

# CIMB launches Leadership Trophy Series

**KUALA LUMPUR:** CIMB Wealth Advisors recently launched the Leadership Trophy Series, a high-impact business leadership and agency management training programme tailored for its agency leaders.

The two-and-a-half month comprehensive programme aims to develop dynamic leaders capable of building and managing high-performance agencies based on robust business entrepreneurship.

The programme is part of CIMB Wealth Advisors' plan to expand its distribution network within Klang Valley and across the country.

In a recent press release, CIMB Wealth Advisors chief executive officer Tan Beng Wah said, "To ensure a sustainable business expansion plan, we saw the need to move towards a more comprehensive training programme where, in addition to the traditional agency management knowledge and skills training, our leaders are also

equipped with business entrepreneurial skills as well as business management and organisation skills."

The Leadership Trophy Series is an important initiative in CIMB Wealth Advisors' continuous effort to promote career and personal development in its people.

"Every organisation is defined by its people, and at CIMB Wealth Advisors, we strive to develop forward thinkers who are well equipped with the proper skills and relevant knowledge to drive the company to greater heights.

"We provide ample development opportunities to our people and we welcome high-calibre individuals to join us and grow with us in our expansion plan," added Tan.

He explained that amidst the high-growth environment in CIMB Wealth Advisors, the company is transforming its business model in response to the changing financial

landscape, assisting customers to accumulate assets with different instruments available within and outside CIMB Group.

"Staying true to our motto to 'Create, Protect and Preserve' wealth for our customers, our agency leaders (through the Leadership Trophy Series), will be equipped with skills and knowledge in market and people development to provide value-added products and services to our customers, as well as in the use of infrastructure and processes to build a high-impact distribution network unconstrained by geography," Tan added.

The first batch of 36 agency leaders graduated from the inaugural Leadership Trophy Series on Oct 6 this year whilst another 200 participants will form four upcoming batches of trainees in the programme, reinforcing CIMB Wealth Advisors' commitment in developing great leaders within a challenging industry