INFLUENCING & PERSUADING THROUGH POSITIVE COMMUNICATION
ENHANCING WORKPLACE RELATIONSHIPS THROUGH POSITIVE MINDSET & INTERACTION FOR EXECUTIVES AND MANAGERS
' 9:00 am to 5:00pm  ' 10-11 June 2015, Wed - Thu  ' Park Avenue Hotel, Sungai Petani

INTRODUCTION:
Language is an exceedingly powerful tool. Whether you communicate orally, or in written form, the way you express yourself will affect whether your message is received positively or negatively. Even when you are conveying unpleasant news, the impact can be softened by the use of what we call positive language.

In this 2-day programme, we are going to be looking at ways you can communicate in a more positive way that is more likely to elicit cooperation rather than argument or confrontation. Whether you are communicating with clients/customers, your staff, or other government employees, you can use positive language to project a helpful, positive image rather than a destructive negative one.

This programme is comprehensive as it covers the theoretical aspect of having a positive mindset to the more practical aspect of channelling the desirable ‘vibes’ through communicating positively with the people around you, whether at work or at home!

OBJECTIVES:
By the end of this two-day course, you will be able to:
- develop an awareness of the importance of having a positive mind-set and attitude;
- deliberately choose suitable words to communicate positively;
- learn to give feedback constructively and positively;
- write business documents in a positive tone.

METHODOLOGY
This is a highly interactive and informative programme allows participants to reflect on their own communication styles within the organisation. Participants will be provided with realistic scenarios, games and case studies for them to engage in stimulating discussions and enriching experiences to help them realise that staying positive is a deliberate choice.

There will be ample opportunities for participants to develop an action plan that will help them improve the gray areas such as demotivation, conflicts and miscommunications of their professional lives. Role plays and simulations will be used as a form of practice so that they are able to experience the importance of positive communication on a personal level.

WHO MUST ATTEND
Business professionals: managers, executives, engineers, supervisors who appreciate the importance of self-esteem and confidence as effective communicators and presenters.

COURSE CONTENT
Day 1 - Part 1: Starting With YOU
- The secret of thinking positively
- What is positive communication?
- The role of tact and diplomacy
- Changing your mindset...NOW!

Part 2: Personalities and Their Impact
- Your personality and work style
- Other dominant personalities at work
- Pressing the right buttons
- Decision-making styles
- Receptivity levels and strategies

Day 2: Getting Down to Business

Part 3: The Fundamentals of Positive Communication
- You-attitude in everything you say and write
- Empathy: You-Attitude beyond the sentence level
- Creating Positive Emphasis: choose to say things positively
- Framing: looking through the eyes of others
- Minding your tone to show politeness

Part 4: Persuasive and Influential Communication
- Understanding the 4 elements of persuasion
- Influence-mapping: identifying the people involved
- Understanding different types of Audience – receptivity and decision-making styles
- Using "buzzwords" to capture the attention of others
- Presenting a Rock-Solid Case
TRAINER:

Ms Selina Rogers has had 18 years of experience in the fields of education and training. Her exposure to the various levels of education and training has equipped her with the ability to relate with people and tailor-make programs and courses alike to meet the diversified needs of people who want to be successful; either in the business world or the academic arena. Apart from conducting courses and workshops on English for Specific Purposes, she also facilitates training programs on Effective Presentations and Communication Skills. Selina has produced and compiled numerous modules for Business Communication, Customer Service and Business English program that have been used in various factories and companies to cater for the needs of professionals in the field of business. Selina is a certified examiner and examiner trainer in the International English Language Testing Systems (IELTS). She possesses a Bachelor of Education (TESL) and a Master of Education (TESL) from the University of Malaya, Kuala Lumpur and professional certificates in Effective Supervision and Power Writing from Arizona State University, USA.

ADMINISTRATIVE DETAILS

Date : 10-11 June 2015 (Wed-Thu)  Time : 9.00 am – 5.00 pm
Venue : Park Avenue Hotel, Sungai Petani  Fees : RM850.00 (Members); RM950.00 (Non-Members)

All fees are:
- Subject to 6% GST charge
- Inclusive of course materials, lunch and refreshments.

Attendance is by prior registration only. Registration form must be completed and returned to FMM Institute by 4 June 2015 with correct payment by cheque made in favour of ‘FMM INSTITUTE’ and crossed “Account Payee Only”. Payment by cash is acceptable during the day of registration. Registration is on first-come-first-served basis.

CANCELLATION MUST BE IN WRITING TO FMM.
There will be no refund for cancellation within 3 days prior to the program. 50% refund for cancellation between 4 - 5 days and full refund for cancellation 6 days prior to the program. No additional cost for replacement.

ENQUIRIES & REGISTRATION
Contact: Meeza/ Zai
Address: FMM Institute Kedah/Perlis Branch, No.2, Lorong BLM 1/4, Bandar Laguna Merbok, 08000 Sungai Petani, Kedah
Tel: 04-4403628 / 4403273  Fax: 04-4426876  E-mail: meeza@fmm.org.my / rozainiza@fmm.org.my

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REGISTRATION FORM

To : FMM Institute (Attn: Meeza/Zai) Fax: 04-4426876

Please register the following participants:

1. Name & Designation : _____________________________________________________________

2. Name & Designation : _____________________________________________________________
   (Please attach separate list if space is insufficient)

Submitted by

Name/Designation : _________________________________________________________________
Company : _________________________________________________________________
GST Reg No : _________________________________________________________________
Tel/ Fax : _________________________________________________________________
Address : _________________________________________________________________
Email : _________________________________________________________________
Membership No. : _________________________________________________________________