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Executive Development

# EXECUTIVE DEVELOPMENT PROGRAMMES

**JULY - DECEMBER 2019**

*Upgrade and Empower Your Future  
With The Right Skill Set*

## **9 Major Disciplines**

- » Business Management
- » Communications
- » Personal Effectiveness
- » Human Capital Management
- » Event Management
- » Sales
- » Marketing
- » Leadership
- » Service Excellence

## **Funding and Discounts**

- 📈 Member Discount and Group Discount available
- ✔️ SDF-approved and SFC-approved courses available

# EXECUTIVE DEVELOPMENT PROGRAMMES 2019 ( JUL - DEC )

\*Please contact us or visit our website to find out more on SDF approved courses

COURSES	TRAINER	JUL	AUG	SEP	OCT	NOV	DEC	FEES	
								MIS MEMBER	NON MEMBER
<b>BUSINESS MANAGEMENT</b>									
Business Law	Prof Catherine Tay			16-17			19-20	\$724	\$905
Business Planning and Budgeting	Chow CK	4-5		9-10			12-13	\$564	\$705
Company Law for Business Managers	Prof Catherine Tay			30			18	\$452	\$565
Contract Administration & Management	Prof Catherine Tay	4-5			21-22			\$804	\$1,005
Contract Law - Understanding the Concepts of a Contract	Prof Catherine Tay	30-31			3-4			\$724	\$905
Contract Law for Non-Legal Professionals	Prof Catherine Tay		19			1		\$452	\$565
Contract Law Management in Oil & Gas Industry	Prof Catherine Tay	25-26			24-25			\$804	\$1,005
Developing Winning KPIs for Peak Performance	Cecilia Sim	19	16 & 30			5		\$452	\$565
Entrepreneur Coaching Secrets: Guide to Building a Sustainable and Profitable Business	Brenda Tan	27		9		13		\$452	\$565
Essentials of Finance & Management Accounting for Non-Finance Professionals	Chow CK	22-23			3-4		19-20	\$564	\$705
Essentials of Preparing & Negotiating Contract Terms	Prof Catherine Tay		1-2			4-5		\$724	\$905
Fundamentals of Intellectual Property Rights for Strategic Business Planning	Prof Catherine Tay				17			\$452	\$565
Hospitality Operations - Practical & Legal Risk Management	Prof Catherine Tay	3			23			\$452	\$565
Managing & Implementing Effective Corporate Governance Structures	Prof Catherine Tay					28-29		\$724	\$905
Mass Media Law Management and Ethics	Prof Catherine Tay	19				12		\$452	\$565
Measuring Business Performance	Christina Tay			23-24				\$644	\$805
Procuring, Implementing & Managing Public-Private Partnerships (PPP) Contract for Non-Legal Professionals	Prof Catherine Tay		7-8				26-27	\$804	\$1,005
Service Level Agreement (SLA) in Outsourcing Contracts - Mastering Techniques to Negotiate, Develop & Manage SLAs Effectively	Prof Catherine Tay	8-9			29-30			\$804	\$1,005
Strategic Legal Writing for Managers	Prof Catherine Tay		5		11			\$452	\$565
Structuring Joint Ventures & Strategic Business Alliances	Prof Catherine Tay			12			23	\$452	\$565
Tenancy Agreements - Landlord & Tenant Law	Prof Catherine Tay	22-23			7-8			\$804	\$1,005
Tendering & Bidding Process Management - Practical & Legal Aspects in Procurement	Prof Catherine Tay		15-16			7-8		\$804	\$1,005
The Sense and Dollars of Accounting	Christina Tay	15-16			21-22			\$644	\$805
Towards a Hassle Free Audit	Christina Tay		26-27			25-26		\$644	\$805
Understanding and Unraveling Published Financial Statements	Chow CK		5-6			7-8		\$564	\$705
Understanding Contract Interpretation & Drafting Standard Commercial Clauses	Prof Catherine Tay			9-10			9-10	\$804	\$1,005
Understanding Legalities in Project Management for Non-Legal Professionals	Prof Catherine Tay		13-14					\$804	\$1,005
Understanding the Practical & Legal Aspects of Information Technology (IT) & Computing	Prof Catherine Tay			13				\$452	\$565
Understanding Wrongful Acts in Business Management - Torts & Legal Remedies	Prof Catherine Tay			27				\$452	\$565
Understanding, Managing & Complying Your Obligations Under Personal Data Protection Framework (PDPA)	Prof Catherine Tay			11		13		\$452	\$565
<b>COMMUNICATIONS</b>									
Art of Presenting with Charts and Figures	Kevin Ryan			5 - 6		25 - 26		\$564	\$705
