



MARKETING
INSTITUTE OF
SINGAPORE

PERSONAL EFFECTIVENESS

Date:

13 Feb 2012
14 May 2012

Course Fees:
S\$250.00

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

4-hr Goal Setting for Greater Success

“Man is a goal-seeking animal. His life only has meaning if he is reaching out and striving for his goals.”
- Aristotle

Why You Should Attend This Course:

We all have seeds of motivation in us. The “trick” is to find which ones ignite our passion and desire for action. What sets your heart on fire? What makes you totally alive and inspired?

Goals are dreams with legs. They drive us forward. Goal setting moves us from “what is wrong” to “what do I want?”. Research shows that having goals makes a huge difference in creating success and boosting confidence. BIG goals make you unstoppable and unreasonable!

Learning Outcome:

- See the ‘big’ picture and decide what matters most in your life right now
- Identify the top goals for the key areas in your life and design a plan of action
- Learn how to formulate SMART goals so they become reality
- Strengthen the habit to stay focused and fend off distractions
- Ignite your motivation for action and achievement
- Walk away with a greater sense of purpose and the conviction that you master your own life

Course Outline:

The process of setting goals helps you choose where you want to go in life. Learn simple tools that ensure you ‘break’ your goals and ignite a powerful motivation that is infectious for others.

- Understanding the importance and benefits of goal setting
- The Wheel of Life – key areas (career, money, health, friends & family, relationships, fun & recreation, growth & spirituality/contribution); current balance in your life
- Mastering the goal setting process: the 5 principles, SMART (specific, measurable, achievable, realistic, timely) goals, process vs. performance goals, breaking down into smaller tasks
- Identifying and prioritising goals: choosing your top 3 goals for the next 12 months
- Creating an action plan with feedback mechanisms
- The mindset of a “GOAL BREAKER”
- Writing powerful goal statements
- Powerful techniques of visualisation & intention setting

The course is conducted in a safe, relaxed and fun environment. The individual exercises, group discussions and hands-on activities will fortify the already existing goal setting abilities of participants. They will walk away having clear goals for the next 12 months, fired up to act now and believing they are GOAL BREAKERS!

Who Can Benefit?

Anyone who:

- wants to increase their productivity and effectiveness
- seeks to develop self-management skills to excel in their career
- wishes to attain a better balance in their life
- wants to master the art of goal setting and live a more purposeful and successful life

Trainer’s Profile:

Maria Kassova is a Trainer and Master Practitioner in Neuro-Linguistic Programming, and a Certified Business Coach by the Institute of Business Coaches, UK. She has spent the last 2.5 years in studies and practice of the coaching craft as a profession. Maria holds an MBA in Business Studies from South Bank University (London), and a BA in International Economic Relations from the Sofia Economy University (Bulgaria). She speaks Bulgarian, English, French, and Russian.

She coached and trained a sales team of 10 people in Ghana (1991-1993) where she worked for 3 years as a Sales and Marketing manager for the company bottling Schweppes. In 1996 Maria embarked on a career in media. She has worked in BBC Worldwide and Discovery Networks Europe – based in London. In 2003 she was promoted to Vice-President of Affiliate Sales for Discovery Networks Asia and transferred to Singapore.

Maria currently works part-time for Chello Zone as the Asia-Pacific representative for JimJam – a preschool TV channel. Chello Zone are international producers and distributors of 11 TV channels based in London.

Maria is a keen believer in giving back to society and those less fortunate than her. Her voluntary work includes running workshops on building self-esteem and effective communication at Aidha (www.aidha.org), and training the volunteers at Beautiful People (www.beautifulpeople.org.sg). She was voted ‘the favourite’ trainer by the Aidha graduates of the 2008-2009 educational year.

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!

4-hr Goal Setting for Greater Success

13 Feb 2012

S\$250 (subject to 7% GST)

14 May 2012

Includes refreshments

(9.00am to 1.00pm)

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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