to important challenges and opportunities facing their organizations.

The participants also valued the series of contemporary and practical case studies that were introduced throughout the programme which were relevant to their circumstances. The programme curriculum includes breakthrough academic research from the latest book, "**Leadership in Disruptive Times (2020)**", which the participants have found to be critical in developing their agility in navigating the complexity of leading in an era of the highly disruptive and digital-driven workplace.

We would highly recommend **CEE** and **DLI** for any organization which intends to develop their leadership team's readiness in meeting the near-insurmountable challenges in the disruptive and digital-driven workplace.

Yours sincerely

**JOHOR CORPORATION**



Amran Bin Zakaria  
General Manager, Group Human Resource Management



**KPJ HEALTHCARE BERHAD** (247079-M)  
(A Member of Johor Corporation Group)

Level 12, Menara 238, 238 Jalan Tun Razak, 50400, Kuala Lumpur, Malaysia.  
Tel : 603-2681 6222 Fax : 603-2681 8222 Email : kpj@kpjhealth.com.my Website: www.kpjhealth.com.my

**Our Reference:** KPJ/MDO/16-2020{SL)  
**Date:** 29 December 2020

Prof Sattar Bawany, CMEC  
Chief Executive Officer  
**DISRUPTIVE LEADERSHIP INSTITUTE (DLI)**  
**CENTRE FOR EXECUTIVE EDUCATION (CEE)**  
259 Tampines Central  
Singapore 915209.

Dear Prof Sattar Bawany,

### **DISRUPTIVE DIGITAL LEADERSHIP 4.0 MASTERCLASS SERIES**

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It was indeed a very fruitful **15-month Group Action Learning Workplace Project**, aligned to the organization's business strategy, and such an excellent workshop throughout that you have delivered for the participants of the Advanced Leadership Johor Corp, Cohort 2. Thus, we would like to extend our thanks and sincere appreciation for such an opportunity to join and participate in all the sessions conducted both physically and virtually.

You certainly have broad knowledge and were able to provide practical application, to be further implemented in our organization. We appreciate your ability to reach out to all participants with your thought-provoking insights on **Disruptive Leadership in this Volatile, Uncertainty, Complex, and Ambiguous (VUCA)** business environment.

We are also very grateful for your generosity to share vast numbers of quality articles and videos relevant not only to the course subjects but also as our reference. The contemporary **case studies analysis of leading global organizations provides the best practices tools, approaches, and practices** that enable the participants to develop '**disruptive digital leadership' competencies and capabilities** to improve business acumen and personal leadership effectiveness that impact effective problem solving and decision making on the business challenges that are being faced at work.

Thank you for contributing to the development of our KPJ Team of Leaders and I hope there will be a future opportunity for our Company to engage such an esteemed and credible Master Trainer.

Yours sincerely,

**KPJ HEALTHCARE BERHAD**

**AHMAD SHAHIZAM BIN MOHD SHARIFF**  
President & Managing Director

KPJ Network of Hospitals

**MALAYSIA :** Johor Bahru • Ipoh • Ampang • Petaling Jaya • Shah Alam • Seremban • Kota Bharu • Kajang • Alor Setar • Bukit Mertajam • Kuala Lumpur • Kuantan  
Taiping • Kota Kinabalu • Kuching • Kluang • Sibul  
**INDONESIA :** Jakarta



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7 December 2020

Prof Sattar Bawany, CMEC  
Chief Executive Officer  
**DISRUPTIVE LEADERSHIP INSTITUTE (DLI)**  
**CENTRE FOR EXECUTIVE EDUCATION (CEE)**  
259 Tampines Central  
Singapore 915209

Dear Prof Bawany,

**DISRUPTIVE DIGITAL LEADERSHIP 4.0 MASTERCLASS SERIES**

I'd like to extend my sincere appreciation for your open sharing and commitment to the development of every participant in the **Advanced Johor Corporation Leadership Programme (AJLP)**. It has delivered actionable learning and invaluable tools and insights much needed to excel in today's volatile environment.

The practical case studies and important lessons you impart across the intensive modules; together with the systematic and fact-based approach of the programme, allow for a deep understanding of the best practices and the pertinent leadership practices that can be immediately applied to our daily work. The learnings are not just critical to our organisation's digital transformation needs, but also to each participants' professional and personal leadership development.

I would recommend **CEE** and **DLI** for any organization looking to develop their senior leadership team. The lessons are practical and the learnings profound. The programme has put us in good stead to deliver on our responsibilities as leaders; as we push forward through challenges and embrace new opportunities that the digitally charged era of industry 4.0 offers us.

Thank you once again and I wish you every success.

Yours sincerely,

Angelina Villanueva  
Chief Marketing Officer, KFC Malaysia





**TABUNG HAJI**  
حي على الفلاح

Prof Sattar Bawany  
Chief Executive Officer  
DISRUPTIVE LEADERSHIP INSTITUTE  
259 Tampines Central  
Singapore 915209

Our Ref : JSM.BPP 429/104/3 (88)

Date : 24 November 2020

***Assalamua'laikum wbt***

Dear Prof Sattar Bawany,

**LUNCHEON TALK ON "LEADERSHIP DURING TIMES OF CRISIS & DISRUPTION HELD ON 2<sup>nd</sup> NOVEMBER 2020**

We refer to the above matter.

2. We would like to congratulate you for the excellent presentation and knowledge sharing during the above session which was held on 2 November 2020 with Lembaga Tabung Haji's group of leaders.
3. The excerpts from the book had provide further insights on how much the disruption issues could give impact to business and organization.
4. Thus, we would highly recommend Disruptive Leadership Institute for any organization which intend to develop their leadership team in addressing the challenges during this disruptive time and new norm.

Yours sincerely

**DATUK NIK MOHD HASYUDEEN BIN YUSOFF**  
Group Managing Director  
And Chief Executive Officer  
**LEMBAGA TABUNG HAJI**

29 April 2019

Prof Sattar Bawany, CMEC  
Chief Executive Officer, CEE Global  
Certified C-Suite Master Executive Coach, EDA  
**CENTRE FOR EXECUTIVE EDUCATION (CEE)**  
**EXECUTIVE DEVELOPMENT ASSOCIATES (EDA)**  
259 Tampines Central, SINGAPORE 915209

Dear Prof Sattar

**Presentation to MEF Members on “Transforming NextGen Leaders”  
on 22 April 2019; 2.45 pm - 4.30 pm @ MEF Training Hall, Petaling Jaya, Selangor**

Thank you for your excellent presentation held during the above session with MEF Members. The one and a half hours' presentation was brilliantly structured. The introduction slots on Leadership; Industry 4.0 and Impact of Digitalization on Business had accelerated the interest of the participants to know much more of the VUCA (volatile, uncertain, complex and ambiguous) driven era of the industrial revolutions. The key findings of EDA 2019 Trends featuring the trends and implications of leadership, challenges in the digital transformation, and the top critical skills and competencies in demand have given the real insights for the businesses in getting themselves prepared and geared towards the era.

The engagement with participants and your energetic, lively and effective presentation skills during the delivery of your presentation is remarkable.

MEF hopes to cooperate with you in the near future.

Thank you.

Best regards  
**MALYSIAN EMPLOYERS FEDERATION**



**DATUK HJ. SHAMSUDDIN BARDAN**  
Executive Director

Our Ref: (7)/GHCM/TCM19

25 April 2019

**Prof Sattar Bawany, CMEC**

Chief Executive Officer, CEE Global  
Certified C-Suite Master Executive Coach, EDA  
CENTRE FOR EXECUTIVE EDUCATION (CEE)  
EXECUTIVE DEVELOPMENT ASSOCIATES (EDA)  
259 Tampines Central,  
Singapore 915209

Dear Prof. Sattar,

**2019 TM LEADERSHIP CONFERENCE – LEADERSHIP IN THE NEXT PHASE OF TRANSFORMATION**

The 2019 TM Leadership Conference that was held on 23<sup>rd</sup> April 2019 at TM Convention Centre, Kuala Lumpur has served as a platform for distinguished speakers and global thought leaders to share wealth of knowledge and expertise with TM employees.

I would like to extend my sincere appreciation for being one of our guest speakers on the topic of "*Transforming the Next Gen Leaders*". It was an inspiring presentation for the participants. Most of them gave positive feedback, highlighting the valuable insights they have gained from your session.

Thank you for contributing to the success of our event. It was such a great pleasure working with you and wishing you all the best in your future endeavour.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'F. Basir', is written over a faint, circular watermark or stamp.

**Farid Basir**  
Chief Human Capital Officer



**PETRONAS**

Our Ref: PLC/CEO/LRM/KM/019/2018

7<sup>th</sup> May 2018

Prof Sattar Bawany  
Chief Executive Officer  
Centre for Executive Education  
299 Tampines Central  
Singapore 915209

**Dear Prof Sattar,**

**KNOWLEDGE CAFÉ BY PLC: “AUTHENTICITY MATTERS”  
26 APRIL 2018, HOTEL IMPIANA, KUALA LUMPUR CITY CENTRE**

On behalf of PETRONAS Leadership Centre, I would like to thank you for facilitating the first of our series of Knowledge Cafe for 2018-2019 on the theme **authentic leadership**. As a bite-sized learning event, our Knowledge Cafe caters for the busy senior executives who find it challenging to be away from work for two or three days at a time. Our Knowledge Cafe brings topics of importance to the participants, facilitating a conversation which we hope will trigger more conversations throughout the organization.

We believe the Knowledge Café achieved its primary objective of trigger conversation on what authenticity is, why our leaders need to be authentic, and how they can create authentic relationships at the work place. The references you provided during your presentation enable our participants to move forward in their self-determined learning and make progress in improving their competency in being authentic.

Thank you for a thought-provoking session of Knowledge Café. I wish you the best for your future undertaking and look forward to hearing you speak again.

Sincerely,

**Nor Hazleen Madros**  
Chief Executive Officer  
PETRONAS Leadership Centre

**PETRONAS LEADERSHIP CENTRE**

PETRONAS Management Training Sdn Bhd (236574-K)

Jalan Institusi, Kawasan Institusi Bangi, 43000 Kajang, Selangor T: +(603) 8732 7700 F: +(603) 8732 7999



28<sup>th</sup> August 2019

Prof Sattar Bawany  
Chief Executive Officer, CEE Global  
C-Suite Master Executive Coach, EDA Inc.  
Chief Coach Assessor & Examiner, IPMA UK  
**CENTRE FOR EXECUTIVE EDUCATION (CEE)**  
259 Tampines Central  
Singapore 915209

Dear Prof Bawany

### CEE PARTNERSHIP WITH JOHOR CORPORATION IN DEVELOPING COACHING CULTURE

Our leaders, including managers and supervisors, are key drivers of organizational culture, which influences everyone in the workplace. We believe that developing a coaching culture delivers a great promise including a high-performance environment that holds employees accountable for delivering results while fostering a climate of full engagement, personal development, and mutual support.

