



MARKETING  
INSTITUTE OF  
SINGAPORE

# COMMUNICATIONS

Date:  
**28–29 Feb 2012**  
**24–25 Apr 2012**

Course Fees:  
**S\$780.00**

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

## Managerial Communication for Fostering a High-Performance Workplace

### Why You Should Attend This Course:

Managerial communication is increasingly important at the interpersonal level for positive interaction among all levels of management. It is essential for managers to interact with internal employees and external stakeholders to accomplish managerial objectives and develop positive team relationship. An effective managerial communication process with appropriate strategies and skills will facilitate and encourage all managers for better understanding, sharing differences, giving feedback, resolving conflicts, coaching and motivating teams for productive outcomes. Effective managerial communication recognises differences in others, connects people and creates trust. This course helps managers to build a communication centric culture for fostering closer working relationship among managerial interactions and for improved business performance.

The two-day course includes mini-lectures, assessment, group discussion, role-plays, skills practice exercises in real-life experiences for participants to explore and discover their communication gaps, apply and practice the various interpersonal managerial communication skills. All participants will be engaged in a team/peer-based sharing and feedback approach for productive discussion, review, critiques on areas of improvements.

### Learning Outcome:

- Build audience-focused communication for interpersonal relationships
- Develop managerial communication process for roles and functions
- Optimise structured approach and best channel for transferring message
- Understand the principles of supportive communication
- Eliminate inner voice, listen and ready to talk
- Adopt questioning and supportive listening to resolve challenges, concerns and issues
- Recognise ours and others personal styles when communicating
- Project a professional image when engaging stakeholders with key messages
- Practice feedback techniques with positive intent for improved performance
- Personal presentation through voice, vocal, and verbal to enhance audience comprehension

### Benefits:

- Deliver message effectively with supportive communication
- Recognise and share differences with people, get connected and create trust
- Provide feedback, resolve conflicts, coach and motivate teams
- Develop better understanding and expectation with knowledge of what to do and what to expect
- Foster closer working relationships leading to productive outcomes and positive team relationship
- Enhance management skills and improvement in achieving managerial objectives

### Course Outline:

#### Managerial Communication Process and Plan

- Create a communication plan and process
- Apply audience-focused communication
- Communicate through integrated channels and structured approach

#### Communication Styles, Strategy and Skills

- Self-assessment profile on behaviours
- Understand personality types
- Understand principle of supportive communication
- Use positive communication style
- Hold one-to-one and staff meeting
- Speak the language of the audience
- Influencing others when communicating



MARKETING  
INSTITUTE OF  
SINGAPORE

# COMMUNICATIONS

## Managerial Communication for Fostering a High-Performance Workplace

### Verbal and non-verbal communication

- Be clear, concise, attentive, engage, and get message across
- Use impressive openers and closures for rapport and trust
- Manage the senses, eyes, ears, facial, posture and gestures
- Interpret vocal, feelings, and body language

### Positive Workplace Interpersonal Communication

- Practice effective questioning skills
- Give positive and constructive feedback
- Acknowledge and receive criticism positively
- Apply managerial listening skills, style in the right context
- Approach to resolve conflict assertively

### Who Can Benefit?

Directors, managers, supervisors, senior executives, administrators, project and team leaders.

### Trainer's Profile:

**Cecilia Sim** believes strongly that people can develop to their potentials at personal and professional level. She is highly enthusiastic and motivated in facilitating participants to uncover and develop their personal and professional potentials. She facilitates and engages participants by using simulated real-life cases and practical examples to enhance their learning. She includes gap analysis training methodology and walks the participants through self-discovery process to review past and existing workplace experiences, highlight necessary changes and revitalise next action steps for personal development and better results.

She is a bilingual facilitator who conducts courses according to learners and organisational background, needs and requirements. She has strong people skills and cross-border experiences to work with participants across different industries and cultures in the region. Her 20 years of extensive industry experiences came from her previous roles as Trainer/Facilitator, Sales Consultant, Assistant Director, and General Managers in various industries ranging from information technology, education, membership and management consulting. Her past corporate sales and marketing experiences include sales support for information systems, market development for corporate training courses in Singapore and China, promotion of high profile memberships for MNC, SMEs and startup in many fields. She was responsible for portfolio repositioning, change management, sales results and performance of her team and organisation in her previous positions.

Being a practitioner managing her training and consultancy firm, she is well-versed with practical strategies when facilitating participants and strongly effective in sharing experiences, changing of mindsets and motivating of personnel in all levels. Her key competencies include corporate training, course development, and management consultancy services in the areas of sales and marketing, communication, customer services, supervisory management and mentoring.

Among many others, Cecilia's corporate clients include Ascendas Services Pte Ltd, Chemipac Marketing Services, Koda Ltd, ComfortDelGro Rent-A-Car Pte Ltd, Premier Rent a car, Diethelm Singapore Pte Ltd, Nike, Inc, MTU Asia, Kennametal Pte Ltd, American Express Singapore, Sime Darby Singapore Ltd, Spa Esprit, Applied Materials, SL Global Pte Ltd, Yung Wah Ind Co (Pte) Ltd, YHI Corp (Singapore) Pte Ltd, Chubb Singapore Pte Ltd, City Development Limited, Goodwood Park Hotel, York Hotel, PSC Group Limited, Singapore Food Industries Ltd, People's Association, WDA, Ministry of Education, Ministry of Defense, Singapore Police Force, People's Association, SAFRA. Her participants include organisations from Indonesia, Malaysia, Thailand, Vietnam, India, Pakistan, Australia, China and Hong Kong.

She has a Bachelor of Business Administration from Northeastern University, Boston, USA. She also holds an Advanced Certificate in Training and Assessment (ACTA), WSQ.

Date:

**28–29 Feb 2012**  
**24–25 Apr 2012**

Course Fees:  
**S\$780.00**

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!

<b>Managerial Communication for Fostering a High-Performance Workplace</b> <input type="checkbox"/> 28–29 Feb 2012 <input type="checkbox"/> 24–25 Apr 2012   (9.00am to 5.00pm) <b>S\$780 (subject to 7% GST)</b> <b>Includes lunch &amp; refreshments</b>		<b>*Approved for SDF funding</b> Please indicate if you wish to apply <input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Participant(s) Name</b>	<b>Designation</b>	<b>E-mail</b>	<b>Contact No.</b>
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.

#### SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit [www.skillsconnect.gov.sg](http://www.skillsconnect.gov.sg).
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

#### 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)

Tel: 6327 7586 / 583 / 582  
 Fax: 6327 9741

Address: 51 Anson Road #03-53 Anson Centre  
 Singapore 079904