



MARKETING  
INSTITUTE OF  
SINGAPORE

# MARKETING

## Coaching for Marketing Managers

### Why You Should Attend This Course:

Marketing Professionals today have to master a range of skills – not just specialise in marketing communications skills but also finance and planning, entrepreneurship, facilitation of cross functional teams and so on. The ability to comfortably stretch across different disciplines while still bringing innovation and creativity to the table is what marks a great marketer.

The role that Marketing Managers play in helping their team members gain mastery across the skill set while still maintaining their creativity, innovation and energy is critical to the development of great marketers. A Marketing Manager's ability to coach team members through complex and challenging situations through to completion, with the original creative vision intact, will help make marketing an engine of growth within a business.

Solutions-Focused Coaching can help the Marketing Manager ignite their team members' creativity and innovation, creating a dynamic but resilient team of marketers.

### Learning Outcome:

- Understand the principles of solutions-focused coaching and its application in creating motivation and commitment
- Conduct solutions-focused coaching session at work to bring the best out of people and business excellence
- Conduct breakthrough conversation with individual team members to help them align their deeper values with their goals to create greater resilience, motivation and commitment

### Course Outline:

#### Solutions-Focused Coaching Skills for Managers

- Principles of Solutions-Focused Coaching and Mindset of the Manager as Coach
- Powerful questions that expand thinking and perspectives
- Outcome-Focused frame of interactions to create alignment with business impact
- Structured Deep Visualisation and Questioning Techniques that Translate Ideas into Concrete Execution Plans

#### Coaching through Challenge

- Coaching through blocks and barriers
- Coaching past internal 'gremlins' at work

#### Managerial Coaching for Results and Performance

- Coaching for individual and team management
- Coaching for team alignment and vision
- Coaching for business productivity – time and focus
- Energy management – generating and sustaining high energy states for individuals and teams

### Who Can Benefit?

Marketing Managers and Senior Marketing Professionals responsible for their marketing team performance and business results.

### Trainer's Profile:

**Goh Thee Woon** is Executive Director of The Coaching Republic Pte Ltd in the business of executive coaching, coach training and customised solutions for organisation and leadership development. He is also the business owner of Rubicon Network – a consulting outfit comprising experienced ex-corporate leaders that support companies during the "critical first phases" of business set-up, corporate re-organisation and post-merger integration. As an executive coach, his niche is in supporting leaders in making "great people decisions" during organisation change and transformations. As a consultant, his focus is on supporting his clients in developing "masterful leadership practices that matter most".

Thee Woon worked with senior management of companies either as non-executive director, coach or consultant. He is currently a non-executive director with an ASX (Australian Stock Exchange) biomedical company. He was a consultant with three renowned global semiconductor companies – two based in Taiwan and the other in San Jose – on developing leadership teams for new businesses and aggressive business growth. In coaching business, his clients include semiconductor and manufacturing companies in Taiwan, China and Singapore, public healthcare organisations, education institutions (secondary schools), and the military services. He is an associate executive coach of the Civil Service College where he supports assignments for various government ministries and statutory boards. He is also the current chairperson of the China HR Council of The Conference Board.

He has had more than 30 years of working experience in multinational corporations, based both in Singapore and overseas including China and Taiwan. He was most recently with Taiwan Semiconductor Manufacturing Company (TSMC) in a senior leadership role. Thee Woon has had extensive experience in building organisational capability and executive team bench strength, leadership and management development, and leading corporate and/or organisational transformations.

He holds a MA in Education and Human Development from The George Washington University (USA), and a Bachelor of Arts and Social Sciences from National University of Singapore (NUS) in Economics and Statistics. He is also a trained executive coach certified by Masterful Coaching (USA), Erickson College (Canada) and the Henley Business School of University of Reading (UK).

Date:

15–16 Mar 2012  
21–22 Jun 2012

Course Fees:

**S\$780.00**

MIS MEMBER:  
20% OFF

For Course Enquiries

Web:  
[www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

Email:  
[seminars@mis.org.sg](mailto:seminars@mis.org.sg)

Tel:  
6327 7586 / 583/ 582

Fax:  
6327 9741

51 Anson Road #03-53  
Anson Centre (S)079904

# REGISTRATION FORM



## EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars) or fax form to 6327 9741

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

### Coaching for Marketing Managers

15–16 Mar 2012  21–22 Jun 2012 (9.00am to 5.00pm)

S\$780 (subject to 7% GST)

Includes lunch & refreshments

### \*Approved for SDF funding

Please indicate if you wish to apply  Yes  No

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](http://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](mailto: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.

### SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit [www.skillsconnect.gov.sg](http://www.skillsconnect.gov.sg).
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

### 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](mailto:seminars@mis.org.sg) or call 6327 7586 / 583 / 582.

**FOR COURSE ENQUIRIES**

Email: [seminars@mis.org.sg](mailto:seminars@mis.org.sg)  
Website: [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

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