In partnering with the Centre for Executive Education (CEE), we have taken the necessary steps to make it happen within Johor Corporation and the dividends have been exponential. As a result, the employees are engaged and motivated to put forth the discretionary effort; which in turn drives higher productivity, stronger customer loyalty, and a healthier bottom line.

Traditionally, many businesses have been characterized by a command and control style of management that is rapidly becoming less relevant and less effective in today's highly disruptive and increasingly digital-driven workplace.

CEE's **Professional Coaching Training Programme (PCTP)** certified by the **International Professional Managers Association (IPMA)** offers a solid foundation in the theory and practice of managerial coaching where our participants have been able to fulfill their leadership purpose to help their team members and others to realize their potential and assist them to take actions that align with mission and vision of our organization. The participants have been able to demonstrate key competencies that lead to meaningful and productive conversations through the application of highly effective coaching methodologies to support positive and sustainable changes in others.

We would highly recommend CEE and the PCTP for any organization which intends to help their internal managerial coaches and leaders acquire the necessary skills to deliver impactful and sustainable results towards developing and sustaining a coaching culture within their organizations.

Yours sincerely  
**JOHOR CORPORATION**

Ungku Harun Al'Rashid bin Ahmad  
Vice-President, Group Human Resource Management Division

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#### JOHOR CORPORATION

LEVEL 11, MENARA KOMTAR, JOHOR BAHRU CITY CENTRE, 80000 JOHOR BAHRU, JOHOR, MALAYSIA  
T: +607 - 219 2692 F: +607 - 223 3175 E: pdnjohor@jcorp.com.my @ www.jcorp.com.my f johorcorporationofficial  
KL OFFICE: LEVEL 11, MENARA JCORP, NO. 249, JALAN TUN RAZAK, 50400 KUALA LUMPUR, MALAYSIA  
T: +603 - 2787 2692 F: +603 - 2787 2700

18 January 2019

Prof Sattar Bawany  
Chief Executive Officer, CEE Global  
C-Suite Master Executive Coach, EDA Inc.  
**CENTRE FOR EXECUTIVE EDUCATION (CEE)**  
259 Tampines Central  
Singapore 915209



### C-SUITE LEVEL EXECUTIVE COACHING SUPPORT FOR BANK MUAMALAT MALAYSIA

In 2018, our Bank has identified the need for an Executive Coach for several of our C-Suite leaders. Our Human Capital Division set out to find the best of the best and identified an initial pool of coaching providers and coaches and finally selected **Centre for Executive Education (CEE)**.

Through the series of meeting with the Centre for Executive Education (CEE) and also subsequently between yourself and the nominated C-Suite leaders, I was made to understand that they have selected you as their Coach because they strongly felt that they have found a 'sparring partner' whom will act as a good "objective sounding board" to monitor how they develop their 'gravitas' or executive presence to the Board of Directors, along with "best practices" of how to manage the various stakeholders as well as to lead and engage their teams towards achieving Bank Muamalat's success.

Based on the feedback from the C-Suite leaders, as well as from my own observations, both CEE and you as the Coach have delivered our expectations for such a coaching engagement.

Today, the C-Suite leaders have someone they can talk to, discuss facts with, and get clear, concise, "right-on" feedback that they can take and immediately implement. Your advice is always spot on! They have learned to have confidence in your counsel because it works. Both CEE and your approach is all about results and relationships and keeps them focused on these high leverage areas. Your invaluable insights come from the rare combination of being a seasoned and successful global executive development practitioner, having solid academic credentials, and a strong track record of coaching and consulting experience as evidenced by others that you have helped.

We would highly recommend you as an Executive Coach to any organization that would like to transform their senior leadership team and developing a next-generation leadership pipeline.

Yours sincerely,  
**Bank Muamalat Malaysia Berhad (6175-W)**



**DATO' HJ. MOHD REDZA SHAH BIN ABDUL WAHID**  
Chief Executive Officer

4 January 2019.

Prof Sattar Bawany,  
CEO & C-Suite Executive Coach, CEE Global  
C-Suite Master Executive Coach, EDA Asia Pacific  
Centre For Executive Education (CEE)  
259 Tampines Central  
Singapore 915209

Dear Prof Bawany,

**C-Suite Executive Coaching Support**

I would like to express my sincere and deepest appreciation for your guidance and executive coaching support over the past year especially during my tenure as the MD/President of Bank Rakyat.

There's a tremendous sense of liberation to experiment with one's own leadership style and interpersonal communication. You have encouraged me to reflect my behavior and continuously improve my managerial leadership effectiveness. This has impacted my ability to engage and lead my team towards achieving our organizational goals. Your advice and counsel have certainly been impactful and have improved my leadership styles.

I would recommend you as an Executive Coach to any CEO or C-Suites leaders for your ability: -

1. To probe for what is really important,
2. To listen carefully and non-judgmentally than explore suggestions for actions that were apparent but only became very clear after discussions with you
3. To stay focused on what is most important for the Company as a whole and achieve sustainable organizational results

Thank you.

Yours sincerely,

  
Dato' Mustofha Bin Abd Razak  
Deputy Chairman

Our Ref : PRASARANA/GMD/013-2014

26 August 2014

Prof Sattar Bawany  
Chief Executive Officer, CEE Global  
C-Suite Master Executive Coach, EDA Asia Pacific  
**CENTRE FOR EXECUTIVE EDUCATION (CEE)**  
259 Tampines Central  
Singapore 915209

Dear Prof Bawany,

**EXECUTIVE COACHING SUPPORT FOR PRASARANA MALAYSIA BERHAD'S  
(PRASARANA) SENIOR LEADERSHIP TEAM**

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We would like thank you for the excellent partnership over the past year in delivering the executive coaching support for our Senior Leadership Team (SLT).

The "Managerial Coaching Skills" Workshop which you had successfully facilitated has allowed the SLT members to leverage on a fully developed coaching model which enable them to immediately implement in the workplace resulted in the development of a coaching culture within Prasarana.

The Group Executive Coaching sessions as well as Individualised Executive Coaching for selected members of the SLT members have raised their standards for constructive, collaborative conversations with their respective teams, and they have developed practical, business-based skills and competencies. This has not only shaped the individual leader's performance but also, increasingly build broader organizational capacity.

I highly recommend you as an Executive Coach to any organisation that requires effective executive development support for their senior leadership team.

Thank you.

Yours sincerely,

**PRASARANA MALAYSIA BERHAD**



**DATO' SRI SHAHRIL MOKHTAR**

Group Managing Director



20 June 2019

Azim Selva Abdullah  
Chief Risk Officer  
Bank Muamalat Malaysia Berhad

Professor Sattar Bawany  
CEO & Master Executive Coach  
Centre of Executive Education Pte Ltd  
259 Tampines Central, Singapore

Dear Professor Sattar,

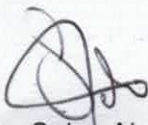
### COACHING PROGRAMME

It has been a pleasure to have you as my coach for the last six months. To be candid, I was initially having doubts about your engagement as I had developed a negative bias against "coaching programmes" in general based on my own previous experiences as well as experiences related to me by my friends and colleagues. Although I tried my best to conceal it, you may have noticed some reluctance on my part during our first meeting. However, that "First Meeting" quickly changed my perception and it dawned on me that perhaps this time the "coaching" would work!

All this due to the coaching methods employed, including the breaking-in phase where I was made to feel assured and convinced that this would benefit me, and it did. Your willingness to listen and candid honesty has helped me understand areas that I could improve on and the coaching methods employed helped me actually improve.

For this, I thank you Professor Sattar. I would definitely recommend your services to anyone as I believe that you would be able to bring out the best in them.

Yours sincerely,



Azim Selva Abdullah



Mass Rapid Transit Corporation Sdn Bhd (902884V)

Tingkat 5, Menara I&P 1,  
46 Jalan Dungun, Bukit Damansara,  
50490 Kuala Lumpur, Malaysia.

T +6 03 2095 3030  
F +6 03 2095 2121  
www.mymrt.com.my

6 January 2016

Prof Sattar Bawany  
Chief Executive Officer, CEE Global  
Master Executive Coach, EDA Asia Pacific  
Centre for Executive Education, (CEE)  
259 Tampines Central  
Singapore 915209

Dear Prof Bawany,

### **LETTER OF TESTIMONIAL**

I would like to extend our appreciation for the two-day Developing High Performance Team Workshop you delivered to our Cost and Contract Management on 3 October and 7 November last year.

The workshop attendees found that the program provided clear understanding of high-performing team, best practices and practical strategies that they can implement at the workplace. The interactive nature of the program engaged attendees to be involved in their own learning experience through various activities from self-reflections to team dynamics. Through the interaction, attendees were able to internalize the characteristics of High-Performing Team elaborated in SCORE, enhance critical thinking and disengage what has hitherto been obstacles to be a high performing team.

Thank you again for such a thoughtful and excellent learning experience!

Yours sincerely,  
**MASS RAPID TRANSIT CORPORATION SDN BHD**

A handwritten signature in black ink, appearing to read 'Sattar Bawany', written over a horizontal line.

**DATO' SRI SHAHRIL MOKHTAR**  
Chief Executive Officer



Mass Rapid Transit Corporation Sdn Bhd (902884V)

Tingkat 5, Menara I&P 1,  
46 Jalan Dungun, Bukit Damansara,  
50490 Kuala Lumpur, Malaysia.

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F +6 03 2095 2121  
www.mymrt.com.my

22 January 2016

Prof Sattar Bawany  
Chief Executive Officer, CEE Global  
Master Executive Coach, EDA Asia Pacific  
Centre for Executive Education, (CEE)  
259 Tampines Central  
Singapore 915209

Dear Prof Sattar,

### **DEVELOPING A CORPORATE COACHING CULTURE IN MRT CORP**

We wish to thank you for the above program conducted by you to all MRT senior team members including the Leadership team which was concluded recently.

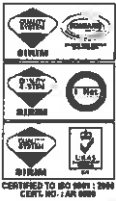
We are sure that the program will be useful to them in dealing with their colleagues more effectively and professionally and chief among them are the benefits of the coaching approach that allows growing company like us to function like a small one whereby, by having quality conversations, the leaders can retain or recapture some of the qualities i.e. operational flexibility and high level of employee engagement.

Again, thank you.

Yours sincerely,  
**MASS RAPID TRANSIT CORPORATION SDN BHD**

A handwritten signature in black ink, appearing to read 'ZAINUDIN ISMAIL', written over a white background.

