

STIRLING SEMINARS

DIGITAL AGE INTELLIGENCE MANAGEMENT

TRAINING BROCHURE 2027

Skills into results.

HRD Corp claimable programmes in leadership, sales, customer service, team building and culture transformation.

LEAD TRAINER

Omar Stirling

EXPERIENCE

15 years

HRD CORP

Registered since Nov 2020



Training people remember — and use.

Stirling Seminars helps organisations unlock the full potential of their people. Our programmes build communication skills, mental toughness, team synergy and a shared, success-oriented culture.

We believe real transformation takes time, trust and continuous learning. That's why our workshops are fun, interactive and hands-on — so the impact lasts well beyond the training room.



01

Proven across industries

Trusted by government agencies, transport operators, banks and global brands — from Prasarana and KTMB to Petronas, AirAsia and Lenovo.

03

Engaging and interactive

High-energy, participative learning that builds skills and teamwork at the same time.

05

Client-centred

Your goals come first. We support your team before, during and after the programme.

02

Tailored to you

Every programme is built around your challenges and goals, with practical strategies your people can act on.

04

Built to last

No quick fixes. We focus on resilience, communication and cultural alignment that keep paying off.

06

HRD Corp claimable

Registered training provider since November 2020. Fees are quoted per participant and structured within HRD Corp claimable limits.

PROGRAMME PORTFOLIO

Twelve programmes. One goal: performance.

Choose a programme as it stands, combine several into a longer journey, or let us tailor one to your organisation. Duration and format are agreed with you.

CORE	CORE	CORE	CORE
Leadership Inspire, align and lead through change	Sales & Marketing Mindset, skills and confident closing	The Amazing Customer Experience Moments customers remember	Team Building Indoor and outdoor, one-team spirit
CORE	SPECIALIST	SPECIALIST	SPECIALIST
Culture Transformation Build buy-in and make change stick	Hi-Performance Transformation Team excellence and momentum	Creative Thinking From ideas to action	Business Planning & Goal Setting Clear goals, practical plans
SPECIALIST	SPECIALIST	SPECIALIST	SPECIALIST
Group Coaching Self-awareness and accountability	Communication Skills Clarity and influence	AI Training Work smarter with AI tools	Presentation Skills Present with power and presence





CORE PROGRAMME 01

Leadership

For leaders who need to align hearts and minds — especially in times of transformation, when teams can feel lost or uncertain.

WHAT YOU WILL LEARN

- An inspiring leadership mindset
- Leading change through inspiring communication
- Communicating for effective team results
- Building and leading high-performing teams
- Leading others through transformation

For: senior leaders, managers, supervisors and team leaders



CORE PROGRAMME 02

Sales & Marketing

For sales teams who want to lead the marketplace with confidence, strategy and impact — and turn customers into customers for life.

WHAT YOU WILL LEARN

- A mindset of passion for extraordinary sales performance
- NLP-based selling techniques
- Customers for life: the art of selling without selling
- Closing techniques that build commitment
- Breaking through targets

For: sales professionals, sales leaders and business development teams



CORE PROGRAMME 03

The Amazing Customer Experience

For frontline and service teams who want to create a memorable experience in every customer interaction.

WHAT YOU WILL LEARN

- The customer experience mindset
- Making a difference in every interaction
- Forward, critical thinking to anticipate needs
- Empathy, courtesy and service excellence
- Staying composed under pressure

For: frontline, customer-facing and service support staff



CORE PROGRAMME 05

Culture Transformation

For organisations moving to new values, a new strategy or a new way of working — and needing everyone on board.

WHAT YOU WILL LEARN

- Understanding organisational culture
- Identifying the need for change
- Strategies for driving change
- Building buy-in and engagement
- Sustaining cultural transformation

Current engagement: cultural transformation for Prasarana

CORE PROGRAMME 04

Team Building

Indoor and outdoor experiences that challenge teams, build trust and create memories people talk about long after. Each programme is tailored to your organisation's priorities.

