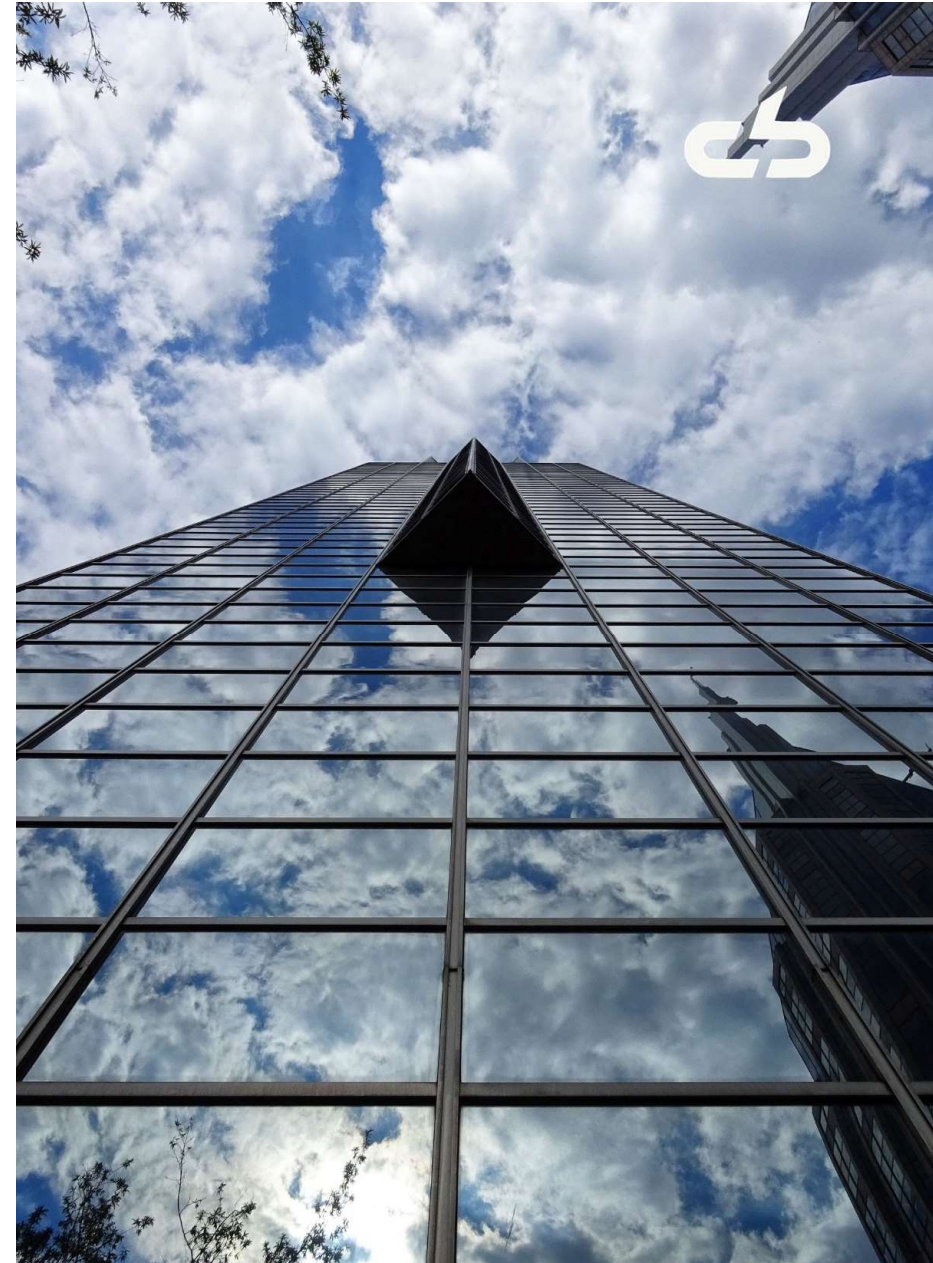


WHO IS COHEN BROWN?

- The Leading Consulting and Training Firm for Financial Services
- For four decades Cohen Brown has successfully engineered, designed, and implemented Corporate Culture Transitions from administrative and reactive cultures to Consultative, Proactive sales and service cultures
- Cohen Brown seeks to achieve a Behavioural Change in Proven Global Best Practices through its training processes.
- We have worked in 52 countries and our courseware has been translated into 15 languages
- We are considered the leaders because of the **results** we obtain and the ROI our clients experience



About CB Trainer/Consultant

Khoo Chock Seang

- Proven Track Records for a total of 40 years in
 - **Establishing a strong and sustainable Sales & Distribution Power House in UOB Malaysia and the UOB Group**
 - **Started Alternative Sales channels for card and mortgage sales at UOB Malaysia**
 - **Started Wealth Management Business in UOB Malaysia and UOB Vietnam**
 - **Developed Bancassurance business in 2003 until attained a top Position in the Malaysia**
 - **Turn around consumer banking business in Indonesia as Country Head, PFS and Digital Banking in Indonesia from 2018 to 2022**
 - **Trained ex-Citi in Cohen Brown programme as ED, Regional Sales & Distribution, Singapore**
- Pioneer in Cohen Brown Practices at UOB Malaysia from 2008 until today
- Trained UOB Thailand, UOB Vietnam, UOB Singapore, UOB Indonesia in Cohen Brown Practices
- In view of the years of experience in Cohen Brown Practices, the founder, Dr Martin appointed Khoo Chock Seang as the Consultant/Distributor for South East Asia



CLIENTS

What do they say about us?