**ZAINUDIN ISMAIL**  
Director, Strategic Human Resource



**Prasarana Integrated Management & Engineering Services Sdn Bhd (564200-P)**  
B-20-1, Level 20, Menara UOA Bangsar, No.5, Jalan Bangsar Utama 1, 59000 Kuala Lumpur.  
Tel : 603-2299 1999 Fax : 603-2299 1960 Website : [www.myrapid.com.my](http://www.myrapid.com.my)

Our Ref.: PRIME/CEO/022-2015

21 December 2015

**Prof Sattar Bawany**

Chief Executive Officer, CEE Global  
C-Suite Master Executive Coach, EDA Asia Pacific  
**CENTRE FOR EXECUTIVE EDUCATION (CEE)**  
259 Tampines Central  
Singapore 915209

Dear Prof Bawany,

**C-SUITE EXECUTIVE COACHING SUPPORT**

---

I would like to express my sincere thanks to you for the impactful and meaningful executive coaching support over the PAST 12 months in both roles as CEO of Rapid Rail and later that of CEO of PRIME.

Your coaching was invaluable. I learned to identify the barriers and key performance issues that have been holding me back. You allowed me to take an honest non-defensive view of myself through the eyes and perceptions of my executive team members and other stakeholders within the organization. You were incredibly skilled at asking the tough questions that helped me see things from different perspectives, and then held me accountable for achieving my goals. You were not only challenging and insightful, but also patient and understanding, with remarkable instincts and knowledge of what it takes for a leader to succeed. You bring a rare combination of seasoned business executive and coach, with unique perspectives and listening skills.

The coaching engagement has allowed me to take an honest assessment of myself and put my goals and aspirations into context for the future. You have helped me to become more aware of the elements of strategic communication and management situations that I could control and change for the better. The end result was that I now able to change my communication and leadership style for the better so as to lead and engage my team to success. My self-awareness has grown and allowed me to become a much more effective leader and managerial coach to my team.

Your coaching style is a perfect fit for any business leader who wants to perform at a higher level. Hence, I would not hesitate to recommend you as an Executive Coach to any organisation that would like to enhance the leadership capabilities of their Executive Team.

Thank you.

Yours sincerely,

**Prasarana Integrated Management & Engineering Services Sdn Bhd (564200-P)**

**KHAIRANI MOHAMED**  
Chief Executive Officer

6 December, 2016

Prof Sattar Bawany  
Chief Executive Officer  
**CENTRE FOR EXECUTIVE EDUCATION (CEE)**  
259 Tampines Central  
Singapore 915209.

---

Dear Professor Sattar,

Thank you for sharing your thoughts on the topic of **“Transforming NextGen Leaders: Leading in a VUCA World”** in one of the Seminar on Leadership Development held on 28 June, 2016 at Bank Rakyat. That was certainly a very interesting session as you, not only shared the basic premise of the current market landscape in which VUCA is very apparent, but also had some very provocative thoughts on how we can play our role in developing our leaders to be more agile and progressive in thinking within the new world order.


The interactions we had in the group coming from various questions of multiple dimensions clearly pointed on how critical it is for organisations to be “VUCA” ready! The data you showed us and case studies on impact on the business are good examples of how one can be either intentionally or accidentally be sabotaged by the VUCA world, which may impede the growth of the organisation.

Your deep experience in working with large and small organisations have given you the depth and breadth of being able to render organisational advice from a holistic perspective.

Thank you again for sharing your wisdom and thought leadership on a topic which one cannot afford to avoid anymore. I attended your session whilst I was still in my previous organisation (Experian Malaysia) and I have since moved on to a new chapter in Setia. It has been an exciting 2 month journey for me here, in Setia and I certainly look forward to future partnership and collaboration with you and your team.

Wishing you greater success for 2017!

Best regards



NADIAH TAN ABDULLAH  
Divisional General Manager  
Group Human Resources



28 Desember 2016

Professor Sattar Bawany  
Chief Executive Officer  
CENTER FOR EXECUTIVE EDUCATION (CEE)  
259 Tampines Central  
Singapore 915209

Dear Professor Sattar Bawany,

**TESTIMONIAL FOR THE EXECUTIVE BRIEFING ON  
"LEADING IN A VUCA WORLD"**

I would like to extend my heartfelt appreciation to you for delivering an engaging and inspiring session titled "Leading in a VUCA World" on 28 June 2016 at Bank Rakyat.

You are an excellent leader who is able to engage effectively with the participants. Your presentation was invigorating and thought provoking which facilitated the participants to be agile in the changing business landscape.

Thank you for contributing your time and making our event a great success. We look forward to future partnership and collaboration with you and your team.

Wishing you greater success for 2017!

Yours faithfully

**Fayid Basir**  
Chief Human Capital Officer

Our Ref. : RR/CEO/0141-2015

26 November 2015

Prof Sattar Bawany  
Chief Executive Officer, CEE Global  
C-Suite Master Executive Coach, EDA Asia Pacific  
CENTRE FOR EXECUTIVE EDUCATION (CEE)  
259 Tampines Central  
Singapore 915209

Dear Prof Bawany,

### **C-SUITE EXECUTIVE COACHING SUPPORT FOR LEADERSHIP TRANSITION**

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Thank you for your excellent guidance and executive coaching support over the past year which has resulted in my successful transition from COO to the role as CEO of Rapid Rail. The fact that the confirmation of my appointment came 2 months earlier is evidence of the achievement.

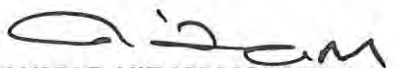
From our regular coaching sessions, you came to know me and my staff intimately. You understood the interpersonal dynamics between me and my staff from our conversations. Your attention to detail and recall of past events and interactions were amazing. As a result of your coaching, I was able to focus on areas in which to improve, but more importantly to build on my strengths. I learned how to communicate on a deep level with my Board members, peers, and direct reports, thereby strengthening my relationships with them and watching their motivation and results soar.

The coaching has had considerable benefits. On an individual level it has enabled me to develop my managerial leadership skills, and increase my confidence in these areas. On an organisational level I have been able to execute management tasks with greater confidence. The monthly coaching session provided a really useful opportunity to review progress, and also look at my future development. Talking things through these issues with you as my coach has enabled me to be clear about my future development needs and direction.

Your valuable insights come from the rare combination of being a seasoned and successful CEO & business leader, having solid academic credentials, and a strong track record of executive coaching and management consulting experience as evidenced by others you have helped. This has certainly been impactful and assisted me greatly in my leadership transition in the First 90-Days as a CEO.

I would highly recommend you as an Executive Coach & Leadership Development Consultant to any organisation that would like to develop their leadership team.

Yours sincerely  
**RAPID RAIL SDN BHD**



**AHMAD NIZAM MOHAMED AMIN**  
CHIEF EXECUTIVE OFFICER



# The SEACEN Centre

The South East Asian Central Banks (SEACEN) Research and Training Centre

(80416-M)

Level 5, Sasana Kijang, Bank Negara Malaysia  
No. 2, Jalan Dato' Onn, 50480 Kuala Lumpur, MALAYSIA

**Hookyu RHU**  
Executive Director

Tel (Gen): (603) 9195 1888 Ext. 1806  
Fax: (603) 9195 1801

DID: (603) 9195 1806  
Website: [www.seacen.org](http://www.seacen.org)

25 September 2013

Prof Sattar Bawany  
CEO, Centre for Executive Education (CEE)  
Senior Advisor, Corporate Learning Solutions (CLS)  
259 Tampines Central  
Singapore 915209

Dear Professor Bawany,

**MASTERCLASSES AT 35<sup>TH</sup> MEETING OF SEACEN DIRECTORS OF RESEARCH AND TRAINING (DORT), 9 SEPTEMBER TO 10 SEPTEMBER 2013, COLOMBO, SRI LANKA**

We are pleased to share with you the successful completion of the two Masterclasses, 'HARNESSING POTENTIAL OF MULTI GENERATION WORKFORCE TO BUILD CAPACITY IN CENTRAL BANKS' and 'WINNING THE WAR OF TALENT' on the 9 – 10 September 2013, Colombo, Sri Lanka.

We wish to express our deepest gratitude on your rich sharing of experiences especially in the area of Human Capital issues within the central banks. Your contemporary views and sharing of experiences were in deed engaging. The SEACEN Centre received positive feedback from the delegates. The delegates also shared their positive note on the lively and experiential classes that have addressed their learning needs.

In closing, we take this opportunity to thank you once again for your kind cooperation and look forward to our future collaborations with you.

Thank you.

Sincerely,

Hookyu RHU  
Executive Director





**Prasarana Integrated Development Sdn Bhd (938203-U)**  
Level 6, Menara RKT, No.36 Jalan Raja Abdullah, Off Jalan Sultan Ismail, 50300 Kuala Lumpur.  
Tel : 603-2299 1999 Fax : 603-2299 1966 Website : www.myrapid.com.my

8 December 2015

Prof Sattar Bawany  
Chief Executive Officer, CEE Global  
C-Suite Master Executive Coach, EDA Asia Pacific  
**CENTRE FOR EXECUTIVE EDUCATION (CEE)**  
259 Tampines Central  
Singapore 915209

Dear Prof Bawany

#### **EXECUTIVE COACHING SUPPORT**

I would like to express my sincere and deepest appreciation for your guidance and executive coaching support over the past year.

There's a tremendous sense of liberation to experiment with one's own leadership style and interpersonal communication. You have encouraged for me to reflect on my behaviour at work and to continuously improve my managerial leadership effectiveness. This has impacted my ability to engage and lead my team towards achieving our organisational goals. Your advise and counsel have certainly been impactful and have assisted me in my leadership transition from a role of a CFO to that of a CEO.

I would highly recommend you as an Executive Coach to anyone who would like to develop their leadership effectiveness and especially those whom are in transition from being a functional to that of a business leader.

Yours sincerely  
**PRASARANA INTEGRATED DEVELOPMENT SDN BHD**

**DATO' ZAHIR HUSSAIN**  
Chief Executive Officer



**PEMBANGUNAN SUMBER MANUSIA BERHAD (545143-D)  
KEMENTERIAN SUMBER MANUSIA**

Wisma HRDF  
Jalan Beringin  
Damansara Heights  
50490 Kuala Lumpur

Telefon : 03-2096 4800  
Faks : 03-2096 4999  
Talian Bebas Tol : 1 800 88 4800  
Laman Web : [www.hrdf.com.my](http://www.hrdf.com.my)  
[www.nhrc.com.my](http://www.nhrc.com.my)

Our ref. : (22) PSMB/20/17 Kulit 45  
Date : 16 January 2015

Prof. Sattar Bawany  
CEO & Master Executive Coach, CEE Global  
Centre for Executive Education Pte Ltd  
259 Tampines Central.  
Singapore 915209

Dear Prof. Sattar Bawany,

**GUEST SPEAKER FOR HRDF CONFERENCE AND EXHIBITION 2014. TOPIC:  
HR PROFESSIONALS THE CHALLENGE OF TODAY & THE VISION OF  
TOMORROW**

I would like to extend our sincere appreciation for your presentation on the topic “**HR Professionals: The Challenge of Today & The Vision of Tomorrow**” at HRDF Conference & Exhibition 2014 @ Borneo which was held at Borneo Convention Centre Kuching (BCCK), Sarawak from 4<sup>th</sup> to 5<sup>th</sup> November 2014.