Copywriting for Marketing Materials	Gael Lee / Hart Lai		22-23		17-18		11-12	\$644	\$805
Cross Cultural Communication	Shirley Han		5		30	18	16	\$444	\$565
Delivering Impactful Presentation	Raymond Thomas		29-30					\$644	\$805
Developing A Strategic PR Communications Plan	K Bhavani		19-20			7-8		\$644	\$805
Developing Influencing Skills to Achieve Successful Outcomes	Cecilia Sim			5-6			9-10	\$564	\$705
Effective Crisis Management Communications	Gregory Tan	30-31			1-2			\$644	\$805
From Data to Sign - Infographics Essentials	Chris Seow	2 - 3	13 - 14	24 - 25				\$724	\$905
Game Changing Conversations	Shirley Han		30	25	23	15		\$444	\$565
H.E.A.R.T @ Work	James Suresh	22			17			\$404	\$505
How to Communicate Well and Influence People	Nica Foo					15 - 16		\$724	\$905
Influencing Without Authority	Shirley Han	19	29	24		22		\$444	\$565
Integrated Marketing Communications – Increasing Brand Awareness & Engagement	Rowena Lim	10-11		18-19				\$644	\$805
Internal Communication Strategies – From employee to Brand Champion	Rowena Lim	24-25		11-12				\$644	\$805
Managing Adversity with Resilience Skills	Cecilia Sim	22			14			\$644	\$805
Managing Media Relations	Gregory Tan		27-28			26-27		\$644	\$805
Mastering Corporate Communications	Gregory Tan			24-25			10-11	\$644	\$805
Negotiation Dynamics for Challenging Business Situations	Dr. Bob Foo				21-22			\$644	\$805
Non-Verbal Communications in a Digital Age	Rowena Lim		1		17			\$452	\$565
On The Spot Thinking	Stu Lloyd	22		23				\$452	\$565
Perfecting the Media Pitch	K Bhavani	15		9				\$452	\$565
Persuasive Presentation Skills	Shirley Han	22-23		26-27	21-22		2-3	\$724	\$905
Powerful Speech Writing and Speech Delivery	TK Yeoh	16-17			24-25			\$644	\$805
Speak with Confidence for Personal & Professional Success	Stanis Benjamin / TR Sakthi			12-13			2-3	\$564	\$705
Stakeholder Management	Shirley Han	31	14			20	5	\$444	\$565
Stakeholder Relationship Management	Rowena Lim	17-18		4-5				\$564	\$705
Storytelling with Numbers that Stand Out and Captivate Audience	Rachel Loke		22 - 23		10-11			\$644	\$805
Strategic Networking for your Business Growth	Brenda Tan		16		16		3	\$452	\$565
Workplace Humour - The Intelligent Use of Humour in the Workplace	Kevin Ryan			25		28		\$444	\$565
Writing for Publications	Gael Lee / Hart Lai		1-2	19-20		21-22		\$644	\$805
Writing for Social Media : Engaging the Masses, Encouraging Customer Loyalty	Gael Lee / Hart Lai	18			3		18	\$356	\$445
<b>PERSONAL EFFECTIVENESS</b>									
Achieving Company and Personal Goals Effectively	Rowena Lim		21-22		9-10			\$644	\$ 805
Design Thinking – A Creative Approach to Problem Solving	Christopher Long / Earl Allan			26-27				\$564	\$705
Enhancing Relations Through Emotional Intelligence	James Suresh	15				1		\$396	\$495
Managing Stress & Achieving Wellness	James Suresh			18-19				\$564	\$705
Powerful Listening from the Inside Out	Elisabetta Franzoso				14-15			\$644	\$805
Ready to Speak	TK Yeoh	31-1				21-22		\$644	\$805
Speed Thinking	Ken Hudson			25			11	\$500	\$625
Time & Stress Management	Samantha Sim			9		11		\$356	\$445
Workplace Interpersonal Skills	Cecilia Sim		19-20			11-12		\$564	\$705
<b>HUMAN CAPITAL MANAGEMENT</b>									
Effective HR Training and Development	Edward Foong			16-17				\$564	\$705
Essential HR Business Partnering Skills	Edward Foong			19-20				\$564	\$705
Fast Track to Becoming a HR Professional	Edward Foong		19-20					\$564	\$705
HR Business Partnership – Working with your Leaders to Build Deeply Engaged Teams	Earl Allan		1	12			5	\$399.20	\$499
Integrated Talent Management with IoT & Big Data Applications	Peter Loh			18		14		\$452	\$565
Managing Difficult Colleagues & Situations at Work	James Suresh			16-17			12-13	\$644	\$805
<b>EVENT MANAGEMENT</b>									
Executive Certificate in Business & Public Event Management	Dr Rob Harris					6-8		\$1,116	\$1,395
Planning & Managing Events	James Suresh		15-16			18-19		\$644	\$805

