



EXECUTIVE DEVELOPMENT PROGRAMMES

APRIL - JUNE 2019

Upgrade and
Empower Your Future
With The Right Skill Set

Our 9 Major Disciplines

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

APRIL - JUNE 2019 PROGRAMMES

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

Courses	Trainer	Date			Fees	
		Apr	May	Jun	Member	Non Member
Business Management						
Seal The Deal - Integrative Negotiation Strategies	Michael Lum	1 - 2			\$644	\$805
Hospitality Law for Travel Tourism & Hotel - Legal Risk Management	Catherine Tay	3			\$452	\$565
Contract Law Management in Oil & Gas Industry	Catherine Tay	4 - 5			\$804	\$1,005
Strategic Networking for Your Business Growth	Brenda Tan	9			\$452	\$565
Essentials of Finance & Management Accounting for Non-Finance Professionals	Chow Chan Kwan	9 - 10			\$564	\$705
Understanding Wrongful Acts in Business Management - Torts & Legal Remedies	Catherine Tay	11			\$452	\$565
Contract Administration & Management	Catherine Tay	15 - 16			\$804	\$1,005
Strategic Legal Writing for Managers	Catherine Tay	17		15	\$452	\$565
Fundamentals of Intellectual Property Rights for Strategic Business Planning	Catherine Tay	18			\$452	\$565
Service Level Agreement (SLA) in Outsourcing Contracts - Mastering Techniques to Negotiate, Develop & Manage SLAs Effectively	Catherine Tay	22 - 23			\$804	\$1,005
Tenancy Agreements - Landlord & Tenant Law	Catherine Tay	25 - 26			\$804	\$1,005
Tendering & Bidding Process Management - Practical & Legal Aspects in Procurement	Catherine Tay		7		\$452	\$565
Business Planning & Budgeting	Chow Chan Kwan		7 - 8		\$564	\$705
Understanding, Managing & Complying Your Obligations Under Personal Data Protection Framework (PDPA)	Catherine Tay		8		\$452	\$565
Essentials of Preparing & Negotiating Contract Terms	Catherine Tay		9 - 10		\$712	\$905
Contract Law for Non-Legal Professionals	Catherine Tay		15		\$452	\$565
Contract Law - Understanding The Concepts of a Contract	Catherine Tay		22 - 23		\$712	\$905
Entrepreneur Coaching Secrets - Guide to Building a Sustainable & Profitable Business	Brenda Tan		27		\$452	\$565
Developing Winning KPIs for Peak Performance	Cecilia Sim		27		\$452	\$565
Procuring, Implementing & Managing Public-Private Partnerships (PPP) Contract for Non-Legal Professionals	Catherine Tay		27 - 28		\$804	\$1,005
Understanding the Practical & Legal Aspects of Information Technology (IT) & Computing	Catherine Tay			3	\$452	\$565
Structuring Joint Ventures & Strategic Business Alliances	Catherine Tay			7	\$452	\$565
Understanding Financial statements & Annual reports	Chow Chan Kwan			11 - 12	\$564	\$705
Measuring Business Performance	Christina Tay			19 - 20	\$644	\$805
Business Law	Catherine Tay			24 - 25	\$712	\$905
Company Law for Business Managers	Catherine Tay			26	\$452	\$565
Understanding Contract Interpretation & Drafting Standard Commercial Clauses	Catherine Tay			27 - 28	\$804	\$1,005
Sales						
Strategies & Skills in Managing Sales Pipeline	Stanis Benjamin / Graham Carter	1 - 2			\$644	\$805
Consultative Selling Skills	Stanis Benjamin / Graham Carter	3 - 4			\$644	\$805
Effective Sales Mindset - Breaking Performance Barriers	Stanis Benjamin / Shankar G	5			\$452	\$565
Sales Force Management	Bob Foo	8			\$452	\$565
Winning Sales Pitches & Presentations that Drive Conversions	Stanis Benjamin / Shankar G	11 - 12			\$644	\$805
Inside Sales Strategies & Skills	Stanis / TR Sakthi / Yvonne Wu	16 - 17			\$556	\$705
Increasing Sales Productivity & Performance	Stanis Benjamin / Ho-Tan Whai Aun	25 - 26			\$564	\$705
Negotiation Skills for Sales & Marketing Professionals	Stanis / Ho-Tan Whai Aun / Sakthi	29 - 30			\$564	\$705
Managing & Engaging with Distributors	Tina McDowell	29 - 30			\$564	\$705
Cross Selling Techniques to Drive Higher Revenue & Profits	Stanis Benjamin / Ho Tan Whai Aun		6 - 7		\$644	\$805
Effective Selling Skills for Maximum Results	Cecilia Sim		7 - 8		\$556	\$705
Managing Sales Objections & Obstacles	Stanis / TR Sakthi / Charles Tai		9 - 10		\$644	\$805
Power Words & Phrases that Sell, Influence & Convince	Tylus Lim		10		\$404	\$505
Sales Bootcamp for Non-Sales People	Jensen Koo		14 - 15		\$642	\$805
Techniques to Closing Sales	Stanis Benjamin / Shankar G		16 - 17		\$564	\$705
Sales Foundations for Account Managers - How To Make More From Your Key Account	Jensen Koo		21		\$452	\$565
Anticipating & Managing Customers Questions Intelligently	Stanis Benjamin / TR Sakthi		22		\$452	\$565
Solution Sales Strategies & Skills	Stanis Benjamin / Ho Tan Whai Aun		23 - 24		\$644	\$805
Effective Sales Negotiation for Long-Term Profitable Business Relationship	Cecilia Sim		23 - 24		\$644	\$805
Attracting Customers in The Digital Age	Stanis Benjamin / Ho Tan Whai Aun		29		\$452	\$565
Story Selling - Create High Impact Sales & Marketing Stories	Stu Lloyd		30 - 31		\$644	\$805
Persuasive Selling Methods - Up Your Convincing Powers For More Sales	Tylus Lim			6 - 7	\$642	\$805
Develop Loyal Lifelong Customers - Have Customers Stick To You & Not With Your Competitors	Tylus Lim			10 - 11	\$644	\$805
Sales & Marketing Strategies for Aligning of Business Solutions	Tina McDowell			10 - 11	\$564	\$705
Key Account Selling & Management	Cecilia Sim			13 - 14	\$644	\$805
Creating Competitive Differentiators in a Digital Marketplace	Stanis Benjamin / Ho Tan Whai Aun			13 - 14	\$644	\$805
Negotiating - How To Plan & Execute A Negotiation	Jensen Koo			14	\$452	\$565
Selling on Value Proposition	Cecilia Sim			17	\$452	\$565
Analysing Customer Behaviour & Body Language	Ng Ping Ping / Shankar G			17 - 18	\$644	\$805
Art of Starting Sales Conversations	Ng Ping Ping / Gael Lee			20 - 21	\$644	\$805
Personal Effectiveness						
Design Thinking - A Creative Approach to Problem Solving	Christopher Long / Earl Allan	4 - 5		6 - 7	\$564	\$705
The AHA! Moment - Creative Thinking Skills	Michael Lum	8 - 9			\$644	\$805
Workplace Interpersonal Skills	Cecilia Sim	16 - 17		3 - 4	\$564	\$705
Managing Stress & Achieving Wellness	James Suresh			17 - 18	\$564	\$705
Speed Thinking	Ken Hudson			19	\$500	\$625
Think on Your Feet	TK Yeoh			27 - 28	\$644	\$805

