



MARKETING
INSTITUTE OF
SINGAPORE
Training Centre

EXECUTIVE DEVELOPMENT PROGRAMMES

JUL - DEC 2009



COMMUNICATIONS

Understanding & Applying EQ At The Workplace



Harnessing your Emotions and Responding to the Emotions of Others

Why You Should Attend This Course:

Most of us have been conditioned to believe that emotions are not welcome at the workplace, that work decisions should be based on cold, logical reason. In short, we "leave our emotions at home." Today there is a growing body of science in the field of emotional intelligence (EI) indicating that proper understanding and application of emotions can help us be more effective workers or managers and better communicators.

This one-day course is designed to help participants view emotions as a form of intelligence which can be accessed. This course will help you to understand how the application of Emotional Intelligence can lead to greater understanding and collaboration with the people who matter, a higher level of influence with others, more productivity and effectiveness in the workplace as well as in social situations.

Talks, case studies, questionnaires, personal reflections, as well as a video on EI will be used in the course.

Learning Outcome:

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

- Become **self aware** (i.e. able to analyse your own emotional reactions to situations)
- Manage your own emotions through **self regulation**
- Connect in a positive way with every situation through **self motivation**
- Develop **empathy** as an effective tool for **enhancing relationships** and to build trust

Who Can Benefit?

- Those who need to establish and maintain good relations with their customers
- Those who need to enhance their emotional intelligence in order to achieve peak performance in interpersonal communications and management
- Those who would like to learn and apply EI in order to understand themselves and others better

Course Outline:

- Introduction/Emotional Intelligence Questionnaire/Quiz
- Understanding Emotional Intelligence
- The Five Competencies of Emotional Intelligence
- Video Presentation - EI defined

- **Self Awareness**
 - Questionnaire on Self Awareness
- **Self Regulation**
 - Managing your emotions including anger
 - Dealing with conflict and difficult situations
 - Self Regulation exercise
- **Self Motivation**
 - Injecting Enthusiasm Into Work: The SMILE video
 - Questionnaire on Self Motivation
- **Empathy**
 - Developing empathy for others
 - Expressing empathy
- **Effective Relationships**
 - Video presentation
 - Exercise on Effective Relationships
 - Case study Video – Discussion segments
 - Creating an EI environment
 - Summary of the five EI competencies

Trainer's Profile

James Suresh is a corporate trainer and an accredited PR/corporate communications consultant with more than 15 years of experience in corporate communications both in the public and private sector. He holds a Bachelors degree in Business Administration and a Masters degree in Communication Management.

As a PR practitioner, James has worked in both government and commercial organisations. He is also an associate lecturer at the Marketing Institute of Singapore and The Institute of Public Relations Singapore, and has also taught PR for the MA program at the University of South Australia and the London School of Public Relations – Jakarta. James is also a council member of the Institute of Public Relations Singapore (IPRS).

Date: 8 Oct 2009

Time: 9.00am – 5.00pm

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

Course Fee:

- S\$390.00
- 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 / 582

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!

Understanding & Applying EQ At The Workplace

8 October 2009

(9.00am to 5.00pm)

S\$390 (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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