



MARKETING  
INSTITUTE OF  
SINGAPORE

# PERSONAL EFFECTIVENESS

Date:  
4 Apr 2012  
11 Jun 2012

Course Fees:  
**S\$420.00**

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

## Innovation @ Work

### ***Thinking out of the Box to Solve Problems and Generate Solutions***

#### **Why You Should Attend This Course:**

*Innovation @ Work* is designed for personnel at all levels and will demonstrate how creativity can be promoted in the workplace to achieve peak performance. Participants will learn to look at problems and work related issues from a different perspective. Thinking out of the box will give them a new stimulus to facing challenges at work and provide them with the tools for finding creative solutions to problems. Participants will also be introduced to creative problem solving techniques.

#### **Learning Outcome:**

- Understand and appreciate the importance of creativity to an organisation.
- Understand how the creative part of the brain can be stimulated.
- Identify obstacles to creative thinking and idea generation.
- Learn creative approaches to problem definition and problem solving.
- Discover personal creativity and apply creative approaches to daily work situations.

#### **Course Outline:**

- Defining and Explaining Creativity
- Personal Creativity Audit
- Right and Left Brain Thinking
- Total Thinking Concept
- Mind pumping – How to promote a creative mind
- Feeding the Brain
- The 4-step approach to creative problem solving
- How management can affect creativity in an organisation
- The 'Why' approach to problem evaluation
- The SCAMPER approach to idea generation
- Group Problem Solving exercise
- Personal Innovation Plan

#### **Who Can Benefit?**

Executives, managers and anyone who appreciates the need for building a creative environment as well as anyone who wish to develop and apply creativity skills to maximise personal and work goals.

#### **Trainer's Profile:**

**James Suresh** is a multi-talented trainer and author. He has over 15 years of training experience. The co-creator of Singapore's comic icon 'Mr. Kiasu', James has written comic books as well as authored books on his military experience.

James also develops creative concepts and writes scripts for various media. He has been featured on news radio in the 'Positive Business Minutes' series. He specialises in Public Relations, Creative Thinking, Interpersonal Skills, Emotional Intelligence and Wellness.

James is an accredited PR practitioner, a certified FISH trainer as well as an EQ Trainer with Six Seconds Inc (USA).

# 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!

### Innovation @ Work

4 Apr 2012

**S\$420 (subject to 7% GST)**

11 Jun 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](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.

#### 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**

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