



MARKETING
INSTITUTE OF
SINGAPORE

LEADERSHIP

Change Management

Why You Should Attend This Course:

Management today has never faced such greater threats, or for that matter greater opportunities. When we take a closer look at the issues faced, it always comes down to people and relationships.

It can therefore be said that the success of leaders is determined by their ability to get things done through others. At its very base, leadership is all about creating business success by guiding and motivating others to do the right things and more importantly, have them wanting to do the right things.

Organisational cultures are made up of behavioural patterns which are reinforced by people and systems overtime. Before undertaking any change management exercise, leaders have to understand the behaviours that drive the organisation. Good leaders are aware that the biggest challenge to any change management strategy is the existing entrenched culture.

The important thing is to obtain people's commitment to change rather than just their compliance. In other words you need to have people contributing because they want to do something as opposed to them feeling they have to do something.

All too often managers invest a lot of time and energy in trying to do the right thing. They attempt to create a vision of change. They try to communicate the strategic direction. They look to set up teams to get people involved in improving work processes and overall quality. They define jobs, set up compensation systems but focus rarely gets to behaviour, that is, what people do and say everyday in order to get the work done.

You should attend this course as we not only look at creating change, but the behaviours that are required to do so. We look at the art of using positive feedback and reinforcement as that's what raises the motivation levels of people which in turn takes their performance to a higher level.

Learning Outcome:

- Interpret and understand your existing organisational culture
- Understand the process of Change
- Identify behaviours needed to improve business results
- Be able to analyse the work place and identify what factors are currently encouraging or discouraging the right behaviours
- Comprehend the art of giving constructive feedback

Course Outline:

What is Corporate Culture?

Understanding people's behaviour

- Why is behaviour so critical
- Identifying critical behaviours

Getting Results out of People

Constructive Feedback

- What is constructive feedback
- How and when to give it

Who Can Benefit?

- Experienced executives who want to improve the understanding of the change management process
- Managers who want to become better leaders
- Employees wanting to improve their skills to increase their chances for promotion

Trainer's Profile:

Ross Swan is a perceptive, responsive, and accessible executive coach noted for his proactive style, through which he dovetails individual leadership with corporate culture. He is a mentor/motivator and people-focused leader. As one client noted, "At both a work level and a personal level, [his coaching] has reinvigorated my focus on enhancing my communication skills and value in my leadership role."

Ross focused on the special challenge of coaching to address cross-cultural management issues. Working from Singapore for several years, he gained great insight into Asian cultures, enhancing his value to clients having multicultural responsibilities.

Ross holds an M.Sc. in Training and Performance Management from the University of Leicester, UK, and received his Graduate Certificate in Business Education from the Queensland University of Technology. He is certified in Training and Assessment and holds a Management Certificate in Marketing from the Queensland University of Technology, as well as certificates in Media Relations.

He also serves on the performance management consulting panel of the Queensland University of Technology, providing consulting services for the Australian Government AusAid Program's Asia Pacific Region, which aims to reduce poverty and support sustainable development in developing countries. Ross has also trained senior directors of the Philippines' government in performance management skills and applications.

Date:
18–19 Jan 2012
18–19 Apr 2012

Course Fees:
S\$780.00

MIS MEMBER:
20% OFF

For Course Enquiries
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6327 7586 / 583/ 582

Fax:
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REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

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Register for 3 or more participants and enjoy 5% discount!

Change Management

18–19 Jan 2012

S\$780 (subject to 7% GST)

18–19 Apr 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.

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