



### Why You Should Attend This Course:

This course enhances both personal and organisational development. Participants will create self-awareness of Assertive communication skills and be provided with techniques to interact with others to build team harmony.

### Learning Outcome:

At the end of this course, YOU will be able to achieve the following:

- Understand the different personality styles and analyse your own personality
- Communicate assertively to suit different functions
- Identify and overcome barriers of communication to get desired results
- Adapt own style of communication to suit your target audience and build rapport
- Influence others through communication strategies
- Apply active listening and manage emotions to give the right response
- Manage difficult people and gain cooperation
- Give and receive constructive feedback

### Course Outline:

#### Personality Analysis

Through a questionnaire, participants will understand:

- Their strengths and weaknesses
- How to adapt their personality style to suit other personality types

#### Assertive Communication

Participants will learn how to build the focus of their message to suit the following functions:

- Inform
- Persuade
- Coordinate
- Control

#### Communication Barriers

- Overcoming communication barriers that could occur in:
  - The organisation of message
  - The channel
  - The lack of feedback
- Causes for barriers
- Solutions to those barriers

#### Building Rapport

- Assertive expressions
- Tactful and confident tone

#### Active Listening Skills and Managing Emotions

- The elements of active listening
- Self-improvement areas
- Strategies to maintain calm energy

#### Gaining Cooperation

- Transactional Analysis
- Psychological Understanding
- Win-win approach

#### Handling Difficult People

- Compromise
- Collaboration
- Accommodation
- Dominance
- Avoidance

#### Getting and Giving Feedback

- Positive
- Negative

#### Influencing Others

- Reciprocation
- Commitment Consistency
- Liking

#### Who Can Benefit?

- Managers working across diverse teams
- Managers who need to work smarter with their teams
- Organisations who care going through change and need to optimise performance from their employees
- Managers who want to achieve business excellence through improved individual performance
- Managers looking for a strong system of driving knowledge management
- Managers who want to know more about best practice in transferring knowledge

#### Trainer's Profile

**Sharlyn Stafford** is a dynamic and successful corporate coach and consultant with more than 20 years of experience facilitating corporate training programs in Singapore, South East Asia, Australia and North America.

## FOR COURSE ENQUIRY

Web:  
[www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

Email:  
[seminars@mis.org.sg](mailto:seminars@mis.org.sg)

Tel:  
**6327 7586**

Fax:  
**6327 9741**

Sharlyn's personal premise advocates encouraging individuals in their life long learning and self-knowledge to achieve career results and personal wins. She achieves this by delivering tangible outcomes for her clients, which has established her as an expert in management development.

Her focus on corporate training and executive coaching with a firm foundation in interpersonal skills, communication skills, presentation skills and professional image – has garnered her a steady clientele from UBS AG (Hong Kong & Singapore), Ermenegildo Zegna, Reuters (Singapore), Monetary Authority (Singapore), United Overseas Bank (UOB), National University of Singapore, Singapore Technologies Group, Ernst & Young (Singapore and Australia) and many others.

Sharlyn graduated with an honors degree in Business Studies and Tourism from the University of Waterloo in Canada. She is also a qualified Color and Style consultant from Colors Ltd in Toronto, Canada.

She started her image consultancy business in Sydney, Australia in 1985, specializing in Color and Style imaging for men and women and Corporate Grooming programs. She now combines her thorough understanding of cross-cultural issues of the East and West, providing consultancy and training in Professional Image, Presentation Skills, Interpersonal Communication, Customer Service and Management Development. Her success in starting her own business consultancy and training company has served as a rich backdrop to becoming a professionally qualified corporate trainer and coach.

Sharlyn has authored and published both "Imaging for Women" and "Imaging for Men" in 2003 and 2007 respectively

**Shirley Han** is a Senior Consultant in Personal Empowerment courses. These include programs in Presentation Skills, Professional/Corporate Image, Grooming and Department, Interpersonal Communication, Conflict Management, Time Management, Customer Service and Telephone Etiquette.

She is also a trainer in Singapore Airlines for their Cabin Crew and Ground Personnel in Etiquette & Department, Effective Communication and Professional Imaging.