WHAT YOU WILL LEARN

- Embracing a new mindset and a willingness to learn
- Adapting to new cultural beliefs
- Communicating with impact
- Being proactive as one team
- Acting responsibly and owning results

Indoor games · outdoor challenges · water activities · creative team tasks



Build specific capabilities.

Hi-Performance Transformation

Lift team excellence and momentum.

- A mindset of passion for team excellence
- Self-mastery under pressure
- Communication that builds harmony
- Team trust, support and acceleration



Creative Thinking

Turn creativity into a team habit.

- Unlocking your creative potential
- Building a creative mindset
- Thinking outside the box
- Stimulating creativity through inspiration
- Creative collaboration
- Turning ideas into action



Business Planning & Goal Setting

Turn direction into clear goals and practical plans your team owns.

- Outline tailored to your planning cycle



Group Coaching

Facilitated growth for small groups.

- Enhanced self-awareness
- Effective communication skills
- Collaborative problem-solving
- Accountability and goal achievement
- Resilience and adaptability



Communicate, present, work smarter.



Communication Skills

- A new paradigm in communication
- Communicating for effective team results
- Crystal-clear communication
- Handling difficult conversations with confidence
- The art of influencing others



AI Training: Work Smarter with AI

Practical, hands-on use of AI tools in your team's daily work, so people save time and get more done.

- AI essentials: what today's tools can do
- Prompting that gets useful results
- Faster writing, emails and reports
- Data, summaries and smarter decisions
- Safe and responsible AI use at work

1 day (2-day hands-on option) · For executives, managers and support teams



Presentation Skills

- A new paradigm in presentation
- Powerful communication for presentations
- Mastering delivery and structure
- Engaging your audience
- Creativity in presentation

Programmes that build momentum.

Sales Mastery

A powerful, interactive programme that helps participants overcome their fears and develop the fearless mindset of a true leader in sales. Selling is not just about meeting targets — it's about leading the marketplace with confidence, strategy and impact, conquering challenges and taking bold action.

Extraordinary Performance

Passion is the heartbeat of every success story. This programme builds a deep emotional connection to the work, empowering participants to break through limits and achieve breakthrough results — so the impossible becomes possible.

Purpose-Driven Leadership

Leading with a greater purpose — driven not by ambition or recognition, but by the fulfilment of contributing meaningfully to the organisation. Participants uncover their true selves and the wisdom and commitment to pursue their goals with purpose and passion.

Inspiring Leadership for Growth

What sets great leaders apart? In times of transformation and rapid change, teams can feel lost or uncertain. Participants learn a framework for becoming an inspiring leader who aligns the hearts and minds of the organisation, ensuring clarity, focus and progress.

Mental Toughness & Focus

Mental toughness and laser-sharp focus are key to surpassing targets, not just achieving them. Participants learn to confront negative influences, silence self-doubt, push through uncertainty and turn challenges into opportunities for growth.

Sales Leadership Momentum

An energetic, dynamic programme for sales leaders. Participants elevate their leadership and harness the full potential of their teams, with the tools to inspire, motivate and guide them toward personal and organisational sales goals and sustained success.

How we make learning stick

Active NLP

Active audience participation

Repetition & mastery

Visual, audio & kinesthetic learning

Greater purpose

Learning without learning

Relating & linking

Voluntary message acceptance

Execution

Deep understanding

Lasting memory imprint

Step-by-step development.

Certified Leadership Programme

STEP 1

Transformational Leadership

Dynamic self-improvement and transformation · Communication for effective results · Team-focused leadership

STEP 2

Breakthrough Leadership

Strategies for breakthrough leadership · A new mindset for breakthrough performance · The X-Factor model

STEP 3

Creative Leadership

The power of the advanced mind · Creativity and innovation skills · Solution thinking

STEP 4

Assessment & Certification

Examination of competency · Leadership initiative

Certified Sales Professional Programme

STEP 1

Selling Skills & Mindset

Understanding the mind of the customer · The 7 steps of professional selling · The power to convince · The art of influencing · Prospecting strategies

STEP 2

Breakthrough Skills & Innovation

Conquering fears · Developing high self-confidence

STEP 3

Sales Transformation

Innovative selling methods · Mastering selling and commitment · Transforming into high performance