2. Your presentation was exciting and greatly enjoyable by our delegates. Our delegates found that your presentation was informative and insightfully knowledgeable.

3. Thank you for contributing to the success of our HRDF Conference and Exhibition 2014.

Thank you.

**“HRDF-SHAPING PEOPLE”  
“PEKERJA BERINOVASI PEMACU TRANSFORMASI”**

Yours sincerely,

.....  
**CM Vignaesvaran a/l Jeyandran**  
Chief Executive  
Pembangunan Sumber Manusia Berhad

**PEJABAT CAWANGAN**

**Utara** : Tingkat 2, Wisma PERKESO, Lebuh Tenggiri 2, Bandar Seberang Jaya, 13700 Prai, Pulau Pinang. Tel : 04-397 0779 Faks : 04-398 7350  
**Melaka** : Lot 4-04, Wisma UTC, Jalan Tan Chay Yan, Off Jalan Hang Tuah, 75300 Melaka. Tel : 06-282 1537 Faks : 06-282 1536  
**Johor** : No. 50 & 50-01, Jalan Setia 3/7, Taman Setia Indah, 81100 Johor Bahru, Johor. Tel : 07-353 8121 Faks : 07-353 8217  
**Pantai Timur** : Pusat Latihan Hospitaliti Cherating, Perkampungan Cherating Lama, 26080 Kuantan, Pahang. Tel : 09-581 9250, 09-581 9128 Faks : 09-581 9268  
**Sabah** : Lot B5, Tingkat 5, Bangunan KWSP, 88598 Kota Kinabalu, Sabah. Tel : 088-260 114 Faks : 088-252 114  
**Sarawak** : Tingkat 4, Wisma PERKESO, Lot 436 Section 54, No. 52 Travillion Commercial Centre, Jalan Padungan, 93100 Kuching, Sarawak. Tel : 082-254 721 Faks : 082-254 795



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CERT NO. : AR 1483



30 September 2015

**PROF.SATTAR BAWANY**

CEO and C-Suite

Executive Coach Centre

for Executive Education

(CEE) Global, SINGAPORE

Dear Prof.Sattar,

On behalf of the 44<sup>th</sup> IFTDO World Conference & Exhibition 2015 Organising Committee, we would like to extend our heartfelt thanks for your participation as a speaker recently in Kuala Lumpur, Malaysia.

We also like to thank you for sharing your ideas and expertise with the conference participants. We certainly hope that you have taken the opportunity to make new friends, renew old acquaintances and exchange of many experiences, suggestions and opinions with decision makers, practitioners and researchers from all over the world.

Once again, thank you for sharing your knowledge and helping to support the 44<sup>th</sup> IFTDO World Conference & Exhibition 2015. Your support and involvement helped to contribute towards the success of the Conference.

Lastly, we also hope you had personally benefitted and enjoyed participating in the Conference.

Thank you.

Yours Sincerely

**Adjunct Professor Alias Masod**  
President of IFTDO 2015  
Cum Chairman Steering Committee

1 July 2013

Prof Sattar Bawany  
Managing Director & Master Executive Coach  
**CENTRE FOR EXECUTIVE EDUCATION (CEE)**  
259 Tampines Central  
Singapore 915209

Salam Prof,

**TALENT MANAGEMENT MASTERCLASS ON MAXIMIZING ROI IN HUMAN CAPITAL INVESTMENTS - 18 TO 19 MARCH 2013, SUNWAY PUTRA HOTEL, KUALA LUMPUR, MALAYSIA**

Thank you for the excellent delivery of the subject matter during the above mentioned masterclass. I must say that I have gained beneficial and valuable knowledge from the 2 days training of which I can immediately put that knowledge into application in my roles as Group Director, Human Capital. I also enjoyed your class of which you are able to get the participants to be interactive actively in the class. Your delivery of the subject matter is very effective for participants understanding.

I would not hesitate to recommend to others who want to enhance their knowledge in Talent Management in the area of maximizing ROI in Human Capital Investment.

Thank you and warmest regards.

**SYARIKAT PRASARANA NEGARA BERHAD**



**MOHD AIYOB HJ ABD BAHAR**  
Group Director, Human Capital Division



فجابت سورهنجاي فرخدماتن نكري كلنتن  
PEJABAT SURUHANJAYA PERKHIDMATAN  
NEGERI KELANTAN  
Blok 6, Kota Darulnaim,  
15503 Kota Bharu, Kelantan.

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: 609-7481957  
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Setiausaha : 609-7472094  
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SPN. KN. (D) 472-002/(31)

17 Rabiul Akhir 1437H  
27 Januari 2016

**Professor Sattar Bawany**  
**Chief Executive Officer**  
**Center for Executive Education**  
**123 Tampines Street 11, 02-374**  
**Singapore 521123**

Dear Professor Bawany,

**Masterclass On Inspirational & Transformational Leadership For Officers Of The Kelantan State Civil Service.**

Thank you for delivering an impactful presentation in the above mentioned Workshop which took place on the 20<sup>th</sup> December 2015.

Our participants have responded positively to the Workshop. They have found the program well-structured, interactive and thought-provoking. The feedbacks given are that the topics covered were of practical relevance to them and bring about refreshing insights as to how to improve their management practices.

Thank you for sharing your extensive knowledge with us and making the workshop a very successful one. I would highly recommend your services to any company seeking to improve their management ways.

**"SYARIAT ALLAH MEMBIMBING RAJA DAN RAKYAT SEPANJANG ZAMAN"**

Sincerely,

**(TENGGU DATO' MOHAMAD RIZAM BIN TENGGU ABDUL AZIZ)**  
TENGGU TEMENGGONG KELANTAN,  
PENGERUSI,  
SURUHANJAYA PERKHIDMATAN NEGERI,  
KELANTAN.

6 November 2020

Prof Sattar Bawany, CMEC  
Chief Executive Officer  
**DISRUPTIVE LEADERSHIP INSTITUTE (DLI)**  
**CENTRE FOR EXECUTIVE EDUCATION (CEE)**  
259 Tampines Central  
Singapore 915209

Dear Prof Bawany

**DISRUPTIVE DIGITAL LEADERSHIP 4.0 MASTERCLASS SERIES**

The **Advanced Johor Corporation Leadership Programme (AJLP)** is offered to nominated high potential management staff who has been identified for future senior leadership roles across the various strategic business units (SBUs) of **Johor Corporation (JCorp)**.

As a result of a thorough evaluation and selection process of several international executive education training providers, the **Centre for Executive Education (CEE)** was engaged to deliver a series of six leadership development modules based on the "**Disruptive Digital Leadership 4.0 Masterclass Series**" programme that was developed in collaboration with the **Disruptive Leadership Institute (DLI)**.

The said programme was designed to prompt deep introspection and actionable learning as well as equipping the participants with powerful insights about themselves and their leadership capabilities that would be critical in the implementation and achievement of the **JCorp 3.0 strategic objectives**.

The **Action Learning-based Workplace Project**, where the participants were required to work on specifically designed project teams, have been found by them to be extremely useful as they were able to immediately apply newly-acquired leadership practices for multidimensional problem-solving to important challenges and opportunities facing their organizations.

The participants also valued the series of contemporary and practical case studies that were introduced throughout the programme which were relevant to their circumstances. The programme curriculum includes breakthrough academic research from the latest book, "**Leadership in Disruptive Times (2020)**", which the participants have found to be critical in developing their agility in navigating the complexity of leading in an era of the highly disruptive and digital-driven workplace.

We would highly recommend **CEE** and **DLI** for any organization which intends to develop their leadership team's readiness in meeting the near-insurmountable challenges in the disruptive and digital-driven workplace.

Yours sincerely

**JOHOR CORPORATION**



Amran Bin Zakaria  
General Manager, Group Human Resource Management

3 August 2022

**Professor Sattar Bawany, CMEC**  
CEO & C-Suite Certified Master Executive Coach, CEE  
Regional Managing Director, EDA Inc.  
**CENTRE FOR EXECUTIVE EDUCATION (CEE)**  
**DISRUPTIVE LEADERSHIP INSTITUTE (DLI)**  
8 Eu Tong Sen Street, #14-94, The Central  
Singapore 059818

Dear Professor Sattar Bawany,

### **MASTERCLASS ON “ RESULTS-BASED LEADERSHIP”**

Pursuant to Affin Hwang Investment Bank Berhad (AHIBB)'s 3-year A25 strategy to transform into a High-Performance Organization (HPO), the Centre for Executive Education (**CEE**) was engaged to deliver a series of leadership development modules based on its **highly successful** Masterclass on “Results-Based Leadership” program, which was developed in collaboration with the Executive Development Associates (EDA Inc), US.

The Masterclass was designed and developed to meet the specific requirements of AHIBB with contextualised case studies and exercises by leveraging on the best practices concepts, tools and frameworks of Managerial Coaching, Emotional & Social Intelligence (ESI) and leveraging on a repertoire of managerial leadership styles to transform AHIBB's client facing team into a high performance sales team.

The high-intensity, comprehensive 2-day program encompassed six modules including leveraging the Best Practices in High Performance leadership & Sales Performance Coaching to accelerate AHIBB's revenue growth against today's business strategy and prepare to deliver tomorrow's sustainable business results.

A value add was the ad-hoc inclusion of a case study suggested by the Group President & CEO of Affin Bank Berhad. This was to assess the pitching skills of the sales team to a potential client, adopting the tools/ framework from the program. Participants found this immensely helpful and inspiring as the PGCEO himself participated as a judge.

Your flexibility to be able to tailor make the program to fit our needs was outstanding. I would highly recommend you as the Executive Coach and this program to any organisation seeking to raise leadership standards.

In the heart of succeeding in a Disruptive, Digital and VUCA-driven environment, Professor Sattar was engaged as my Executive Coach and Master Facilitator of Leadership Development programs for my team. We are humbled by his dedication, knowledge and his vast experience in this field.

Best regards,



**Dato' Mona Suraya Binti Dato' Kamaruddin**  
Chief Executive Officer



**Projek Lintasan Kota Holdings Sdn Bhd** (331374-X)

12th Floor, Menara PNB,  
201-A, Jalan Tun Razak, 50400 Kuala Lumpur  
Tel: (+603) 2164 2450 Fax: (+603) 2164 2795

Our Reference: PLKH/HCD/TRAI/(RS)/LETTER/2022.06-087

29 June 2022

**CENTRE FOR EXECUTIVE EDUCATION (CEE),  
DISRUPTIVE LEADERSHIP INSTITUTE (DLI)**  
8 Eu Tong Sen Street, #14-94, The Central,  
Singapore 059818.  
Attn to: **CEO & C-Suite Certified Master Executive Coach**

Dear Prof. Sattar Bawany,

**EXECUTIVE BRIEFING ON "JOURNEY TO ORGANIZATIONAL EXCELLENCE:  
TRANSFORMING PROLINTAS TO A HIGH-PERFORMANCE ORGANIZATION (HPO)" ON 20  
JUNE 2022**

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The above refers.