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Marketing						
Acquiring & Retaining Customers Through Service Marketing	Cecilia Sim	3 - 4			\$564	\$705
Facebook Marketing & Advertising Mastery	Timotheus Lee	8 - 9			\$846.40	\$1,058
Developing a Strategic Marketing Plan	Cecilia Sim	9 - 10			\$644	\$805
Brand Equity & Positioning	Donald Tan	10 - 11			\$644	\$805
The Nuts & Bolts of Market Research	Anila Shrivastava	11 - 12			\$564	\$705
Unconventional & Creative Marketing Strategies That Get Results	Tylus Lim	11 - 12			\$644	\$805
Effective Team Creativity in 3 steps	Dickson Tang	18			\$452	\$565
Neuro-marketing Secrets - Trigger 'Buy Mode' in Your Customer's Brain	Tylus Lim	22 - 23			\$642	\$805
Integrated Digital Marketing Strategies	Martin Ross	22 - 23	27 - 28	27 - 28	\$644	\$805
Boost Your Website Ranking with SEO Secrets Every Business Should Know	Timotheus Lee	29 - 30			\$926.40	\$1,158
Fast Track Digital Marketing	Timotheus Lee		13 - 14		\$846.40	\$1,058
Advanced Marketing Strategies - Driving Business Growth & Sustainability	Cecilia Sim		16 - 17		\$644	\$805
No-Cost & Low-Cost Marketing Techniques to Maximise Sales	Tylus Lim		24		\$404	\$505
Marketing Fundamentals	Bob Foo		27		\$452	\$565
Developing Integrated Customer Experiences for Brand Loyalty	Cecilia Sim		28		\$452	\$565
Creative Ideas for Marketing & Product Development	Dickson Tang		30		\$452	\$565
Developing Integrated Marketing Campaign for Impact & Results	Cecilia Sim			10	\$452	\$565
Effective Marketing Strategies	Cecilia Sim			11 - 12	\$644	\$805
Effective B2B & Trade Marketing Strategies	Donald Tan / Dennis Ng			13 - 14	\$724	\$905
Search Engine Marketing	Timotheus Lee			13 - 14	\$846.40	\$1,058
Marketing Creativity	Ken Hudson			17 - 18	\$900	\$1,125