Besides being a trainer, Shirley's overall experience covers other areas of marketing and communication. This includes Business Development, Advertising & Public Relations, Marketing & Communications, Client Management, and Event Management. Specialising in the lifestyle and service industry, she works in the capacity of a Creative Director, Copywriter and Art Director. This includes press liaison, scriptwriting for television commercials, corporate videos, and CDRoms.

Shirley has a Bachelor of Arts Degree in Economics, Sociology and Philosophy from the National University of Singapore. She studied Neuro-Linguistic Programming with the Master Trainer Institute of New York.

Serving multinationals and statutory boards on a local and regional level, her client list cover various industries, including:

- Banking and Finance - AIA, Citibank, Credit Swiss First Boston, MAS, KPMG, UOB, UBS
- Education - NUS, Nanyang Business School, Jurong Institute, MIS, Ong Teng Cheong Institute of Labour Studies, Nanyang Girls' Secondary School
- Government Institutions - NorthEast & SouthEast Community Development Councils, HDB, Ministry of Environment, LTA, SMRT
- Lifestyle - Cartier International, Lancome Cosmetics, Readers' Digest, Glamour Shots
- Manufacturing/Logistics - TIMKEN, SANDEN, Singapore Technology Logistics
- Medical - Baxter Healthcare, Pfizer, SGH
- Trade/Property - Temasek Holdings, Sumitomo Trading Corporation, Diethelm, Unilever
- Travel - Singapore Airlines, Singapore Changi Airport Services Enterprise, Aerospace Training Center, United Airlines Technology – National Computer Services, Singapore Technology College, Defense Science Organisation, Hewlett Packard

**Date:** 9 & 10 Sep 2009

10 & 11 Dec 2009

**Time:** 9.00am – 5.00pm

**Venue:** Anson Centre, 51 Anson Road #03-53

**Course Fee:**

- S\$880.00
- Excludes GST
- Lunch and refreshments will be provided
- MIS Members enjoy 15% discount

## FOR COURSE ENQUIRY

Web:

[www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

Email:

[seminars@mis.org.sg](mailto:seminars@mis.org.sg)

Tel:

6327 7586

Fax:

6327 9741

# REGISTRATION FORM



## EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars) or fax form to 6327 9741

Register for 3 participants or more and enjoy 5% discount!

### Assertiveness Skills for Managers

9 & 10 September 2009       10 & 11 December 2009 (9.00am to 5.00pm)  
 S\$880 (subject to 7% GST)      Includes lunch and refreshments

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
4)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)		<input type="checkbox"/> Brochure <input type="checkbox"/> Search Engines <input type="checkbox"/> MIS Website/i-marketer Portal <input type="checkbox"/> Events/Activities <input type="checkbox"/> Print Ads (pls specify publication): _____ <input type="checkbox"/> E-mail Flyer (pls specify sender): _____ <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

## Administrative Details

### Registration & Payment

A place will be reserved for you upon receipt of your registration. After which an email confirming your reservation will be sent 2 weeks before course commences. Please make your payment either by Cheque or Giro (within 60 days from course date) when you receive our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore Training Centre" with the invoice no. indicated at the back of the cheque. GST is not applicable for registration from companies registered overseas.

### MIS Member Discount

Corporate and Individual Members of the Marketing Institute will be entitled to a 15% discount on all Executive Development Programmes. For membership enquiries, please email: [membership@mis.org.sg](mailto:membership@mis.org.sg).

### Group Discount

A 5% discount for sending a group of 3 or more participants to the same course on the same date.

### Custom-Design Courses

Courses can also be custom-designed to match your department or organisation's specific learning requirements. Please contact us for further enquiries. Email: [seminars@mis.org.sg](mailto:seminars@mis.org.sg) or call 6327 7583/582/586.

### Withdrawals

There will be no cancellation fee if notice of withdrawal is given 14 days before commencement of course, after which a cancellation fee of 25% of the course fee will be levied. The full fee will be charged for withdrawal or no-show on the course commencement date. Replacements from the same company are allowed.

### Cancellation

Marketing Institute of Singapore Training Centre reserves the right to change or cancel the training course due to unforeseen circumstances.

### Course Venue

All courses will be held at MIS City Campus, Anson Centre, 51 Anson Road #03-53 Singapore 079904 unless otherwise stated.

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