



MARKETING  
INSTITUTE OF  
SINGAPORE

# Confidence Boosting: Pushing Yourself for Greater Results & Success

## PERSONAL EFFECTIVENESS

### Why You Should Attend This Course:

Self-confidence is not shown by what you wear, what kind of car you drive, how big your house is, or even your pay cheque.

Self-confidence is something you see IN a person, not ON a person. What do people see in YOU?

### Learning Outcome:

- Silence the negative inner voice and listen to the positive one that sets you on fire
- Learn to change perspective and discover the lesson in every situation
- Adopt a curious attitude towards criticism and feedback
- Learn to focus on your unique talents and abilities
- Set powerful goals and motivate yourself to achieve them
- Sustain a highly resourceful state so you reach the "next level" of achievements you crave for

Whatever your profession, attaining the next level of confidence power will lead to a greater performance, determination to achieve goals, and willingness to co-operate and support your bosses and colleagues.

### Course Outline:

An intense inner workout designed to strengthen your core so that you may rise to your next level of greatness.

This course will cover:

- The nature of confidence – signs of high and low self-confidence
- How confidence impacts every aspect of our lives
- The source of confidence and the factors that affect it
- The power of positive perspective and its impact on confidence
- Taking responsibility vs. feeling a victim of circumstances
- Tools that boost confidence – goals, gratitude, humour, volunteering, joyful activities
- The 'Whole Life Grid' – how can you change it for a fuller and happier life?

You will leave motivated to achieve your goals, be authentic in your relationships, and be courageous to explore new grounds!

### Who Can Benefit?

Anyone who:

- greets each day as another opportunity to be number one
- wants to get the 5Cs
- has ever wondered "why not me"?

### Trainer's Profile:

**Maria Kassova** is a Trainer and Master Practitioner in Neuro-Linguistic Programming, and a Certified Business Coach by the Institute of Business Coaches, UK. She has spent the last 2.5 years in studies and practice of the coaching craft as a profession. Maria holds an MBA in Business Studies from South Bank University (London), and a BA in International Economic Relations from the Sofia Economy University (Bulgaria). She speaks Bulgarian, English, French, and Russian.

She coached and trained a sales team of 10 people in Ghana (1991-1993) where she worked for 3 years as a Sales and Marketing manager for the company bottling Schweppes. In 1996 Maria embarked on a career in media. She has worked in BBC Worldwide and Discovery Networks Europe - based in London. In 2003 she was promoted to Vice-President of Affiliate Sales for Discovery Networks Asia and transferred to Singapore.

Maria currently works part-time for Chello Zone as the Asia-Pacific representative for JimJam – a preschool TV channel. Chello Zone are international producers and distributors of 11 TV channels based in London.

Maria is a keen believer in giving back to society and those less fortunate than her. Her voluntary work includes running workshops on building self-esteem and effective communication at Aidha ([www.aidha.org](http://www.aidha.org)), and training the volunteers at Beautiful People ([www.beautifulpeople.org.sg](http://www.beautifulpeople.org.sg)). She was voted 'the favourite' trainer by the Aidha graduates of the 2008-2009 educational year.

Date:  
27 Jan 2012  
5 Apr 2012

Course Fees:  
**S\$480.00**

MIS MEMBER:  
**20% OFF**

For Course Enquiries  
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 / 583/ 582

Fax:  
6327 9741

51 Anson Road #03-53  
Anson Centre (S)079904

# 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 or more participants and enjoy 5% discount!

### Confidence Boosting: Pushing Yourself for Greater Results & Success

27 Jan 2012

**S\$480 (subject to 7% GST)**

5 Apr 2012

**Includes lunch & refreshments**

**(9.00am to 5.00pm)**

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
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"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

### Administrative Details

#### Registration

##### Register Online @ [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

The fastest and most effective way to register for our courses is via our online registration form.

##### Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

#### Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

#### MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: [membership@mis.org.sg](mailto:membership@mis.org.sg).

#### Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

#### Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

#### Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

#### Cancellation

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

#### Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: [seminars@mis.org.sg](mailto:seminars@mis.org.sg) or call 6327 7586 / 583 / 582.

**FOR COURSE ENQUIRIES**

Email: [seminars@mis.org.sg](mailto:seminars@mis.org.sg)  
Website: [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

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