

*“The way we communicate with others and with ourselves  
ultimately determines the quality of our lives.”*

– Anthony Robbins

# COMMUNICATION EXCELLENCE

## Getting Results with Breakthrough Communication Skills



12 & 13 JUNE 2013  
VISTANA HOTEL KUALA LUMPUR

# COMMUNICATION EXCELLENCE

## INTRODUCTION

**B**usinesses are thriving and trying to survive in a world filled with the dynamics of constant change. Stepping out of the rat race and jumping into the real world takes a lot of courage, discipline, strong principles and leadership skills.

Companies that communicate with courage, innovation and discipline, especially during times of economic challenge and change, are more effective to achieve the desired business results.

As Malaysia moves into a high-income nation in 2020, change is eminent. Yet, it's also the human instinct to resist change at all costs. Effective communication is an agent of change. Establishing and developing it is important in order to be heard. Your vision will only become a mission if you possess the core ingredients of effective communication.

Effective communications improve employee satisfaction, retention and productivity. This 2-day training program is designed to provide various effective strategies in enhancing communication competencies thus enabling the power of persuasion to influence the environment.

The programme revolves around the concepts of NLP (Neuro Linguistic Programming), a modern groundbreaking communication psychology based on modeling behavioral excellence.

## PROGRAM OUTCOME

As promised at the beginning of the programme, that the objectives of the content would be instilled in you. Although effective communication takes time, practices surely makes perfect.

This two-day programme had enabled you as the participants to have acquired the several objectives outlined.

- YOU are able to develop communication strategy and plan.
- YOU are able to identify various personality traits and best communication styles for each personality.
- YOU are able to communicate with others according to their communication types.
- YOU would have picked up body language and simulation strategy and able to resolve conflicts.
- YOU would have acquired presentation techniques using brain methodology.
- YOU would have learned positive self-talk and have the confidence to continue on the journey towards a master communicator.

## TARGET AUDIENCE

- Directors / Senior Directors / Assistant Directors
- CEO / COO / Policy Makers
- Director of Corporate Communication
- Senior Managers / Managers / Senior Executives
- Marketing / Sales Managers / Executives
- Project Coordinators

Most people think they are good communicators. Yet most people are unaware of the entire message they are sending. We can show you how to breakthrough communication barriers to a level that really gets your point across. Anyone interested in increasing the effectiveness of his or her communication. It will benefit any person whose work requires effective communication and in particular, people who manage people or projects.

VAANI



# PROGRAMME

## DAY 1

- 9.00 am - 9.30 am Ice Breaker ‘ *Gangnam Style Dance* ’  
Rules & Regulations – the dos and don’ts
- 9.30 am - 10 am My Story
- 10.00 am - 10.30 am Brief Introduction: Objectives of the Programme  
Introduction of participants
- 10.30 am - 11.00 am TEA BREAK
- 11.00 am - 11.30 am **Essentials of effective communications**
- ◆ The need for effective communications
  - ◆ Benefits of having effective communication skills
  - ◆ Core ingredients of effective communications
  - ◆ Influencing, persuading and relating with people
- 11.30 am - 12.30 pm **Acknowledging the Root Cause**
- 12.30 pm - 1.30 pm LUNCH
- 1.30 pm - 2.30 pm **Creating Impactful Communication**
- ◆ Key skill sets required for effective communication
  - ◆ Individual communication profile (Self-assessment)
  - ◆ Critical factors involved in successful communication
  - ◆ Applying NLP techniques in impactful communication
- 2.30 pm - 3.30 pm **The Dynamics of NLP**
- ◆ Origins and applications of NLP in influencing others
  - ◆ Fundamentals of NLP and thinking preferences
  - ◆ Neurological channels and behavioural traits
  - ◆ NLP models, techniques and strategies
- 3.30 pm - 4.00 pm TEA BREAK
- 4.00 pm - 5.00 pm **Using NLP to elicit thinking preference**
- ◆ Understanding the human representational system
  - ◆ Determining the thinking preference of others
  - ◆ Elicitation and calibration strategies of lead systems
  - ◆ The accessing cues framework for elicitation

