



MARKETING
INSTITUTE OF
SINGAPORE

LEADERSHIP

Date:
22–23 Feb 2012
23–24 May 2012

Course Fees:
S\$780.00

MIS MEMBER:
20% OFF

For Course Enquiries
Web: www.mis.org.sg/seminars
Email: seminars@mis.org.sg
Tel: 6327 7586 / 583/ 582
Fax: 6327 9741

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

Engaging Your Staff for Maximum Results

Why You Should Attend This Course:

One of the greatest challenges for leaders today is keeping their staff engaged at work. Having the ability to lead people in such a way that they want to come to work and focus on achieving. It's all about obtaining people's commitment rather than just their compliance... in other words you have people contributing because they want to do something as opposed to them feeling they have to do something.

All too often we invest a lot of time and energy in trying to do the right thing. We start by creating a vision and communicating the strategic direction. We look at improving work processes and overall quality as well as defining jobs and setting up compensation systems. But a strategy for engaging employees is often not considered.

Sadly research shows that approx. 30% of people believe they are actively engaged in their job. This is a statistic that confirms management certainly has a challenge at hand. Become a leader that learns how to embrace that challenge. Learn how to encourage your employees so they want to come to work, contribute and be engaged in what they do.

Learning Outcome:

- Analyse the work place and identify factors currently encouraging or discouraging the right behaviours
- Identify behaviours needed to improve business results
- The art of giving constructive feedback
- The leader as a coach
- Communicate and extract the best out of your people

Course Outline:

Understanding People's Behaviour

- Why is behaviour so critical
- Identifying critical behaviours
- Managing behavioural consequences

Constructive Feedback

- What is constructive feedback
- How and when to give it

Communicating to Achieve Results

- How do people process what we say
- The use of words in communicating
- Non-verbal signals
- The art of listening

Who Can Benefit?

This is a two-day intensive course for managers who want to be leaders, where we learn about people and what drives them.

Trainer's Profile:

Ross Swan is a perceptive, responsive, and accessible executive coach noted for his proactive style, through which he dovetails individual leadership with corporate culture. He is a mentor/motivator and people-focused leader. As one client noted, "At both a work level and a personal level, [his coaching] has reinvigorated my focus on enhancing my communication skills and value in my leadership role."

Ross focused on the special challenge of coaching to address cross-cultural management issues. Working from Singapore for several years, he gained great insight into Asian cultures, enhancing his value to clients having multicultural responsibilities.

Ross holds an M.Sc. in Training and Performance Management from the University of Leicester, UK, and received his Graduate Certificate in Business Education from the Queensland University of Technology. He is certified in Training and Assessment and holds a Management Certificate in Marketing from the Queensland University of Technology, as well as certificates in Media Relations.

He also serves on the performance management consulting panel of the Queensland University of Technology, providing consulting services for the Australian Government AusAid Program's Asia Pacific Region, which aims to reduce poverty and support sustainable development in developing countries. Ross has also trained senior directors of the Philippines' government in performance management skills and applications.

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

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

Engaging Your Staff for Maximum Results

22–23 Feb 2012

23–24 May 2012

(9.00am to 5.00pm)

S\$780 (subject to 7% GST)

Includes lunch & refreshments

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

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.

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 or call 6327 7586 / 583 / 582.

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