

# Transformational Leadership – Evolving from Personal Leader to Social Leader

## DATE/TIME

18 July 2025, Friday  
9.30am to 5.30pm

## FACILITATOR

Nelson Lee  
CEO, Eliteus Pte Ltd

## VENUE

Pan Pacific Singapore  
7 Raffles Boulevard,  
Marina Square  
Singapore 039595  
(No complimentary parking)

## CLASS SIZE

4-12 participants

## FEES

S\$980, includes a participant workbook, 180° leadership survey individual result, e-Certificate, book on leadership, lunch and tea-breaks.

S\$1280 with add-on of a 1-hour one-on-one Executive Coaching

## REGISTRATION & PAYMENT

Please click or scan the QR Code to register. Registration closes on 8 July 2025.



PayNow to  
UEN 202300242C

## MORE INFORMATION

Email to  
[enquiry@eliteus.com.sg](mailto:enquiry@eliteus.com.sg)

**Note:** Minimum group size is required for a confirmed class. Eliteus reserves the right to postpone/cancel the scheduled session before its commencement if minimum class size is not met. The workshop venue may also be subject to change.

## WORKSHOP OBJECTIVE

This interactive and research-based workshop seeks to transform your leadership and evolve from a personal leader to a social leader. You will learn 6 leadership styles and grow to be a transformational leader to inspire, motivate and lead others in a formal and informal role. It may help you to leave a legacy and name as a true leader.

It is specially designed for experienced and newly appointed Business Leaders, CEOs, MDs, Regional Heads, Country Heads, Functional Heads, Department Heads, Senior/Vice President, Directors and Entrepreneurs/Business Owners and those who aspire to be a transformational leader.

## WORKSHOP OUTLINE

- Traditional Leadership
- Transformational Leadership
- Choosing a Leadership Style
- Competency-Motive-Styles-Organization Climate (CMSOC) Model
- Motivation – “What drives you?” and “Discretionary Effort”
- Know your Communication and Behavioural Style (Quick DISC – Graph 1)
- Build Trust
- Team Effectiveness
- 180° Leadership Survey (self and subordinates/peers) and Action Plan

## FOR WHO

Business Leaders | CEOs | MDs | Regional Heads | Country Heads | Functional Heads | Department Heads | Senior/Vice President | Directors | Entrepreneurs/Business Owners | Anyone who aspire to be a Transformational Leader

## FACILITATOR

Nelson Lee has more than 30 years of HR experience and held various HR roles in MNC, SME and non-profit/not-for-profit organizations; he started his career as an Industrial Relations Officer and was appointed to the Union's Executive Committee soon after joining (which was a rare appointment then); he rose to senior roles such as the Regional HR Head/VP HR of a listed-conglomerate, first Group HR Director reporting directly to the Executive Chairman, Chief Human Resource Officer of a not-for-profit ASEAN-like organization with 3 business Divisions – Language teaching, Hotel and Examination, and Founding CEO of the Institute of Human Resource Professionals (a tripartite company set up by MOM, NTUC and SNEF). He is now the CEO of Eliteus Pte Ltd.

He achieved trainer certification/accreditation in the following:

- Facilitator in Outstanding Business Leaders by Hay McBer/McClelland Institute on motives, values, leadership/managerial style, learning design, learning style, competency modeling, coaching and organization climate
- Master Trainer and Program Leader in Kepner-Tregoe Problem Solving and Decision Making
- Master Trainer and Facilitator in DDI Skills for Empowered Workforce
- Facilitator in Think On Your Feet® by Davies and McLuhan
- Facilitator in Covey 7 Habits of Highly Effective Leaders®
- Certified OJT Consultant by then-PSB, now known as Enterprise Singapore
- Assessment Center Assessor - Role play, Discussion, In-basket, Individual and Group Presentation, and Case Study by Sime Darby/Cubiks
- Program Leader in Cedac and QMDEI by Sony Corporation
- Psychometric tools - Thomas DISC, McClelland Picture Story Exercise on Needs & Motivation, Saville Wave, and Kolb Learning Styles