COURSES	TRAINER	JUL	AUG	SEP	OCT	NOV	DEC	FEES	
								MIS MEMBER	NON MEMBER
<b>SALES</b>									
Analysing Customer Behaviour And Body Language	Ng Ping Ping / Shankar G			19-20			19-20	\$644	\$805
Anticipating And Managing Customers Questions Intelligently	Stanis Benjamin / TR Sakthi		20			22		\$452	\$565
Art of Starting Sales Conversations	Ng Ping Ping / Gael Lee			2-3			2-3	\$644	\$805
Attracting Customers In The Digital Age	Stanis Benjamin / Ho-Tan Whai Aun		19			8		\$452	\$565
Consultative Selling Skills	Stanis Benjamin / Graham Carter	23-24			8-9			\$644	\$805
Creating Competitive Differentiators In A Digital Marketplace	Stanis Benjamin / Ho Tan Whai Aun			26-27			19-20	\$644	\$805
Cross Selling Techniques to Drive Higher Revenue & Profits	Stanis Benjamin / Ho-Tan Whai Aun		5-6			20-21		\$644	\$805
Develop Loyal Lifelong Customers: Have Customers Stick To You & Not With Your Competitors	Tylus Lim			16-17			17-18	\$644	\$805
Differentiated Selling to Overcome Price Objections	Dr. Bob Foo	22		30				\$452	\$565
Effective Pricing Strategies & Tactics	Tina McDowell						2-3	\$644	\$805
Effective Sales Mindset (Breaking Performance Barriers)	Stanis Benjamin / Shankar G	5			18			\$452	\$565
Effective Sales Negotiation for Long-Term Profitable Business Relationship	Cecilia Sim			16-17			5-6	\$644	\$805
Effective Selling Skills for Maximum Results	Cecilia Sim		1-2			7-8		\$564	\$705
High Impact Prospecting	Jim Livingstone				23-25			\$500	\$625
Increasing Sales Productivity & Performance	Stanis Benjamin / Ho-Tan Whai Aun	9 -10			10-11			\$452	\$565
Inside Sales Strategies & Skills	TR Sakthi / Yvonne Wu	16-17			16-17			\$564	\$705
Key Account Selling and Management	Cecilia Sim			23-24			16-17	\$644	\$805
Managing & Engaging with Distributors	Tina McDowell			9-10				\$564	\$705
Managing Sales Objections and Obstacles	TR Sakthi / Charles Tai		13-14			19-20		\$644	\$805
Negotiating - How to Plan and Execute a Negotiation	Jensen Koo			11				\$452	\$565
Negotiation Skills for Sales & Marketing Professionals	Ho-Tan Whai Aun / TR Sakthi	11-12			3-4			\$564	\$705
Persuasive Selling Methods: Up Your Convincing Powers For More Sales	Tylus Lim			9-10			3-4	\$644	\$805
Power Words & Phrases That Sell, Influence And Convince	Tylus Lim		16			7		\$404	\$505
Sales Bootcamp for Non Sales People	Jensen Koo		8-9					\$644	\$805
Sales Force Management	Dr. Bob Foo		19					\$452	\$565
Sales Foundations for Account Managers - How to Make More from your Key Account	Jensen Koo		14					\$452	\$565
Selling on Value Proposition For Winning and Keeping Customers	Cecilia Sim			2		4		\$452	\$565
Solution Sales Strategies & Skills	Stanis Benjamin / Ho-Tan Whai Aun		1-2			12-13		\$644	\$805
Story Selling – Create High Impact Sales & Marketing Stories	Stu Lloyd	25-26		26-27				\$644	\$805
Strategies And Skills In Managing Sales Pipeline	Stanis Benjamin / Graham Carter	1-2			1-2			\$644	\$805