We would like to take this opportunity of thanking you for such a great session. It was a highly inspirational and perfectly pitched to the audience. As we embark on our transformation journey, the presentation about best practices, organizational changes, development of strategies and HPO Diagnostic were just what the organization needed to boost change in mindset and working practices.

We appreciate your generosity of sharing a structured approach to such a wide topic with key takeaways which we can put into practice.

Again, thank you. It was a pleasure working with you.

Yours sincerely,  
**PROJEK LINTASAN KOTA HOLDINGS SDN BHD**

**DATO' MOHAMMAD AZLAN ABDULLAH**  
Group Chief Executive Officer







15<sup>th</sup> July 2022

**CENTRE FOR EXECUTIVE EDUCATION (CEE)  
DISRUPTIVE LEADERSHIP INSTITUTE (DLI)**  
8 Eu Tong Sen Street, #14-94, The Central,  
Singapore 059818.

Attention: **Professor Sattar Bawany, CMEC**  
**CEO & C-Suite Certified Master Executive Coach, CCE**  
**Regional Managing Director, EDA Inc.**

Dear Prof. Sattar,

**EXECUTIVE BRIEFING ON “JOURNEY TO ORGANISATIONAL EXCELLENCE: TRANSFORMING  
TO A HIGH-PERFORMANCE ORGANISATION (HPO)” ON 5<sup>th</sup> JULY 2022**

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Thank you for your insightful presentation during the executive briefing held at our Auditorium in Menara AFFIN @ TRX.

In today's complex and fast-moving business environment, current ambiguity and uncertainty make decision-making very challenging, and your presentation resonates well with our audience.

As we embark on our Metamorphosis Journey, the presentation about best practices, organisational changes and development of strategies was just what we needed to boost the shift in mindset and working practices. It was an insightful learning experience for all of us.

Your excellent facilitation has made the programme a great success, and it was a pleasure working with you.

Thank you.

Yours sincerely,  
For and on behalf of AFFIN Group

A handwritten signature in black ink, appearing to read "Wan Razly Abdullah".

**DATUK WAN RAZLY ABDULLAH**  
President and Group Chief Executive Officer



**Projek Lintasan Kota Holdings Sdn Bhd** (331374-X)

12th Floor, Menara PNB,  
201-A, Jalan Tun Razak, 50400 Kuala Lumpur  
Tel: (+603) 2164 2450 Fax: (+603) 2164 2795

Our Reference: PLKH/HCD/TRAI/(RS)/LETTER/2022.06-088

29 June 2022

CENTRE FOR EXECUTIVE EDUCATION (CEE),  
8 Eu Tong Sen Street, #14-94, The Central,  
Singapore 059818.

Attn to: **Prof Sattar Bawany, CMEC**  
**CEO & C-Suite Certified Master Executive Coach**

Dear Prof. Sattar,

**PROLINTAS' PROPHETIC LEADERSHIP MASTERCLASS ON 21 JUNE 2022**

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The above refers.

Thank you for delivering an impactful 1-day **PROPHETIC LEADERSHIP MASTERCLASS** to our Management team on 21 June 2022. The team have had a lot of different training classes, but the unique features of the said program provides PROLINTAS' managers the knowledge, skills, values, spiritual insight and understanding of how to effect change for the betterment of each individual and the team. The program was inspiring, packed with useful and practical management tips to our managers.

Again, our utmost appreciation of your contribution to the development of our managers as well as sharing extensive knowledge with us and making the Prophetic Leadership Program a successful one.

Yours sincerely,  
**PROJEK LINTASAN KOTA HOLDINGS SDN BHD**

**DATO' MOHAMMAD AZLAN ABDULLAH**  
Group Chief Executive Officer





**KPJ HEALTHCARE BERHAD** (247079-M)  
(A Member of Johor Corporation Group)

Level 12, Menara 238, 238 Jalan Tun Razak, 50400, Kuala Lumpur, Malaysia.  
Tel : 603-2681 6222 Fax : 603-2681 8222 Email : kpj@kpjhealth.com.my Website: www.kpjhealth.com.my

**Our Reference:** KPJ/MDO/16-2020{SL)  
**Date:** 29 December 2020

Prof Sattar Bawany, CMEC  
Chief Executive Officer  
**DISRUPTIVE LEADERSHIP INSTITUTE (DLI)**  
**CENTRE FOR EXECUTIVE EDUCATION (CEE)**  
259 Tampines Central  
Singapore 915209.

Dear Prof Sattar Bawany,

### **DISRUPTIVE DIGITAL LEADERSHIP 4.0 MASTERCLASS SERIES**

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It was indeed a very fruitful **15-month Group Action Learning Workplace Project**, aligned to the organization's business strategy, and such an excellent workshop throughout that you have delivered for the participants of the Advanced Leadership Johor Corp, Cohort 2. Thus, we would like to extend our thanks and sincere appreciation for such an opportunity to join and participate in all the sessions conducted both physically and virtually.

You certainly have broad knowledge and were able to provide practical application, to be further implemented in our organization. We appreciate your ability to reach out to all participants with your thought-provoking insights on **Disruptive Leadership in this Volatile, Uncertainty, Complex, and Ambiguous (VUCA)** business environment.

We are also very grateful for your generosity to share vast numbers of quality articles and videos relevant not only to the course subjects but also as our reference. The contemporary **case studies analysis of leading global organizations provides the best practices tools, approaches, and practices** that enable the participants to develop **'disruptive digital leadership' competencies and capabilities** to improve business acumen and personal leadership effectiveness that impact effective problem solving and decision making on the business challenges that are being faced at work.

Thank you for contributing to the development of our KPJ Team of Leaders and I hope there will be a future opportunity for our Company to engage such an esteemed and credible Master Trainer.

Yours sincerely,

**KPJ HEALTHCARE BERHAD**

**AHMAD SHAHIZAM BIN MOHD SHARIFF**  
President & Managing Director

KPJ Network of Hospitals

**MALAYSIA :** Johor Bahru • Ipoh • Ampang • Petaling Jaya • Shah Alam • Seremban • Kota Bharu • Kajang • Alor Setar • Bukit Mertajam • Kuala Lumpur • Kuantan  
Taiping • Kota Kinabalu • Kuching • Kluang • Sibul  
**INDONESIA :** Jakarta



**QSR Stores Sdn Bhd** (1098054-H)

Level 2, Tower 1, VSquare @ PJ City Centre, Jalan Utara,  
46200 Petaling Jaya, Selangor Darul Ehsan, Malaysia.  
Tel: +603-7933 8888 Fax: +603-7933 8833

7 December 2020

Prof Sattar Bawany, CMEC  
Chief Executive Officer  
**DISRUPTIVE LEADERSHIP INSTITUTE (DLI)**  
**CENTRE FOR EXECUTIVE EDUCATION (CEE)**  
259 Tampines Central  
Singapore 915209

Dear Prof Bawany,

**DISRUPTIVE DIGITAL LEADERSHIP 4.0 MASTERCLASS SERIES**

I'd like to extend my sincere appreciation for your open sharing and commitment to the development of every participant in the **Advanced Johor Corporation Leadership Programme (AJLP)**. It has delivered actionable learning and invaluable tools and insights much needed to excel in today's volatile environment.

The practical case studies and important lessons you impart across the intensive modules; together with the systematic and fact-based approach of the programme, allow for a deep understanding of the best practices and the pertinent leadership practices that can be immediately applied to our daily work. The learnings are not just critical to our organisation's digital transformation needs, but also to each participants' professional and personal leadership development.

I would recommend **CEE** and **DLI** for any organization looking to develop their senior leadership team. The lessons are practical and the learnings profound. The programme has put us in good stead to deliver on our responsibilities as leaders; as we push forward through challenges and embrace new opportunities that the digitally charged era of industry 4.0 offers us.

Thank you once again and I wish you every success.

Yours sincerely,

Angelina Villanueva  
Chief Marketing Officer, KFC Malaysia



30<sup>th</sup> November 2020

Prof Sattar Bawany, CMEC  
Chief Executive Officer  
**DISRUPTIVE LEADERSHIP INSTITUTE (DLI)**  
**CENTRE FOR EXECUTIVE EDUCATION (CEE)**  
259 Tampines Central  
Singapore 915209

Dear Prof Bawany,

**DISRUPTIVE DIGITAL LEADERSHIP 4.0 MASTERCLASS, VIETNAM - 14 NOVEMBER 2020**

We at Vietstar Training and Consulting JSC is pleased to partner with the Disruptive Leadership Institute (DLI) and the Centre of Executive Education (CEE) in offering the latest Disruptive Leadership 4.0 Masterclass to our clients in Vietnam.

The inaugural workshop was successfully delivered virtually on 14<sup>th</sup> November 2020 to the illustrious group participants who are CEOs and business leaders from organizations across diverse industries in Vietnam. The feedback we have received from them is that the new '**Disruptive Digital Leadership**' model of high-performing leader incorporates the latest best practice research on agile, digital, and transformational leadership competencies as published in the latest book, "**Leadership in Disruptive Times**" (2020), that are necessary to lead and engage their teams to success in a highly disruptive and digital-driven post-pandemic era of a changing workplace of the future.

The extensive case studies of global leading organizations including **Microsoft, Netflix, Starbucks and DBS Digital Banking** highlights the importance of the participants' role as strategic leaders in both **creative disruption and disruptive innovation** through the creation new source of sustainable competitive advantage by connecting resources and people adeptly to build an innovation-driven and customer-centric culture to develop and implement digital transformation agendas within their organization.

The **Action Learning Workplace Project** as part of the Post-Workshop Assignment enables the participants to implement the newly acquired leadership skills and tools at a rapid pace within their organization and, crucially, to adapt quickly to change by adopting a '**disruptive digital mindset**' and lead the disruption of their organization again and again to ensure their sustainability in the highly competitive era of the Fourth Industrial Revolution (Industry 4.0).

We look forward to strengthening the strategic partnership with both DLI & CEE in 2021 and beyond.