STEP 4

Assessment & Certification

Examination of competency · Growth initiative · Graduation and celebration

Team building journey · each level 2–3 days, tailored to your organisation

LEVEL 1

Team Alignment

A company-wide initiative to quickly align every team member with the organisation's mission or strategic roadmap. Growth mindset · Team excellence · Managing change · Mastering communication · Creativity and innovation · Engaging team dynamics

LEVEL 2

High-Performance Teaming

For high-performing teams aiming to surpass expectations and KPIs through unwavering cooperation. Self-improvement and transformation · Team performance · Crystal-clear communication · Team trust, appreciation and acceleration

LEVEL 3

One-Team Spirit

Dynamic learning games that inspire individuals to think and act as one team, with memories that keep unity alive. Passion for team performance · The X-Factor · Becoming an inspiring leader in your team · Leading others with passion

LEVEL 4

Team Purpose Masterclass

An advanced masterclass for teams who have done the basics — shifting from teamwork to a greater team purpose and a lasting legacy. Self-improvement and breakthrough · Commitment to transform · Solution-thinking techniques

Six stages behind every programme.

1

Evidence and acceptance

We observe, build evidence and help people accept the need for change.

2

Pattern change

We interrupt old habits and turn knowledge into application.

3

Emotional engagement

NLP techniques engage emotions, so people are ready to learn and adopt a new mindset.

4

Co-operative learning

Team-based, fully participative learning that involves everyone — including the quiet ones.

5

Ownership

Participants take responsibility for their own learning.

6

Measurable change

We measure learning and changes in performance.

Training

In-house workshops, tailored to your objectives and audience.

Coaching & mentoring

Personalised coaching and longer-term mentoring for key talent.

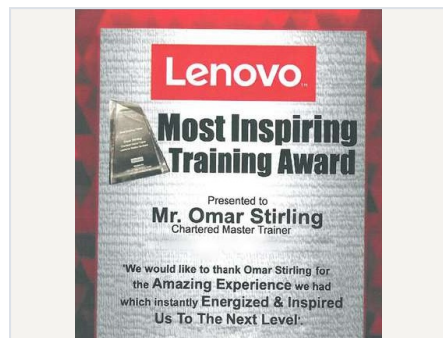
Team building

Indoor and outdoor programmes for teams of every size.



Recognised by the clients we serve.

Awards presented to Omar Stirling, **Chartered Master Trainer**, personally, by client organisations and for his achievements.



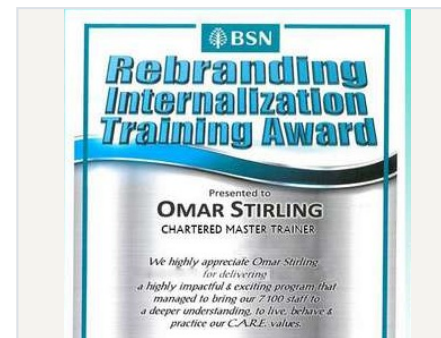
LENOVO • 2018

Most Inspiring Training Award



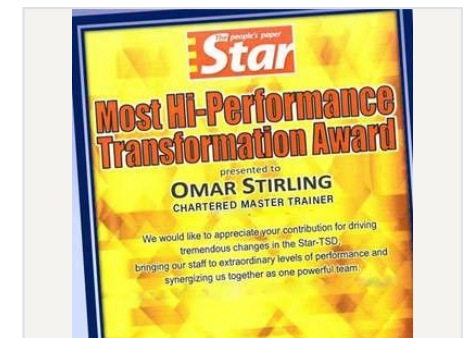
TOUCH 'N GO

Most Energising Training Award



BSN • 2016

Rebranding Internalisation Training Award



THE STAR

Most Hi-Performance Transformation Award



AIRASIA

Passion to Fly to Greater Heights



WATSONS

Passion to Collaborate for XO Performance



AUM • 2011

Anugerah Usahawan Muda (AUM) Award, 2011

OUR CLIENTS

Companies we've trained.