“...our highest-ever sales in the history of the bank.” – National Australia Bank

“We had incremental results of 200–300%.” – Trustmark

“...we’ve doubled our results...” – Compass Bank

“...in the third year, we more than doubled our revenues again.” – Bank of America

HOW DO WE ACHIEVE

The results?

- Using our knowledge of financial services and how institutions compete
- Helping our clients recognize that “people make the difference”
- Reverse Engineering a client’s strategy into tactics (Unlike most consulting companies)
- Recognizing what must happen where the rubber meets the road
 - At the interface between employee and client
 - Identifying the choreography that must occur at every manager level to create Consistent Performance Excellence

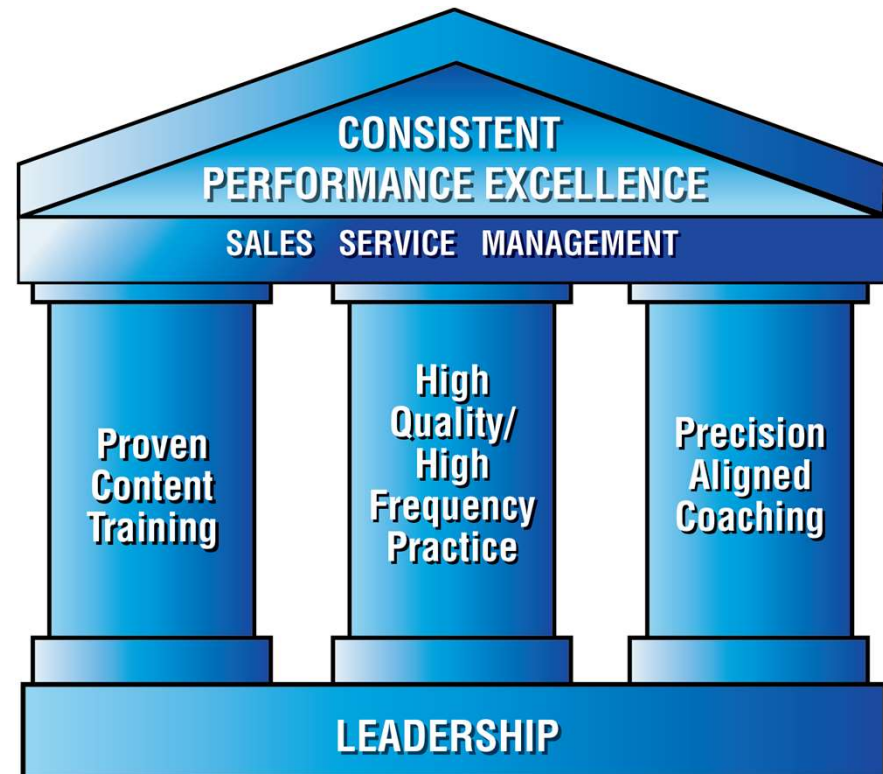




THE THREE PILLARS

of Consistent Performance ExcellenceSM

- **Proven “Best Practice” Content**
- High-Quality/High-Frequency Practice
- Precision-Aligned “sport-styled” Coaching
- Embedded in a foundation of Engaged Leadership



COHEN BROWN

Provides Proven Content for Every Area of the Enterprise

- Leadership, Management, & Coaching
- Regional Banking Group (Retail)
- Contact Center
- Wealth Management & Private Banking
- Small and Medium Enterprise
- Commercial Real Estate
- Support Staff
- Mortgage Loans/Credit Card/Personal Loans
- Breakthrough Service Performance
- One Team



PRACTICE

High-Quality/High-Frequency Practice

- *Anxiety is the price you pay for the unprepared mind and mouth*
- A world-class performance culture is based on **practice**
- Yet how much practice is there in the business world?
- Going through “the training” or the “dreaded role-play” is not enough
- The only way to develop habits and confidence is through high-quality and high-frequency practice



COACHING

Professional Sports Coaching for Business

- Teaches Proven Best Practices from Sports Coaching that are transferable to business
 - **How to** observe
 - **How to** provide precise and candid feedback
 - **How to** build skills
- For increased results and employee/manager job satisfaction in **all** lines of business
- “Observational Coaching is proving to be pivotal in our reaching even higher levels of performance.”
 - Head of Sales Strategy & Support, Royal Bank of Canada