Communications

Stakeholder Relationship Management	Rowena Lim	3 - 4			\$564	\$705
Writing for Social Media: Engaging the Masses, Encouraging Customer Loyalty	Gael Lee	4			\$356	\$445
Effective Presentation Skills	Shirley Han / Shradha Gang	8 - 9		3 - 4	\$724	\$905
Internal Communication Strategies - From Employee to Brand Champion	Rowena Lim	10 - 11			\$636	\$795
Creating Newsletters for Maximum Impact	Valerie Valberg-Yeoh	11 - 12		20 - 21	\$644	\$805
Writing for Publications	Gael Lee	11 - 12		27 - 28	\$644	\$805
Effective Crisis Management Communications	Gregory Tan	16 - 17			\$644	\$805
Delivering Impactful Presentation	Raymond Thomas	22 - 23			\$644	\$805
Art of Presenting with Charts & Figures	Jude Lim		6 - 7		\$564	\$705
Negotiation Dynamics for Challenging Business Situations	Bob Foo		6 - 7		\$636	\$795
Powerful Speech Writing & Speech Delivery	TK Yeoh		8 - 9		\$644	\$805
Better Grammar for Professional Business Communications	Valerie Valberg-Yeoh		9 - 10		\$644	\$805
Managing Media Relations	Gregory Tan		14 - 15		\$642	\$805
Managing adversity with Resilience Skills	Cecilia Sim		15		\$452	\$565
Integrated Marketing Communications – Increasing Brand Awareness & Engagement	Rowena Lim		15 - 16		\$636	\$795
Copywriting for Marketing Materials	Gael Lee		16 - 17	13 - 14	\$644	\$805
Think Inside the Box	Stu Lloyd		27		\$452	\$565
Non-Verbal Communication in a Digital Age	Rowena Lim		28		\$444	\$555
Developing Influencing Skills to Achieve Successful Outcomes	Cecilia Sim			6 - 7	\$564	\$705
Speak with Confidence for Personal & Professional Success	Stanis Benjamin / TR Sakthi			6 - 7	\$564	\$705
Mastering Corporate Communications	Gregory Tan			25 - 26	\$642	\$805

