

Maximising Performance & Potential

The success of any organisation is built around the knowledge, skills and dedication of its entire staff. Our employees are the most important asset and we should be committed to systematically training and developing them. Having a trained and skilled workforce means better business performance, greater productivity and an assurance to your customers that your products and services are supported by a team of highly-skilled staff.

We also know that the best people are always looking for new challenges and recognition. So, how do you ensure that you keep your most qualified, hardworking and reliable people? It's easy; invest in them and their future. Today's employers expect more from staff and equally employees expect opportunities for personal and professional growth. People thrive on learning something new, something that makes them do their job more quickly, to

a higher standard and with less stress and frustration.

No business can afford to lose talented and skilled people. If your staff really are your best asset, isn't it time to review your training strategy for the coming year?

Your Organisation's Strategic Partner for L&D Solutions

For 35 years, MIS has drawn on the vast experience of highly experienced practitioners in the marketing profession to work in partnership with our clients to develop customised L&D solutions to fit their needs and, just as importantly, their budgets.

We offer programmes for every level of skill and experience, from support staff through to cutting-edge strategic thinking for senior managers and directors. Over 50 public learning programmes have been designed to drive corporate business performance to higher levels of excellence.

"Training is important to both retain and attract talented employees, and MIS seeks to add value by leveraging top-notch and highly experienced trainers to fulfil organisations' ever evolving needs. We are committed to delivering the highest standard and quality of Professional Learning and Development Programmes that caters to the skills upgrading and professional development needs of executives and managers," commented Jeffrey Gomez, Director, Executive Development & Membership Services.

With MIS' custom-designed and widely-recognised accreditation, your employees will be equipped with the right specialised skills and knowledge for that added competitive edge.

+ For more information, please call us at 65 6327 7586, e-mail seminars@mis.org.sg or visit our website at www.mis.edu.sg/edp/seminars

CREATING MARKETERS

Comprehensive learning and development solutions that meet your needs

Scope

- Planning
- Skills Gap Analysis

Create

- Programme Architecture
- Programme Development

Deliver

- Practical Approaches
- Mentoring
- Coaching

Evaluate

- Accreditation
- Feedback

For full listing of our programmes, log on to www.mis.edu.sg/edp/seminars



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The National Professional Body for Sales and Marketing Practitioners