Yours sincerely,



Mrs Pham Thi Thu Hang  
Chief Executive Officer  
**VietStar Training and Consulting JSC**



**PETRONAS**

Our Ref: PLC/CEO/LRM/KM/019/2018

7<sup>th</sup> May 2018

Prof Sattar Bawany  
Chief Executive Officer  
Centre for Executive Education  
299 Tampines Central  
Singapore 915209

**Dear Prof Sattar,**

**KNOWLEDGE CAFÉ BY PLC: “AUTHENTICITY MATTERS”  
26 APRIL 2018, HOTEL IMPIANA, KUALA LUMPUR CITY CENTRE**

On behalf of PETRONAS Leadership Centre, I would like to thank you for facilitating the first of our series of Knowledge Cafe for 2018-2019 on the theme **authentic leadership**. As a bite-sized learning event, our Knowledge Cafe caters for the busy senior executives who find it challenging to be away from work for two or three days at a time. Our Knowledge Cafe brings topics of importance to the participants, facilitating a conversation which we hope will trigger more conversations throughout the organization.

We believe the Knowledge Café achieved its primary objective of trigger conversation on what authenticity is, why our leaders need to be authentic, and how they can create authentic relationships at the work place. The references you provided during your presentation enable our participants to move forward in their self-determined learning and make progress in improving their competency in being authentic.

Thank you for a thought-provoking session of Knowledge Café. I wish you the best for your future undertaking and look forward to hearing you speak again.

Sincerely,

**Nor Hazleen Madros**  
Chief Executive Officer  
PETRONAS Leadership Centre

**PETRONAS LEADERSHIP CENTRE**

PETRONAS Management Training Sdn Bhd (236574-K)

Jalan Institusi, Kawasan Institusi Bangi, 43000 Kajang, Selangor T: +(603) 8732 7700 F: +(603) 8732 7999



# AIT

## Asian Institute of Technology

**Dr. Christopher J. Garnier**  
Executive Director  
AIT Extension

Postal Address:  
P.O. Box 4,  
Klong Luang  
Pathumthani 12120  
Thailand

Street Address:  
Km. 42, Phaholyothin Highway  
Klong Luang  
Pathumthani 12120  
Thailand

Tel: (66-2) 524 5338, 6100  
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Http: //www.extension.ait.ac.th

Our ref. no. 020/2021

15<sup>th</sup> March 2021

**Prof. Sattar Bawany, CMEC**

Chief Executive Officer, CEE Global  
Certified C – Suite Master Executive Coach, EDA  
CENTRE FOR EXECUTIVE EDUCATION (CEE)  
EXECUTIVE DEVELOPMENT ASSOCIATES (EDA)  
259 Tampines Central,  
Singapore 915209

Dear Prof. Bawany,

I have been formally trained in some of the best institutions in the United States to include US military flight school, where upon completion I flew over 50 combat missions over Iraq and Afghanistan as a Helicopter Aircraft Commander. Needless to say, I have a high standard in regards to training and Professor Bawany masterfully weaves “VUCA” principles into his deep insight of leadership qualities creating training that far exceeds expectations and is immensely valuable to all leaders who inevitably will be faced with decisions of disruption no matter the industry.

The level and nature of Professor Bawany’s training is exceptional as he continually utilizes concrete exercises, practical examples and provides excellent analysis. His work is some of the most professional training I have ever encountered and as the Executive Director of AIT Extension, I look forward to future engagement and training opportunities from/with Professor Bawany and his Disruptive Leadership Institute.

Yours sincerely,

Dr. Christopher J. Garnier  
Executive Director  
AIT Extension

TDK Sensors AG & Co. KG · Beeskowdamm 3-11 · 14167 Berlin · Deutschland

Prof Sattar Bawany, CEMC  
CEO & C-Suite Master Executive Coach, CEE  
CLO, Training Edge International Pte Ltd  
CENTRE FOR EXECUTIVE EDUCATION  
259 Tampines Central  
Singapore 915209

Name: Björn Riddermann  
Abteilung: HR  
Telefon: +49 30 8904055 5107  
Fax: +49 30 8904055 5010  
E-Mail: Bjoern.riddermann@tdk-  
electronics.tdk.com  
Datum: 21. Oktober 2019

Dear Prof. Bawany

#### **HR TRANSFORMATION 4.0 WORKSHOP – 14 TO 16 OCTOBER 2019**

We would like to thank you for your excellent partnership in the design, development and delivery of the HR Transformation 4.0 Workshop for our TDK of Temperature & Pressure Sensors (TPS) Business Group's HR team in Batam, Indonesia.

We are impressed with your ability to energize the participants throughout the full 3-day Workshop which was designed to transform the HR team to be able to support the managerial leadership team in today's highly disruptive and digital-driven Industry 4.0 workplace.

Your immense knowledge, broad industry experience along with insightful ideas on how to develop the next generation of leaders made us think critically about ourselves as HR Professional and how we partner with the management team as part of TDK TPS Strategic HR - Business Leadership Partnership Program.

Your reference to real-life case studies, best practices tools, frameworks and models as well as the personal experience you have shared during the workshop has made a profound impact on the professional development of myself and the HR Team of TDK Batam, Indonesia.

We would also like to express our deep appreciation for your excellent executive coaching support rendered for our HR Leader towards her own leadership transformation journey in leading and engaging the HR team members towards achieving both the functional and organizational goals.

We would highly recommend you to any organization who wants to transform their HR and senior leadership team to be ready to meet the challenges in the digital workplace of the future.



ppa. Björn Riddermann  
*Vice President-HR & Internal Audit*

#### **TDK Sensors AG & Co. KG**

Beeskowdamm 3 - 11, 14167 Berlin, Deutschland · [www.tdk-electronics.tdk.com](http://www.tdk-electronics.tdk.com)

Sitz der Gesellschaft: Berlin · Registergericht: Amtsgericht Charlottenburg · HRA 28220 B

Persönlich haftende Gesellschafterin: TDK Electronics AG

Sitz der Gesellschaft: München · Registergericht: Amtsgericht München HRB 127250

Vorsitzender des Aufsichtsrats: Dr. Werner Faber · Vorstand: Joachim Zichlarz, Vorsitzender · Joachim Thiele · Dr. Werner Lohwasser



29 April 2019

Prof Sattar Bawany, CMEC  
Chief Executive Officer, CEE Global  
Certified C-Suite Master Executive Coach, EDA  
**CENTRE FOR EXECUTIVE EDUCATION (CEE)**  
**EXECUTIVE DEVELOPMENT ASSOCIATES (EDA)**  
259 Tampines Central, SINGAPORE 915209

Dear Prof Sattar

**Presentation to MEF Members on “Transforming NextGen Leaders”  
on 22 April 2019; 2.45 pm - 4.30 pm @ MEF Training Hall, Petaling Jaya, Selangor**

Thank you for your excellent presentation held during the above session with MEF Members. The one and a half hours' presentation was brilliantly structured. The introduction slots on Leadership; Industry 4.0 and Impact of Digitalization on Business had accelerated the interest of the participants to know much more of the VUCA (volatile, uncertain, complex and ambiguous) driven era of the industrial revolutions. The key findings of EDA 2019 Trends featuring the trends and implications of leadership, challenges in the digital transformation, and the top critical skills and competencies in demand have given the real insights for the businesses in getting themselves prepared and geared towards the era.

The engagement with participants and your energetic, lively and effective presentation skills during the delivery of your presentation is remarkable.

MEF hopes to cooperate with you in the near future.

Thank you.

Best regards  
**MALYSIAN EMPLOYERS FEDERATION**



**DATUK HJ. SHAMSUDDIN BARDAN**  
Executive Director

Batam, 25<sup>th</sup> April 2019

To:  
Professor Sattar Bawany, CMEC  
Chief Executive Officer, CEE Global  
Certified C-Suite Master Executive Coach, EDA  
CENTRE FOR EXECUTIVE EDUCATION (CEE)  
EXECUTIVE DEVELOPMENT ASSOCIATES (EDA)  
259 Tampines Central, Singapore 915209

**RE: TRANSFORMING NEXTGEN LEADERS FOR INDUSTRY 4.0**

Dear Professor Sattar Bawany,

We would like to extend our sincere gratitude and appreciation for delivering an interactive and interesting presentation on Transforming Nextgen Leaders for Industry 4.0 on 20<sup>th</sup> March 2019 in Panbil Industrial HR Forum.

The presentation provides the participants an insight and better understanding on how digitalization will impact the company and its challenges in Industry 4.0.


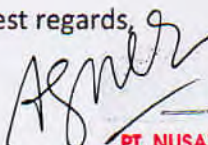
Your extensive experience and the way you tell us the story about the topic indeed has opened our mind in how we deal with the continuously changing and dynamic leadership capabilities during the transformation era of Industry 4.0.

You gave us some really important and valuable messages on how, as leaders and managers, to bring out the best in ourselves and our team. You are able to very effectively communicate the concepts in an entertaining and engaging manner.

We have been recommended by one of our tenant that we shall invite you for a seminar on leadership and after attending your sharing session, we would not hesitate to recommend you to our business partners who wants/wishes to organize a leadership seminar.

Once again, thank you and we look forward to work with you again in the future.

Best regards,



**PT. NUSATAMA PROPERTA PANBIL**  
Agnes Budiman  
Deputy Marketing Director

28<sup>th</sup> August 2019

Prof Sattar Bawany  
Chief Executive Officer, CEE Global  
C-Suite Master Executive Coach, EDA Inc.  
Chief Coach Assessor & Examiner, IPMA UK  
**CENTRE FOR EXECUTIVE EDUCATION (CEE)**  
259 Tampines Central  
Singapore 915209

Dear Prof Bawany

**CEE PARTNERSHIP WITH JOHOR CORPORATION IN DEVELOPING COACHING CULTURE**

Our leaders, including managers and supervisors, are key drivers of organizational culture, which influences everyone in the workplace. We believe that developing a coaching culture delivers a great promise including a high-performance environment that holds employees accountable for delivering results while fostering a climate of full engagement, personal development, and mutual support.

In partnering with the Centre for Executive Education (CEE), we have taken the necessary steps to make it happen within Johor Corporation and the dividends have been exponential. As a result, the employees are engaged and motivated to put forth the discretionary effort; which in turn drives higher productivity, stronger customer loyalty, and a healthier bottom line.

Traditionally, many businesses have been characterized by a command and control style of management that is rapidly becoming less relevant and less effective in today's highly disruptive and increasingly digital-driven workplace.

CEE's **Professional Coaching Training Programme (PCTP)** certified by the **International Professional Managers Association (IPMA)** offers a solid foundation in the theory and practice of managerial coaching where our participants have been able to fulfill their leadership purpose to help their team members and others to realize their potential and assist them to take actions that align with mission and vision of our organization. The participants have been able to demonstrate key competencies that lead to meaningful and productive conversations through the application of highly effective coaching methodologies to support positive and sustainable changes in others.

We would highly recommend CEE and the PCTP for any organization which intends to help their internal managerial coaches and leaders acquire the necessary skills to deliver impactful and sustainable results towards developing and sustaining a coaching culture within their organizations.