## DAY 2

- 9.00 am - 10.30 am Discussion
- 9.30 am - 10.30 am **NLP and Influencing Language**
- ◆ Usage of the Meta Model in influencing
  - ◆ Applications of the Milton Model in influencing
  - ◆ Questioning skills to enhance rapport
  - ◆ Framing and reframing language
- 10.30 am - 11.00 am TEA BREAK
- 11.00 am - 12.30 pm **Enhancing the Influencing Power**
- ◆ Various power sources for influencing others
  - ◆ Becoming a flexible and adaptable communicator
  - ◆ Boosting the self-confidence and congruence level
  - ◆ Appealing to others’ reason, emotions, values and beliefs
- 12.30 pm - 1.30 pm LUNCH
- Becoming a Proactive Communicator**
- ◆ Sharpening the active listening skills
  - ◆ Handling objections and resistance tactfully
  - ◆ Demonstrating composure, focus and confidence
  - ◆ Proactive communication skills demonstration
- 2.30 pm - 3.30 pm TEA BREAK
- Individual / Group Presentation**
- 4.00 pm - 5.00 pm **Action Plan Development**
- ◆ Appraisals
  - ◆ Determining immediate areas of improvements
  - ◆ A personalized action plan development
- Closing by Trainer

**Vaani Thiagarajan** is currently a Producer with Capital TV.

Vaani started her career in the hotel industry in London after completing a Graduate Diploma in American Hotel & Motel Association. She has also obtained a Diploma in Psychology from Middlesex University in the United Kingdom.

With more than 12 years experience in the hospitality industry, Vaani has worked as a Senior Sales Manager for many well known hotels in Malaysia and expanded her horizon as a Director of Sales for a digital media advertising firm briefly. She worked as Branch Manager for a real estate agency for 4 years in the United Kingdom. She has contributed to the success of leading hotels and resorts in Malaysia, throughout her marketing career. Working with talented marketing directors has afforded her the level of hands on experience for a greater roles and challenges.

She hosted Olympics 2008 on ASTRO, presented news for a private TV channel in the UK and conducted interviews with prominent personalities and politicians. She has also conducted training programmes in the areas of Etiquette, Customer Service, Grooming and Basic Communication skill.

Being acquainted with various industries in local and international market for 20 years has equipped Vaani the knowledge to handle most circumstances with tact and total professionalism. She is very enthusiastic and has the ability to communicate with people from all levels.

VAANI THIAGARAJAN

PARTICIPANTS	DESIGNATION	EMAIL
1.		
2.		
3.		
4.		
5.		

  

ORGANISATION	
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CORRESPONDING ADDRESS	
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CONTACT PERSON		SIGNATURE	
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TEL		FAX		EMAIL	
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- 1. **FOR PRIVATE SECTOR** - The organisers reserve the right to stop any registered delegate from taking part in the event if no proof of payment or an undertaking letter is presented.
- 2. **FOR GOVERNMENT SECTOR** - A Local Order (LO) or Letter of Approval to participate must be presented before or during the event.
- 3. **CANCELLATION POLICY** - For any cancellations, kindly inform the secretariat in writing / fax 3 days before the event, otherwise the conference fees will be billed. Replacement will / can be accepted. No refund for cancellation made after **7 June 2013**.
- 4. **REGISTRATION FEE** - **RM1,650.00 per participant**. Fees to include Lunch, Refreshments and Workshop materials / documentation)
- 5. **GROUP DISCOUNT** - A **RM50.00 Discount** will be given for group registration of Five (5) or more from the same organisation (same time and same billing source).
- 6. **PAYMENT MODE** - All Bank Draft / Local Order / Cheques must be crossed and made payable to **WORLDWIDE CORPORATE RESOURCES SDN BHD**
- 7. **BANK TRANSFER**
  - Bank - Maybank Berhad
  - Account Name - Worldwide Corporate Resources Sdn Bhd
  - Account No - 5140 5717 4708

*All enquiries must be forwarded to:-*

**Secretariat**  
**GlobaleventAsia**  
**Worldwide Corporate Resources Sdn Bhd**  
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[www.globaleventasia.com](http://www.globaleventasia.com)

**COMMUNICATION EXCELLENCE**

**HRDF CLAIMABLE**  
 The Fee is Claimable from HRDF under SBL Scheme  
 (Subject to HRDC Policies and Procedures)



No Siri: 1378

*\* The organiser reserve the right to make any necessary amendments to the benefits of this workshop.*