



MARKETING
INSTITUTE OF
SINGAPORE

COMMUNICATIONS

Date:

12–13 Apr 2012
12–13 Jun 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

The Power of Persuasion

Learning Outcome:

This course enhances both personal and organisational development. Participants will create self-awareness of persuasive communication skills and be provided with techniques to interact with others to build team harmony.

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

- Understand the different personality styles and analyse your own personality
- Communicate assertively to suit different functions
- Identify and overcome barriers of communication to get desired results
- Adapt own style of communication to suit your target audience and build rapport
- Influence others through communication strategies
- Apply active listening and manage emotions to give the right response
- Manage difficult people and gain cooperation
- Give and receive constructive feedback

Course Outline:

Personality Analysis

Through a questionnaire, participants will understand:

- Their strengths and weaknesses
- How to adapt their personality style to suit other personality types

Assertive Communication

Participants will learn how to build the focus of their message to suit the following functions:

- Inform
- Persuade
- Coordinate
- Control

Communication Barriers

- Overcoming communication barriers
- Causes for barriers
- Solutions to those barriers

Building Rapport

- Assertive expressions
- Tactful and confident tone

Active Listening Skills and Managing Emotions

- The elements of active listening
- Self-improvement areas
- Strategies to maintain calm energy

Gaining Cooperation

- Transactional Analysis
- Psychological Understanding
- Win-win approach

Handling Difficult People

- Compromise
- Collaboration
- Accommodation
- Dominance
- Avoidance



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The Power of Persuasion

Getting and Giving Feedback

- Positive
- Negative

Influencing Others

- Reciprocation
- Commitment Consistency
- Liking

Who Can Benefit?

For all who work across diverse teams, who need to work smarter with their teams and want to achieve business excellence through improved individual performance, looking for a strong system of driving knowledge management and want to know more about best practice in transferring knowledge. Also for organisations going through change and need to optimise performance from their employees.

Trainer's Profile:

Shirley Han is a Senior Consultant in Personal Empowerment courses. These include courses in Presentation Skills, Professional/Corporate Image, Grooming and Deportment, Interpersonal Communication, Conflict Management, Time Management, Customer Service and Telephone Etiquette. She is also a trainer in Singapore Airlines for their Cabin Crew and Ground Personnel in Etiquette & Deportment, Effective Communication and Professional Imaging.

Besides being a trainer, Shirley's overall experience covers other areas of marketing and communication. This includes Business Development, Advertising & Public Relations, Marketing & Communications, Client Management, and Event Management. Specialising in the lifestyle and service industry, she works in the capacity of a Creative Director, Copywriter and Art Director. This includes press liaison, scriptwriting for television commercials, corporate videos, and CDRoms.

Shirley has a Bachelor of Arts Degree in Economics, Sociology and Philosophy from the National University of Singapore. She studied Neuro-Linguistic Programming with the Master Trainer Institute of New York. Serving multinationals and statutory boards on both local and regional levels, her client list cover various industries, including:

- Banking and Finance - AIA, Citibank, Credit Swiss First Boston, MAS, KPMG, UOB, UBS
- Education - NUS, Nanyang Business School, Jurong Institute, MIS, Ong Teng Cheong Institute of Labour Studies, Nanyang Girls' Secondary School
- Government Institutions - NorthEast & SouthEast Community Development Councils, HDB, Ministry of Environment, LTA, SMRT
- Lifestyle - Cartier International, Lancome Cosmetics, Readers' Digest, Glamour Shots
- Manufacturing/Logistics - TIMKEN, SANDEN, Singapore Technology Logistics
- Medical - Baxter Healthcare, Pfizer, SGH
- Trade/Property - Temasek Holdings, Sumitomo Trading Corporation, Diethelm, Unilever
- Travel - Singapore Airlines, Singapore Changi Airport Services Enterprise, Aerospace Training Center, United Airlines
- Technology - National Computer Services, Singapore Technology College, Defense Science Organisation, Hewlett Packard

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!

The Power of Persuasion

12-13 Apr 2012

S\$780 (subject to 7% GST)

12-13 Jun 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

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.

FOR COURSE ENQUIRIES

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