



The Oxford Centre
— for —
Leadership,
United Kingdom

The Oxford Centre for Leadership (OXCEL) was established to provide opportunities for members to develop and enhance their leadership skills. OXCEL focuses on recognising and assessing leadership competency and capabilities based on OXCEL' proprietary **9 Qualities of Leadership**, certificates are awarded upon successful assessment. OXCEL works with various leadership centres throughout the world to achieve its aims and is amongst one of the fastest growing leadership centres spearheading executive education and lifelong learning.

It is a member of the European Council for Business Education whose purpose and intent is to continually strive and to support excellence in superlative business education by actively encouraging experimentation and profoundly superior levels of teaching to meet the requirements following the changes and developments recommended by the European Commission following the Bologna Declaration.

OXCEL has a current Membership of over 5000 members worldwide and is constantly growing through linkages with leadership development companies and

The Asia-Pacific Representative Office of The Oxford Centre for Leadership, OXCEL Sdn Bhd, has been in operation in Malaysia for the past 4-years and has mentored over 1000 executives, politicians and business people from varying industries.

The Asia-Pacific Representative Office currently runs 2 flagship programmes, the OXCEL Achievers Conference and the OXCEL International Conference, whilst also organising monthly Continuing Professional Development (CPD) Seminars, CEO Talks @ KL Tower and Networking Events.

The OXCEL Achievers Conference is a 3-day conference held at The Smokehouse in Fraser's Hill, Malaysia. This leading residential programme is limited to 15 participants per conference for accelerated learning via a coaching and mentoring approach.

The Conference provides participants with an English experience as The Smokehouse is decorated to follow a traditional English country house and the food is traditional English fare. At this 3-day programme participants are Mentored and Coached to achieve their maximum potential by World-Renown Leadership Mentors from all over the world.

The topics covered are

- Maximising Your Incredible Potential – Awakening the giant within
- Achievers Mindset – Changing Attitudes, Changing Lives
- OXCEL Business Case – Utilising case-studies in the Harvard style for accelerated learning
- Business Hero – Learning from someone who have been there before

It's not just about the learning that you gain; it's also the incredible networking and friendships that you will build with the participants that you meet at this residential seminar.

The Achievers Conference is capped off with a Black Tie Achievers Dinner at Carcosa Seri Negara where participants will share their experience and how they have been personally transformed after the conference. This is a very grand event where these new 'alumni' will also network with past participants who have experienced the Achievers Conference.

The OXCEL International Conference is a 1-day conference held at capital cities all around the world. We have now brought this leading conference to Kuala Lumpur.

People are used to attending conferences that are boring and forgettable; we are here to change this status quo. How do we do it? We combine World-renown speakers on Sales, Innovation or Leadership together with an entertainment personality who has achieved International Recognition and Achievement to create a hybrid conference that is relaxing while still informative and beneficial.

It is proven that Adults learn best when relaxed, this is one of the main aims of the conference. To provide an ambience that is conducive to learning, to enable this; we have themes such as a Rainforest, Island or Dessert theme.

OXCEL Continuing Professional Development (CPD) Seminars are monthly seminars that elaborate on OXCEL's 9 Qualities of Leadership. The topics are Ethics, Integrity, Influencing, Ceremony, Leading Change, Handling Cultural Diversity, Leading and Developing Others, Developing Capability and Capacity & Making Sense of Complexity and Ambiguity.

The CPD Seminars are run at boutique themed cafés (ie Italian, Middle Eastern, Indochinese, English or Mediterranean amongst a few) which we term 'Global Learning Cafés' as members will experience different cultures through the Art, Music and Food at these different cafés. The most recent, which is a 1st in Malaysia was a seminar held on a 100-person capacity boat at the MINES Lake- which was the worlds-largest open cast tin mine.

The CEO Talks @ KL Tower are a series of executive sessions tasked to promote deeper understanding on the impact of leadership on the business environment. All these talks will address aspects of culture, management, and leadership. The talks are highly acclaimed and promise to broaden your perspective on a variety of issues. It is held at KL Tower which is the world's 5th tallest telecommunications tower in the world.

OXCEL Networking Events is a great informal network of like-minded members who meet to communicate and share innovative ideas and topics whilst at the same time relaxing and unwinding at the events. Events that have been held thus far are visits to free trade zones, networking BBQ's, concerts at the Philharmonic, plays at leading theatres and golf tournaments.

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