



MARKETING
INSTITUTE OF
SINGAPORE
Training Centre

EXECUTIVE DEVELOPMENT PROGRAMMES

JUL - DEC 2009



COMMUNICATIONS

Motivating Communication for Managers



Why You Should Attend This Course:

Smooth communication is the key to progress in teams. Unfortunately, many of us sacrifice interpersonal skills in favour of speed. As a result, we put undue stress on relationships, build resentment, and reduce motivation.

As a manager, part of your job is to help the people in your team reach their potential. You're in charge of their opportunities, and bear some responsibility for their development. If your communication with them isn't open and positive, you're unlikely to be getting their best. At times, you may even be bringing out their worst.

Motivated teams are mutually supportive and creative. If this is the type of team you want, it's time to investigate your professional interactions to see how they can be improved, so that you can reach your potential as well.

This one-day course asks the communication questions that challenge most managers, and provides answers by way of discussion, participation in exercises, and role-play. Doing so, it will help you reach your own potential, so that you can help your team reach theirs.

Learning Outcome:

Leaving this course at the end of the day, you will be more skilled at:

- Ensuring that your team understands you
- Showing that you understand your team
- Responding sensitively to communication needs
- Developing a creative environment
- Finding the right mix of in-house and off-site activities

Course Outline:

Why aren't they listening?

- Clarity in communication
- Important questions at important moments
- Thinking on your feet – concisely
- Vocal and verbal variety

Why aren't they talking?

- Listening to understand
- Reading the situation, responding appropriately
- Encouraging words and expressions
- Assertion vs. aggression

Why aren't they creative?

- Confidence and creativity
- The role of the environment
- Variety as a creative catalyst
- Being productively unproductive

Do I really have to have lunch with them?

- Social skills for professional success
- The big impact of small talk
- The pros and cons of company offsites
- The 'us' in business

Trainer's Profile

Alison Lester, co-author of the upcoming *Communication: Your Key to Success*, has a decade of experience helping people to express themselves clearly, confidently, creatively, and successfully. She has developed communication, presentation, and creativity programmes for a wide range of companies and organisations including CNBC Asia, McDonald's, IDC, DDB, Bossard, AXA Private Equity, Prudential, IQPC, American Express, The Singapore Institute of Management, and the Young Presidents' Organisation.

Performing regularly with the Singapore-based improvisational comedy group, The Madhatters Comedy Company, Alison combines comic talent with interpersonal skills to guide clients toward more effective and more satisfying levels of engagement. She also teaches improvisation to musical theatre students at LASALLE College of the Arts.

In September 2006, Alison's collection of short stories entitled *Locked Out: Stories Far from Home*, was published in Singapore by Monsoon Books.

She has a Bachelor's degree in Chinese language and literature from Indiana University in Bloomington, Indiana, where she also studied music, and a Master's degree in Chinese studies and economics from the Johns Hopkins School of International Studies (SAIS) in Washington, D.C. She speaks Mandarin, Japanese and French.

Date: 16 Sep 2009
8 Dec 2009

Time: 9.00am – 5.00pm

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

Course Fee:

- S\$480.00
- 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 participants
or more and enjoy
5% discount!

Motivating Communication for Managers

16 September 2009 8 December 2009 (9.00am to 5.00pm)
S\$480 (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.

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.

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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www.mis.org.sg/seminars

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