Leadership

Creative Problem Solving for Decision Making	Raymond Thomas	4 - 5			\$644	\$805
Integrated Approach to Advanced Problem Solving Techniques	Raymond Thomas	25 - 26			\$724	\$905
New Managers, New Leaders Bootcamp	Raymond Thomas		23 - 24		\$724	\$905
Practical Strategies for Supervising Others	Madeline Ernest		29 - 30		\$644	\$805
Sales Leadership - How to Recruit, Develop & Retain Your Best Talent	Jensen Koo			4 - 5	\$642	\$805
Working in Global and Virtual Teams	Edward Foong			13 - 14	\$644	\$805
Disruptive Thinking to Drive Innovation & Growth	Ken Hudson			20	\$500	\$625
Small Wins Innovation - Small Ideas with Big Impact	Ken Hudson			21	\$500	\$625
Critical Thinking Skills for Breakthrough Performance	Raymond Thomas			25 - 26	\$804	\$1,005
Personal Leadership - Motivating Self & Others to Achieve Peak Performance	Stanis Benjamin / Shankar G			27 - 28	\$642	\$805

Service Excellence

Service Recovery Strategies	Samantha Sim	9			\$356	\$445
Managing Difficult Customers	Samantha Sim	17		10	\$356	\$445
Leading Service Excellence	Edward Foong	17 - 18			\$644	\$805
Managing Customer Complaints & Feedback - Writing with Empathy & Tact	Samantha Sim		6 - 7		\$564	\$705
Effective Telephone Techniques to Engage & Influence Customers	Ng Ping Ping / Yvonne Wu		14 - 15		\$564	\$705
Managing Customer Expectations for Frontline Professionals	Ng Ping Ping / Yvonne Wu			3 - 4	\$564	\$705
Developing Customer Service Excellence for Peak Performance	Cecilia Sim			20 - 21	\$644	\$805

Human Capital Management

Effective HR Training & Development	Edward Foong	1 - 2	8 - 9		\$564	\$705
Essential HR Business Partnering Skills	Edward Foong	15 - 16			\$564	\$705
Fast Track to Becoming a Human Resource Professional	Edward Foong	22 - 23			\$564	\$705
Managing Difficult Colleagues & Situations at Work	James Suresh			6 - 7	\$564	\$705

Event Management

Executive Certificate in Event & Business Management	Rob Harris		7 - 10		\$1,860	\$2,325
Planning & Managing Events	James Suresh		13 - 14		\$642	\$805



Why Choose MIS Executive Development Programmes?

Wide Selection of Topics

Comprehensive range of training courses spanning 9 disciplines.

Trend Setting Insights

Our courses are constantly aligned to changing market conditions. This allows us to nurture, train, and develop future leaders of tomorrow, who are well-equipped to deal with market disruptions and thrive on uncertainties.

Asia's Leader in Professional Training and 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
• Learning & Development (Gold)

Customised Content For Corporate Training Needs

Organisations have distinct business requirements that can only be addressed with customised training solutions. We can tailor training programmes that will fulfill your specific business needs and maximise your training ROI. Speak to our friendly consultants today for a non-obligatory discussion at 6327 7580.



01

Understand Key Business Issues & Challenges

02

Capability Gap Analysis

03

Training Needs Assessment

04

Course Design & Development

05

Course Implementation & Review

Subsidies and Funding

→ **Company-sponsored**
Broad based funding for SDF-approved courses only.
Visit www.skillsconnect.gov.sg for more information.

→ **Individual-sponsored**
Singapore citizens can utilise their SkillsFuture Credit for SDF-approved courses.
Visit www.skillsfuture.sg for more information.

→ **e2i Funding**
Singaporeans and PRs are entitled for up to \$420 e2i funding per course (e2i-approved courses only).

***SDF Approved Courses (Corporate)**
Broad based SDF funding for company-sponsored Singaporeans and PRs only

***SDF Approved Courses (Individual)**
SkillsFuture Credit applicable for eligible Singaporeans only

20%

Discount for MIS Member

T&Cs apply.

5%

Group Discount for 3 or more participants for Non-MIS Members

T&Cs apply.



For Course Enquiries

www.mis.org.sg/seminars

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