Yours sincerely  
**JOHOR CORPORATION**

Ungku Harun Al'Rashid bin Ahmad  
Vice-President, Group Human Resource Management Division

**JOHOR CORPORATION**

LEVEL 11, MENARA KOMTAR, JOHOR BAHRU CITY CENTRE, 80000 JOHOR BAHRU, JOHOR, MALAYSIA  
T: +607 - 219 2692 F: +607 - 223 3175 E: pdnjohor@jcorp.com.my @ www.jcorp.com.my f johorcorporationofficial  
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T: +603 - 2787 2692 F: +603 - 2787 2700

30<sup>th</sup> July 2019

**Prof Sattar Bawany, CMEC**

CEO & Certified C-Suite Master Executive Coach, CEE Global  
Principal Consultant, Performance Works International (PWI)  
CENTRE FOR EXECUTIVE EDUCATION (CEE)  
PerformanceWorks International  
259 Tampines Central, Singapore 915209

Dear Prof. Sattar,

I would like to extend our sincere appreciation for your efforts and your presentation in the BUILDING A WORKPLACE CULTURE FIT FOR SUCCESS IN THE 2020s workshop, held on 16<sup>th</sup> and 18<sup>th</sup> July 2019 in Ho Chi Minh City and Hanoi, Vietnam.

We are grateful for the time and effort you took to share your thoughts and experiences with the audiences who are experienced HR staffs and HR manager.

Since we are entering a new era for HR, your workshop was very timely. I believe the audiences can benefit immediately from the methods you suggested for building a workplace culture in the digital era.

Thank you so much for sharing your time and experiences with us.

Wishing you every success

Yours sincerely,



Pham Thi Phuong Khanh  
Senior Marketing Manager of VietnamWorks

16 Jan 2018

Prof Sattar Bawany  
Senior Advisor & Master Facilitator, Cegos Asia Pacific  
CEO & C-Suite Executive Coach, CEE Global  
CEGOS ASIA PACIFIC  
CENTRE FOR EXECUTIVE EDUCATION (CEE)  
259 Tampines Central  
Singapore 915209

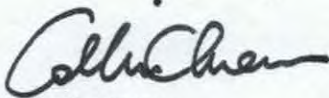
Dear Prof Sattar,

I am pleased to share that we have received very positive feedback from the participants for the 2 workshops on 28 & 29 August 2017 and 19 October 2017 for our Singapore Management Team. Generous amounts of information were shared, as well as dialogues for brainstorming sessions. Everyone had a refreshed outlook at different leadership styles and there were a lot more collaboration. In terms of delivery style, they felt that the facilitator was engaging and the programme was well structured. It also provided relevant tools and knowledge that can be applied in their respective business and professional situations in a scientific and practical manner.

Overall, the programme exceeded their expectations.

Thank you for contributing to the development of our team and I look forward to future collaboration with you in terms of our learning needs.

Warmest regards,



Collin Chiew  
Chief Executive Officer  
Aon Singapore Pte Ltd



People's Association

9 King George's Avenue  
Singapore 208581  
[www.pa.gov.sg](http://www.pa.gov.sg)

8 December 2017

Professor Sattary Bawany  
Chief Executive Officer  
Centre for Executive Education (CEE)  
259 Tampines Central  
Singapore 915209

Dear Professor Sattar,

**THANK YOU FOR YOUR CONTRIBUTION AT THE PEOPLE'S ASSOCIATION INDUSTRY GURU SERIES**

I would like to extend our sincere appreciation for your presentation on the topic of **"The Future of Leadership in a Digital World"** at the **Industry Guru Series: Digital Transformation - What Matters?** held on 16 November 2017 (Thursday) at to an audience of 150 PMETs at Changi Simei Community Club.

2 Your insightful and powerful presentation on leadership in the VUCA economy inspired many and enabled a deeper understanding in riding the wave of digital transformation. We have received many good feedback from the participants & they found the session very meaningful & enriching.

3 Thank you for contributing your time and making our event a great success.

4 We look forward to future partnership and collaboration with you and your team.

Yours sincerely,

WENDY CHOOI (MS)  
DEPUTY DIRECTOR  
LIFESKILLS & LIFESTYLE DIVISION  
PEOPLE'S ASSOCIATION





PT. Asuransi Jiwa Generali Indonesia  
Generali Tower 7th Floor  
Gran Rubina Business Park,  
Kawasan Rasuna Epicentrum  
JI HR. Rasuna Said Kavling C-22 Jakarta 12940  
T +62 21 2996 3700  
F +62 21 2902 1616

generali.co.id

Jakarta, 25 February 2017

Prof. Sattar Bawany  
Chief Executive Officer & Master Facilitator, CEE  
Certified C-Suite Master Executive Coach, EDA Inc.  
**CENTRE FOR EXECUTIVE EDUCATION (CEE)**  
259 Tampines Central  
Singapore 915209

Dear Prof. Bawany,

#### **LEADING HIGH PERFORMANCE ORGANISATION (HPO) FOR GENERALI INDONESIA**

We would like to express our thanks for a highly interactive, results-focused programme that develop our Board of Management and C-Suite Leaders' cognitive readiness and critical thinking competencies. This has enhanced their ability on how to think logically and comprehensively about business challenges they are facing and identify appropriate course of action to resolve those challenges.

One valued aspect of the **Leading High Performance Organisation (HPO)** Workshop is the highly contemporary, practical and relevant nature of the programme to our business. It is also appreciated that participants are extensively engaged in experiential activities and on-the-job application. The course utilises a dynamic blend of skilled instructor presentation and individual as well as group skill practice in each of the concepts presented, using real business concerns, issues and challenges brought by participants.

The introduction of multiple critical thinking process tools (including **Cognitive Readiness, RED Model, Phoenix Checklist and Force Field Analysis**) allows our leaders to look at problems comprehensively and make well thought-out recommended action plans and effective decisions. The participants are able to use the processes they learned to apply to ongoing business challenges they faced in leading their respective teams toward achieving our organisation's mission, vision, strategic intent, goals and KPIs.

We highly appreciate your contribution as a Consultant, Facilitator and Executive Coach for Generali Indonesia in developing our senior leadership as well as the next generation (nextgen) of leaders and enabling them to be successful in an increasingly fast paced, hypercompetitive and **VUCA** (Volatility, Uncertainty, Complexity, and Ambiguity) business environment that we are experiencing today!

Yours sincerely,

**PT ASURANSI JIWA GENERALI INDONESIA**

**Edy Tuhirman**  
CEO and President Director

6 December, 2016

Prof Sattar Bawany  
Chief Executive Officer  
**CENTRE FOR EXECUTIVE EDUCATION (CEE)**  
259 Tampines Central  
Singapore 915209.

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Dear Professor Sattar,

Thank you for sharing your thoughts on the topic of **“Transforming NextGen Leaders: Leading in a VUCA World”** in one of the Seminar on Leadership Development held on 28 June, 2016 at Bank Rakyat. That was certainly a very interesting session as you, not only shared the basic premise of the current market landscape in which VUCA is very apparent, but also had some very provocative thoughts on how we can play our role in developing our leaders to be more agile and progressive in thinking within the new world order.


The interactions we had in the group coming from various questions of multiple dimensions clearly pointed on how critical it is for organisations to be “VUCA” ready! The data you showed us and case studies on impact on the business are good examples of how one can be either intentionally or accidentally be sabotaged by the VUCA world, which may impede the growth of the organisation.

Your deep experience in working with large and small organisations have given you the depth and breadth of being able to render organisational advice from a holistic perspective.

Thank you again for sharing your wisdom and thought leadership on a topic which one cannot afford to avoid anymore. I attended your session whilst I was still in my previous organisation (Experian Malaysia) and I have since moved on to a new chapter in Setia. It has been an exciting 2 month journey for me here, in Setia and I certainly look forward to future partnership and collaboration with you and your team.

Wishing you greater success for 2017!

Best regards



NADIAH TAN ABDULLAH  
Divisional General Manager  
Group Human Resources





28 Desember 2016

Professor Sattar Bawany  
Chief Executive Officer  
CENTER FOR EXECUTIVE EDUCATION (CEE)  
259 Tampines Central  
Singapore 915209

Dear Professor Sattar Bawany,

**TESTIMONIAL FOR THE EXECUTIVE BRIEFING ON  
"LEADING IN A VUCA WORLD"**

I would like to extend my heartfelt appreciation to you for delivering an engaging and inspiring session titled "Leading in a VUCA World" on 28 June 2016 at Bank Rakyat.

You are an excellent leader who is able to engage effectively with the participants. Your presentation was invigorating and thought provoking which facilitated the participants to be agile in the changing business landscape.

Thank you for contributing your time and making our event a great success. We look forward to future partnership and collaboration with you and your team.

Wishing you greater success for 2017!

Yours faithfully

A handwritten signature in black ink, appearing to read 'Fayid Basir', written over a horizontal line.

**Fayid Basir**  
Chief Human Capital Officer

**CARLOS MONTERDE**  
GENERAL MANAGER

[carlos.monterde@fairmont.com](mailto:carlos.monterde@fairmont.com)

Fairmont Jakarta  
Jl. Asia Afrika No. 8  
Gelora Bung Karno, Jakarta  
10270 Indonesia  
T + 62 21 2970 3333  
F + 62 21 2970 3334

24 February 2017

Professor Sattar Bawany  
Adj Practice Head & Master Facilitator  
CEGOS Asia Pacific Pte Ltd.  
10 Anson Road, #19-15 International Plaza  
Singapore 079903

Re. Developing High Performance Leadership Workshop

Dear Sattar,

I would like to take a moment to show our appreciation for the excellent work done throughout the delivery of the workshop "Developing High Performance Leadership".

Our company and our brand are committed to deliver exceptional customer service. Our passion for excellence has been complemented perfectly well with the management concepts and the applications done during the three days course. You have successfully sent across our team the importance of leadership effectiveness on organizational success and taught the team how to develop Emotional Intelligence, which is also in line with our internal training on the importance of Emotional Intelligence as a crucial element to deliver the best service to our guests.

The split sessions and the personal follow ups done have been highly effective. Your commitment to the objectives originally set has translated into an engaging and positive course that had a very satisfactory impact in the team. I have only received positive feedback from the team, it was a great learning experience for all of them.

Thank you once again to Cegos and to you for your dedication, flexibility, tactful approach and passion in the communication of this course. We could not have selected better partners for this purpose.

Yours sincerely,



16 November 2016



Prof Sattar Bawany  
CEO & C-Suite Executive Coach, CEE Global  
Master Facilitator, Action Management Associates  
**CENTRE FOR EXECUTIVE EDUCATION (CEE)**  
259 Tampines Central  
Singapore 915209.

**Group Executive Coaching Support for High Potential Leaders**

Dear Prof Sattar,

I am writing in appreciation of the support that you have rendered us in the implementation of our Country Talent Programme for financial year 2015/2016.