Government agencies, GLCs and leading brands across Malaysia — including our current and recent work with Prasarana and Elektrisola.





OUR TRAINERS · LEAD TRAINER

Omar Stirling

CHARTERED MASTER TRAINER

Omar Stirling, winner of the Anugerah Usahawan Muda (AUM) Award, 2011, is a Chartered Master Trainer and Malaysian corporate trainer with 15 years' experience in leadership, sales, customer service, team building and culture transformation.

Known for his dynamic energy and engaging style, he believes that empowering people is the key to unlocking the potential of individuals and organisations. A multicultural upbringing gives him a global mindset with local insight. Whether working with senior executives or emerging talent, his sessions foster creativity, collaboration and growth.

He has appeared on Bernama Radio (#DimensiFikir) and RTM TV1 (Program Jelajah Pendidikan Selangor 2019).

TRACK RECORD

CURRENT

Prasarana

Cultural transformation

2025-26

Elektrisola

Leadership, 16 batches

2016

Proton

All 1,800 sales staff trained

2012

Alam Flora

Culture programme

REPEAT CLIENT

KTMB

Trained many times

CLIENTS INCLUDE

Petronas · AirAsia · Lenovo · Sime Darby · Pfizer ·
Blackmores · BSN · Bank Islam · SME Bank ·
OCBC Bank · CIMB · PNB · TNB · TM ·
Media Prima · UDA Holdings · DRB Group ·
Touch 'n Go · KPJ Tawakkal · SSM ·
Ministry of Transport · Ministry of Foreign Affairs



OUR TRAINERS · PARTNER TRAINER

Amri Maris

CERTIFIED MASTER TRAINER

Amri Maris, a Certified Master Trainer, brings more than 30 years of industry experience to every programme, with dynamic energy, deep insight and a strong focus on results.

Seventeen years in aerospace and 12 in airport management give him a deep understanding of operational excellence, service leadership and organisational performance, with experience spanning Florida, USA, and organisations across Malaysia.

For more than nine years he has trained sales teams, frontline staff, leaders, teachers and students nationwide, in a style that is energetic, motivating and easy to apply.

AREAS OF EXPERTISE

- Sales performance
- Motivation and visualisation techniques
- Customer service excellence
- Teamwork
- Mindset transformation

EXPERIENCE INCLUDES

MAHB · MASB · MA (Niaga)

Plus educational institutions nationwide

Q4 2021

KLIA

His customer service and motivation programmes contributed to KLIA being named Best Airport in the World (ASQ)

2017

Sama Sama Hotel

Supported its recognition as a world-class luxury airport hotel

Your choice of trainer. Clients can choose Omar Stirling, Amri Maris or Fiza Raffee to fit their budget and needs.



OUR TRAINERS · PARTNER TRAINER

Fiza Raffee

TTT CERTIFIED CORPORATE TRAINER

Professional Facilitator · Learning & Development

With 13 years in the training industry, including 10 as a facilitator, Fiza Raffee is passionate about empowering individuals, strengthening teams and delivering engaging, impactful learning experiences.

She believes effective training goes beyond sharing knowledge: it creates meaningful connections, encourages self-discovery and inspires participants to apply what they learn at work.

Her people-centred, interactive style builds confidence and promotes positive behavioural change, making learning relatable and practical for participants from diverse backgrounds.

CORE AREAS OF EXPERTISE

- Self-awareness & personal development
- Effective communication & interpersonal skills
- Team building & collaboration
- Leadership development
- Accountability & professional effectiveness
- Experiential learning & group facilitation

PROFESSIONAL PHILOSOPHY

“Empowering people, inspiring growth, and transforming learning into meaningful action.”

Your choice of trainer. Clients can choose Omar Stirling, Amri Maris or Fiza Raffee to fit their budget and needs.

LET'S WORK TOGETHER

Ready to turn skills into results?

Tell us your goals and audience. We'll recommend a programme and an HRD Corp claimable proposal.

Omar Stirling

Stirling Seminars · Digital Age Intelligence Management (DAI)



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"The only thing worse than training your employees and having them leave is not training them and having them stay."

— HENRY FORD