Techniques to Closing Sales	Stanis Benjamin / Shankar G		15-16			14-15		\$564	\$705
Winning Sales Pitches & Presentations that Drive Conversions	Stanis Benjamin / Shankar G	18-19			14-15			\$644	\$805
<b>MARKETING</b>									
Acquiring & Retaining Customers through Service Marketing	Cecilia Sim	15-16			7-8			\$564	\$705
Advanced Marketing Strategies - Driving Business Growth & Sustainability	Cecilia Sim	8-9			9-10			\$644	\$805
Boost your Website Ranking with SEO Secrets Every Business Should Know	Timotheus Lee	9-10	20-21	12-13	17-18		12-13	\$926.40	\$1,158
Brand Equity & Positioning	Dr Donald Tan		22-23				5-6	\$644	\$805
Content Marketing for Better Business	Jorida Ong / Joanne Goh		15-16	19-20				\$880	\$1,100
Creative Ideas for Marketing and Product Development	Dickson Tang		29			7		\$452	\$565
Customer Loyalty Marketing	Cecilia Sim		5-6					\$644	\$805
Design Thinking Sprint for Successful Problem Solving	Anila Shrivastava		26 - 27					\$564	\$705
Developing A Strategic Marketing Plan	Cecilia Sim	25-26			17-18			\$644	\$805
Developing Integrated Customer Experiences for Brand Loyalty	Cecilia Sim		26			25		\$452	\$565
Developing Integrated Marketing Campaign for Impact and Results	Cecilia Sim		27			26		\$452	\$565
Digital Marketing Accelerator for Beginners	Anser Aly		1-2					\$644	\$805
Effective B2B & Trade Marketing Strategies	Dennis Ng		1-2					\$742	\$905
Effective Marketing Strategies	Cecilia Sim			3-4			3-4	\$644	\$805
Essentials of Email Marketing to Grow Your Business and Increase Sales	Timotheus Lee	31-1		2-3		7-8		\$948	\$1,185
Facebook Marketing & Advertising Mastery	Timotheus Lee	29-30	29-30	26-27	24-25			\$846.40	\$1,058
Fast Track Digital Marketing	Timotheus Lee	4-5	15-16	5-6	3-4	4-5		\$846.40	\$1,058
Integrated Digital Marketing Strategies	Martin Ross	25-26	26-27	23-24	21-22	18-19	12-13	\$644	\$805
Integrated Digital, Marketing and Communications for Effective and Optimised Launches	Rachel Loke		15 -16		03-04			\$644	\$805
Marketing Creativity	Ken Hudson			23-24			9-10	\$900	\$1,125
Marketing Fundamentals	Dr. Bob Foo	8		9				\$452	\$565
Neuro-Marketing Secrets: Trigger 'Buy Mode' In Your Customer's Brain	Tylus Lim	29-30			14-15			\$644	\$805
No-Cost & Low-Cost Marketing Techniques to Maximise Sales	Tylus Lim		27			15		\$404	\$505
Sales & Marketing Strategies for Alignment of Business Solutions for Existing & New Accounts	Tina McDowell					18-19		\$564	\$705
Search Advertising for Online Visibility that Can Drive Traffic to Your Website and Boost Sales	Timotheus Lee	16-17	22-23	19-20	15-16			\$846.40	\$1,058
Strategic Market Development	Jim Livingstone			25-27				\$500	\$625
The Nuts & Bolts of Market Research	Anila Shrivastava			3 - 4				\$564	\$705
Unconventional & Creative Marketing Strategies That Get Results	Tylus Lim	8-9			7-8			\$724	\$905
