



MARKETING
INSTITUTE OF
SINGAPORE

COMMUNICATIONS

Effective Communication for Increased Productivity

Why You Should Attend This Course:

You know that if you could get people to understand you and you understand them, the work would be done faster, more efficiently and on time. But so often, best intentions are sabotaged by poor communication. This two-day course gives you the tools and techniques to deal with the frequent challenges you face in getting your message across at work – be it to your team, to your boss and line manager, overseas and local colleagues, and to clients.

Armed with a new approach, you'll be able to build rapport with those around you, communicate so that your position is understood, and keep those relationships positive in both difficult and successful situations.

The course takes established communication models such as Transactional Analysis and NLP and translates them into practical applications. It focuses on helping you to understand other people's communication styles and your own style, identify ways you can influence and persuade others in and out of the workplace, recognise those factors that help or hinder effective communication and practice your skills and behaviours to be more effective.

Learning Outcome:

- Understand how to be a more effective communicator
- Recognise those factors that help or hinder effective communication
- Know the behaviours of effective communication
- Understand the methodologies that help improve interpersonal communication

Course Outline:

- Understanding the 3Vs of communication, as well as the skills of listening, questioning, rapport building, influencing, feedback, empathy, problem-solving
- Creating the positive, can-do approach vs. the negative can't-do attitude
- Exploring working relationships and their differences
- Self-assessment on personal style
- Using Transactional Analysis as a model for developing productive relationships and partnerships
- A series of role-plays where participants can practice some of the theories and techniques covered
- Business simulation activities such as communicating with senior customer stakeholders and communicating with team members around change and improving customer service

Who Can Benefit?

Anyone who:

- has experienced problems associated with inter team communication
- feels they are not being understood
- wants to achieve business excellence through better internal and external communication
- is keen to establish better business relationships
- understands the power of communication and wants to master it

Trainer's Profile:

Lotte Poole has been a journalist, corporate communications expert, and copywriter for many years in Asia, UK, and Australia. She worked for daily newspapers, advertising agencies, on monthly trade publications, corporate websites, and has written online and brochure copy for multinational organisations. She has more than 10 years experience in training and facilitation in Singapore and the Far East and has also worked with multi-national organisations in Australia, the UK, and the US.

She is an accredited trainer and assessor (WDA Singapore), Master NLP Practitioner (ANLP), holds certification in Event Management (University of Technology, Sydney), is a toastmaster and a Coach-U coach. She has experience with profiling and personality assessment tools such as MBTI, TMS and FIRO B.

Lotte works with and facilitates teams and individuals to realise their personal and professional potential. During her career, Lotte has worked across a variety of vertical sectors including financial services, hospitality, IT, insurance, publishing and PR and not-for profit organisations.

Her particular expertise includes business and communication strategies, transition and transformation, leadership skills, employee engagement and culture change.

Date:
26–27 Mar 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

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!

Effective Communication for Increased Productivity

26–27 Mar 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

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.

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.
- 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 or call 6327 7586 / 583 / 582.

FOR COURSE ENQUIRIES

Email: seminars@mis.org.sg
Website: www.mis.org.sg/seminars

Tel: 6327 7586 / 583 / 582
Fax: 6327 9741

Address: 51 Anson Road #03-53 Anson Centre
Singapore 079904