



MARKETING
INSTITUTE OF
SINGAPORE
Training Centre

EXECUTIVE DEVELOPMENT PROGRAMMES

JUL - DEC 2009



COMMUNICATIONS

Helping Managers Get The Right
Message Across



Why You Should Attend This Course:

Are you looking for increased productivity and job success? This two-day course is designed to help managers and executives gain critical communication skills, so they can relay their messages effectively and be understood. Everyone knows the importance of effective communication in the workplace, but despite this many cannot communicate their thoughts and ideas effectively – which holds back the individual and the organisation.

Effective communication is understanding what your message is, who the audience is you are sending it to, and how it will be received. You must also weigh-in the circumstances surrounding your communications, such as situational and cultural context.

By learning more about theories such as Transactional Analysis and Neuro Linguistic Programming (NLP), this workshop will empower you to increase organisational and team effectiveness through effective communication.

Learning Outcome:

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

- Understand how to be a more effective communicator
- Recognise those factors that help or hinder effective communication
- Practice skills and behaviours of effective communication
- Understand more how TA and NLP can help improve interpersonal communication
- Review how different scenarios communicate different messages
- Find ways of building consistency of communication

Course Outline:

- Understanding the 3Vs of communication, as well as the skills of listening, questioning, rapport, influencing, feedback, empathy, problem-solving
- Creating the positive, can-do solutions vs. negative can't-do problem attitude
- Exploring working relationships and their differences
- Self-assessment on personal style
- Using Transactional Analysis as a model for developing productive relationships and partnerships
- A series of role-plays where participants can practice some of the theories and techniques covered
- A business simulation around activities such as communicating with senior customer stakeholders and communicating with team members around change and improving customer service

Who Can Benefit?

- Managers who have experienced problems associated with inter team communication
- People who feel they are not being understood
- Managers who want to achieve business excellence through better internal and external communication
- Managers keen to establish better business relationships
- Managers who understand the power of communication and want to master it

Trainer's Profile

Lotte Poole is a lively presenter of high-energy, interactive workshops. She brings to the workshops more than 20 years experience in senior positions in organisations in Australia, the UK, the US, the Philippines, Korea, Hong Kong, Malaysia and Singapore. She is an accredited trainer and assessor (WDA Singapore), accredited NLP Practitioner (ANLP), holds certification in Event Management (University of Technology, Sydney), is a toastmaster, and a Coach-U coach. She has experience with profiling and personality assessment tools such as MBTI, TMS and FIRO B.

Lotte works with, and facilitates, teams and individuals to realise their personal and professional potential. During her career Lotte has worked across a variety of vertical sectors including financial services, hospitality, IT, insurance, publishing and PR and not-for profit organisations.

Her particular expertise during her corporate career included working on business and communication strategies, transition and transformation, leadership skills, employee engagement and culture change. Lotte has held various senior positions and has set up and run successfully five companies in event management, accommodation and hospitality, public relations, training and consultancy.

Date: 16 & 17 Jul 2009

15 & 16 Oct 2009

Time: 9.00am – 5.00pm

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

Course Fee:

- S\$820.00
- Excludes GST
- Lunch and refreshments will be provided
- MIS Members enjoy 15% discount

FOR COURSE ENQUIRY

Web:

www.mis.org.sg/seminars

Email:

seminars@mis.org.sg

Tel:

6327 7586

Fax:

6327 9741

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!

Helping Managers Get The Right Message Across

16 & 17 Jul 2009

15 & 16 Oct 2009 (9.00am to 5.00pm)

S\$820 (subject to 7% GST)

Includes lunch and refreshments

**Approved for SDF funding (for SMEs only)*

Please indicate if you wish to apply Yes No

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.

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 or call 6327 7583/582/586.

SDF Application

SDF application must be sent in 2 DAYS BEFORE commencement of the course, to do so, companies have to register online with SDF at www.sdf.gov.sg before the start of the course.

Please indicate on this application form if you are going to apply for SDF so as to facilitate the administrative details for registration. In the event that application for SDF is not approved, the company will be liable to pay MISTC the balance amount of the course.

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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