The level of professionalism and quality of advisory provided by you during the execution of the programme was a critical success factor in enabling our talent cohort to perform at their best during the project implementation phase and at the final presentation to our management team.

The talent cohort has benefited tremendously from your group and personal coaching sessions and from your generous sharing of insights and knowledge. In particular, the cohort had enjoyed the numerous intellectual sparring sessions and the way you challenged their thought processes to come up with innovative and yet pragmatic solutions to address the current business situations and issues that they were facing. In addition, the exchanges were often tempered with a high level of emotional support and encouragement from you which really helped them to remain focused when the going got tough.

I believe these are important developmental lessons which will stay with our talent cohort throughout their careers.

Thank you once again for your contribution towards the development of our future leaders.

Warmest regards,

A handwritten signature in black ink, appearing to read 'John Augustine Ong', written over a light blue horizontal line.

John Augustine Ong  
Regional Learning Lead



Mass Rapid Transit Corporation Sdn Bhd (902884V)

Tingkat 5, Menara I&P 1,  
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22 January 2016

Prof Sattar Bawany  
Chief Executive Officer, CEE Global  
Master Executive Coach, EDA Asia Pacific  
Centre for Executive Education, (CEE)  
259 Tampines Central  
Singapore 915209

Dear Prof Sattar,

### **DEVELOPING A CORPORATE COACHING CULTURE IN MRT CORP**

We wish to thank you for the above program conducted by you to all MRT senior team members including the Leadership team which was concluded recently.

We are sure that the program will be useful to them in dealing with their colleagues more effectively and professionally and chief among them are the benefits of the coaching approach that allows growing company like us to function like a small one whereby, by having quality conversations, the leaders can retain or recapture some of the qualities i.e. operational flexibility and high level of employee engagement.

Again, thank you.

Yours sincerely,  
**MASS RAPID TRANSIT CORPORATION SDN BHD**

A handwritten signature in black ink, appearing to read 'ZAINUDIN ISMAIL', is written over a faint, light-colored rectangular stamp or watermark.

**ZAINUDIN ISMAIL**  
Director, Strategic Human Resource

16<sup>th</sup> October 2015

Professor Sattar Bawany  
Chief Executive Officer  
Centre for Executive Education  
123 Tampines Street 11, 02-374  
Singapore 521123

Dear Professor Bawany,

**Results-Based Leadership Workshop held in Epic Gas on 4<sup>th</sup> August & 28<sup>th</sup> September, 2015**

Thank you for delivering an impactful “1-Day Results-Based Leadership Workshop” to our Management Team on 4<sup>th</sup> August and 28<sup>th</sup> of September, 2015.

We have received very positive feedbacks from all our participants. They have found the program well-structured, interactive and thought-provoking. In addition, they were impressed by the topics covered which were of practical relevance to help them improve their management practices and bring about creative insights in the way they manage their strategic business situations.

I would highly recommend yourself to any company who is serious about finding a coach who is very knowledgeable and passionate about leadership development to strengthen their leadership bench strength.

Thank you for sharing your extensive knowledge with us and making the workshop a very successful one. It was a pleasure working with you.

Sincerely,



Charles Maltby  
Chief Executive Officer

**NTN BEARING-SINGAPORE (PTE) LTD**  
(INCORPORATED IN THE REPUBLIC OF SINGAPORE)

9 Clementi Loop Singapore 129812  
Telephone : (65) 6469 8066 Facsimile: (65) 6469 5400  
Email: [ntnsingapore@ntn.com.sg](mailto:ntnsingapore@ntn.com.sg) Website: [www.ntn.com.sg](http://www.ntn.com.sg)

08 September 2015

Prof Sattar Bawany  
Chief Executive Officer, CEE Global  
Master Executive Coach, EDA Asia Pacific  
**CENTRE FOR EXECUTIVE EDUCATION (CEE)**  
259 Tampines Central  
Singapore 915209

Dear Prof Bawany,

**WORKSHOP ON ACHIEVING TEAM EXCELLENCE WITH SCORE™ FRAMEWORK 1ST and 2ND SEPTEMBER 2015**

We at NTN Singapore are very delighted to have you back as our learning and development partner & facilitator towards enhancing our organisational human capital capability and achieving our business results.

We believe Team Excellence is critical towards developing excellent organisational performance which will lead to achieve outstanding results rapidly at all levels. Teams go through a series of predictable stages before performing to their full potential and the market proven **SCORE™** and the **Results-based Leadership™ (RBL)** Frameworks accelerate this process, quickly moving teams through these stages toward peak performance.

Through the various highly impactful and experiential exercises during the 2-Day Workshop, the **SCORE™** High Performance Team Framework integrates the sales, sales planning, marketing, customer services, inventory, shipping and warehousing as well as the administrative staff to maximize their ability to work together as one cohesive NTN Team. As a result of this workshop, we have seen the team now able to set clear goals, purposeful communication and build relationships based on mutual respect and trust.

We would whole-heartedly recommend the **SCORE™** and **Results-based Leadership™ (RBL)** Frameworks to any organisation who is keen to accelerate team performance and achieve their organisation results.

The evaluation feedback from the participants is positive and very encouraging. Once again thank you for your continued support and partnership.

Yours sincerely,



Mathieu Ollier  
Managing Director

13 August 2015

Professor Sattar Bawany  
CEO & C-Suite Executive Coach, CEE Global  
Managing Director, EDA Asia Pacific

Dear Professor Sattar Bawany,

**Testimonial**

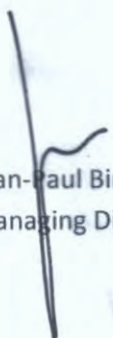
Thank you for facilitating the workshop on "Results-Based Leadership" on 2 – 3 June 2015. It was highly interactive and interesting.

We gained valuable insight on the different personalities of the Singapore Executive Committee through this workshop. We benefited from your sharing of personal experiences and concepts on leadership.

It was a fruitful learning experience for all the participants.

We will not hesitate to recommend your services to other organisations. We take this opportunity to thank you once again for your excellence facilitation.

Yours sincerely,



Jean-Paul Binot  
Managing Director



**MUNDIPHARMA  
PHARMACEUTICALS PTE LTD**  
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#22-01 Asia Square Tower 2  
Singapore 018961  
Tel. +65 6511 1165  
Fax. +65 6511 1167  
Registration No. 200411241W

19<sup>th</sup> January 2015

**Prof Sattar Bawany**  
CEO & C-Suite Executive Coach, CEE Global  
Managing Director, EDA Asia Pacific  
**CENTRE FOR EXECUTIVE EDUCATION (CEE)**  
259 Tam pines Central  
Singapore 915209

**RE: MUNDIPHARMA'S WORKSHOP ON DEVELOPING HIGH PERFORMANCE  
TEAMS**

On behalf of Mundipharma Pharmaceuticals Pte Ltd, we would like to thank you for being part in our event on 16<sup>th</sup> January 2015.

The program had truly delivered our objectives and was an outstanding learning experience for our Marketing and Sales team. The best part of the programme is the "identifying of your own personal style" and "coping with new generation working style". It's an eye opener to our team and our managers and would create more effective and understanding working environment in the near future.

Our team truly enjoyed the programme and would definitely use some of the skills and tools they learnt in their daily work activity.

We would recommend your services to any organisation and wished you more success ahead.

Thank you.

Yours truly,

A handwritten signature in black ink, appearing to read "Adeline Lim". The signature is fluid and cursive, with a horizontal line underneath the name.

**Adeline Lim**  
Country Manager  
Singapore, Myanmar, Laos and Cambodia





21 October 2014

Professor Sattar Bawany  
CEO, Centre for Executive Education  
Singapore

Dear Professor Bawany,

**KEY NOTE ON “TRANSFORMING THE NEXT GENERATION OF LEADERS”**

On behalf of the London Business School Singapore Alumni Club, I just wanted to say thank you for being a part of our event on Tuesday, 7 October 2014 at the British High Commissioner’s residence. The London Business School Worldwide Alumni Celebration is an annual event that stretches across the globe in about 100 countries. Here in Singapore we try every year to make the evening bigger and better. And with your help we did!

Thanks so much for delivering a really interesting and thought-provoking presentation on the above topic to our Alumni. It was certainly one of the highlights of the evening and we really appreciate you taking the time to share your expertise and perspective with us. I just wish we had had more time for the Q&A segment as the guests were clearly interested in and engaging with you on the contemporary topic which are relevant to the Alumni members most if not all of whom are senior business leaders from various industries across the region.

Wishing you even more success in the future and hope to hear you speak again soon.

Sincerely,

A handwritten signature in black ink, appearing to read "Vivian Pei".

Vivian Pei  
President (volunteer)  
Singapore Alumni Club  
Mob: +65.9758.7480  
[vpei.mba2000@london.edu](mailto:vpei.mba2000@london.edu)  
London Business School  
[www.london.edu](http://www.london.edu)





7th October 2015

Prof. Sattar Bawany,  
CEO & C-Suite Executive Coach, CEE Global  
Managing Director, EDA Asia Pacific  
Centre for Executive Education (CEE)  
259 Tampines Central  
Singapore 915209

Dear Prof. Bawany,

It was a pleasure having you as our trainer for the following courses:

- Winning the War for Talent Masterclass
- Transformational Leadership Masterclass
- Results-Based Leadership Masterclass

We have received a positive feedback from all our participants with an average score rating of 4.6 out of 5.0. Thank you for the interesting, inspiring and informative sessions as well as the resources made available both online and offline. Attending the masterclasses has been very helpful to all our participants. They have all benefited tremendously and were able to put all what they have learned into action. Your great wealth of experience and thoughts helped the participants gain new knowledge and insights. Thank you for delivering the course in an engaging and encouraging manner by providing specific examples and real life experiences for discussion.

We would highly recommend your service to any other organizations.

Regards,

A handwritten signature in black ink, appearing to read "Samuel Teo", is written over a horizontal line.

Samuel Teo  
General Manager  
Aventis School of Management



**Centre for Executive Education (CEE)**  
 Leading in an Era of Constant Disruption & Crisis  
 Disruptive Leadership Institute (DLI)

**CEO Insights Asia TOP 10 BEST  
 CEOs FROM SINGAPORE  
 2023**



**EXECUTIVE  
 OF THE YEAR**  
 SBR Management Excellence Awards, 2019



**PROF. SATTAR BAWANY**  
 CEO & C-Suite Certified Master Executive Coach

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- Board & CEO Advisory Services
- C-Suite Executive Development Solutions
- C-Suite Executive Coaching Services
- Disruptive and Crisis Leadership Masterclass
- Executive MBA in Disruptive Leadership
- Talent Management & Succession Planning

### Website



### E-Card



## For further dialogue, contact:

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