<b>LEADERSHIP</b>									
Creative Problem Solving for Decision Making	Raymond Thomas	11-12				7-8		\$644	\$805
Critical Thinking for Breakthrough Performance	Raymond Thomas				10-11			\$804	\$1,005
Disruptive Thinking to Drive Innovation & Growth	Ken Hudson			26			12	\$500	\$625
Divergent Thinking for Innovation and Greater Success	Nica Foo	26						\$452	\$565
Effective Self-Leadership in 4Dimensions	Elisabetta Franzoso				17-18			\$644	\$805
Effective Team Creativity in 3 Steps	Dickson Tang	18			16			\$452	\$565
Effective Team Leadership – Building High-Performance Teams	Earl Allan		2	13			6	\$399.20	\$499
Integrated Approach to Advanced Problem Solving Techniques	Raymond Thomas		7-8				5-6	\$724	\$905
New Managers, New Leaders Bootcamp	Raymond Thomas			5-6				\$724	\$905
Personal Leadership – Motivating Self & Others to Achieve Peak Performance	Stanis Benjamin / Shankar G			16-17			11-12	\$644	\$805
Practical Strategies for Supervising Others	Madeline Earnest		28-29		9-10			\$644	\$805
Sales Leadership - How to Recruit, Develop and Retain your Best Talent	Jensen Koo			3-4				\$900	\$1,125
Small Wins Innovation - Small Ideas with Big Impact	Ken Hudson			27			13	\$500	\$625
The Leader as a Coach	Jim Livingstone	6-7	7					\$716	\$895
Working in Global and Virtual Teams	Edward Foong					4-5		\$644	\$805
<b>SERVICE EXCELLENCE</b>									
Effective Telephone Techniques to Engage & Influence Customers	Ng Ping Ping / Yvonne Wu		22-23			4-5		\$564	\$705
Leading Service Excellence	Edward Foong				28-29			\$644	\$805
Managing Customer Complaints & Feedback - Writing with Empathy and Tact	Samantha Sim		15-16			14-15		\$564	\$705
Managing Customer Expectations for Frontline Professionals	Ng Ping Ping / Yvonne Wu			4-5			2-3	\$564	\$705
Managing Difficult Customers	Samantha Sim		5		7		2	\$356	\$445
New Mindset for Breakthrough Results	Nica Foo			6				\$452	\$565
Service Recovery Strategies	Samantha Sim	22						\$564	\$705

## Customised Content For Corporate Training Needs

Tailor training programmes that will fulfill your specific business needs and maximise your training ROI

**01** Understand Key Business Issues & Challenges

**02** Capability Gap Analysis

**03** Training Needs Assessment

**04** Course Design & Development

**05** Course Implementation & Review

## Asia's Leader in Executive Development

MIS has won numerous awards, accolades, and recognition from various industry partners and clients



2010 - 2017  
Human Resources Magazine  
Vendors of the Year Award  
Best Sales Training Provider



2015 - 2018  
HRM Asia Readers' Choice Awards  
#1 Best Corporate Learning  
& Development Provider



2016 - 2017  
JobsCentral TED Awards  
Best Corporate Training Provider in Sales & Marketing, and Learning & Development (Gold)

## CONTACT US

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