

## 2019 Learning & Development Course Catalogue Three (3) for In-house Presentation

3

# Presenting / Communicating / Writing Skills

NEW

### New In-House Class Size

You can now sponsor in-house classes with as few as **six (6) participants**. Please contact us at **+852 28381182** for details.

### Announcing our brand new 1-day 'Design Thinking Fundamentals'

This workshop gives an overview to Design Thinking, a 5-stage design methodology that provides a solution-based approach to solving problems. Adopting this methodology can enable managers and professionals design human-centric products and programs for both internal and external applications. **Please download from our website.**

NEW

**We have prepared five (5) course catalogues to showcase our 90+ short courses currently available for inhouse presentation. They are :**

**Catalogue 1 :** Leadership and Managerial Skills

**Catalogue 2 :** Personal Effectiveness

**Catalogue 3 :** Presentation/Communication/Writing Skills

**Catalogue 4 :** Business Etiquette/Selling/Customer Service Skills

**Catalogue 5 :** Project Management / Technical / Specialty Skills

**Please download from our website.**

NEW

### New Series of Mini-sessions on Business English for Clear, Courteous and Convincing Communication

In a Wall Street Journal survey, successful companies rated clear communication as the number one competency required of their employees. Clear communication is built on structure, content and language.

The series of mini sessions on Business English trains the participants at all levels to firm up their language base and to optimise desired results in communication. **Please contact us for a proposal and a quotation.**

NEW

### English Consultancy for Corporate Communication

We design, compile or edit corporate communication

- Guide on corporate presentations
- Handbook on telephone service
- Handbook on service writing

**Please contact us for a proposal and a quotation.**

### Executive Coaching Service

We offer one-on-one executive coaching service for expatriate and local staff. **Please contact us for a proposal and a quotation.**

Please share this brochure with your colleagues. Thanks.

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## Influencing Others without Formal Authority

### 令人心悅誠服的非權力性影響力

MEDIUM : English / Cantonese COURSE CODE : IFSW

Managers often need to work with people over whom they do not have formal authority. These people may be their peers, superiors, cross-functional colleagues, contractors, suppliers, even customers. Even with subordinates, it is always more efficient and productive to get their buy-in than their obligated compliance.

**The purpose of this course is to provide participants the skills and techniques to influence and lead others without formal authority. The skills learnt in this course are especially helpful for those involved in team work, projects, volunteer groups, or those building a small business for themselves.**

At the completion of this workshop, participants will be able to:

- Enhance one's own "influence assets"
- Influence peers
- Influence their subordinates
- Influence their superiors

### Course Outline

#### 1. Introduction

Through *discussions*, *case studies* and *exercises*, the following concepts will be introduced:

- Reasons and situations that call for influencing others
- The power of influence over authority
- Sources of informal power
- The importance of networking in today's business
- Basic principles and strategy in influencing

#### 2. Developing "Influence Assets"

Through *discussions*, *mini-lectures* and *role-plays*, participants will learn the following concepts and skills:

- Defining "influence assets"
- The need for networking
- The principle of reciprocity
- The currency of exchange
- Building rapport and trust
- Building up your "influence assets"

#### 3. Influencing your subordinates

Through *simulated exercises*, *feedbacks* and *discussions*, participants will learn the following concepts and skills:

- Why do your subordinates want to work?
- Motivation and de-motivation
- Communicating vision and requirements
- The WillFM factor
- The "Pygmalion Effect"
- Involvement, buy-in and ownership
- Overcoming limiting beliefs

#### 4. Influencing peers

Through *simulated exercises*, *feedbacks* and *discussions*, participants will learn the following concepts and skills:

- Networking within the organization
- Finding out what your peers want
- Stakeholders' analysis
- Turning friends into allies
- Getting the best from your opponents
- Getting others share your vision
- Making your project irresistible

#### 5. Influencing superiors

Through *simulated exercises*, *feedbacks* and *discussions*, participants will learn the following concepts and skills:

- Superiors as allies
- Understanding the world of your superiors
- Assessing your resources in the exchange
- Relating to your superior
- Developing a business case
- How to disagree without being insubordinate

The morning is devoted to the *discussion and practice* of some basic skills required to influence others within the workplace. The afternoon is a number of *simulated exercises* on influencing subordinates, along with *feedback, discussions and more skill practices*.

## Influencing Skills to Power Up Persuasion

### 提高影響力以加強說服力

MEDIUM : English / Cantonese COURSE CODE : IFSP

Persuasion gets one to sell ideas. To get buy-in from customers, bosses, peers and subordinates, one needs to adapt to their real needs. To be able to adapt and connect to speed up the result, influencing both the functional and the psychological aspects of communication will make a difference in getting higher results. The participants will learn:

- An awareness of how to build on their own strengths
- Influence as an accelerator of persuasion
- Difference between persuasion, influence and manipulation
- Drivers which get people to say yes
- Motivation of the conscious and unconscious mind
- Communication models to connect with the conscious mind
- Impact to connect with others on the unconscious level with body language and voice
- Ideas selling presentation
- Assertiveness at negotiation

### Target Audience

Those who would like to communicate with impact

### Course Outline

#### 1. Influence vs Persuasion

- Define influence, persuasion versus manipulation
- Discover your potential to influence
- Focus on the ability to get a "yes" from others

#### 2. Connect with the Technical and Psychic Levels

- Understand how information is processed by the conscious and unconscious mind
- Know the importance of driving others through knowing their real needs
- Realise the verbal and non-verbal tools

#### 3. Connect to Feelings and Logic

- Discover ways to build rapport with 'why'
- Practise a template to convey a message
- Adapt approach to bosses, clients, peers and subordinates

#### 4. Create High Impact with Verbal and Non-Verbal Language

- Practise a transparent yet tactful language
- Learn how to build trust and liking with body language
- Reckon the secret of intonation and pausing in voice

#### 5. Get a Yes with Influence Drivers

- Be aware of the top-rated drivers for a 'yes'
- Engage in a debate to experiment the usage
- Discuss how to apply to case examples

#### 6. Pitch Audience Interest with Listening and Selling

- Learn the cascading method in listening and probing to discover real needs
- Engage in an activity to know the technique in matching message with needs
- Practise a model to deepen the selling effect

#### 7. Negotiate Differences with an Achievement Direction

- Find overlapping interest
- Practise a model that creates open discussion
- Focus on getting your outcome

## Storytelling for Engaging Presentation

### 以故事連繫聽眾 — 故事式的演講技巧

MEDIUM : Cantonese COURSE CODE : SEP

Storytelling is your most powerful means of communication. It connected people. The most successful presenters are storytellers, by mastering business storytelling skills to achieve business results.

After a presentation, 63% of audience remembers stories but ONLY 5% remember statistics (Source: Authors Chip & Dan Heath). Stories work and stories have value because they help audience understand the facts and raw data with business meaning. Stories are how we best learn and visualize information, simplify and clarify even the most complex information. We can hook an audience with emotion. What's more, stories help people remember what they have heard.

After attending this program, participants will be able to :

1. Build engagement and inspire people to take action
2. Master storytelling techniques in business presentation
3. Understand your audience and match your stories relevant to their experience and interests
4. Apply emotional power to the stories by eye focus, voice, posture and gestures to have a much better chance of resonating with the listeners
5. Master the art as a good communicator to incorporate storytelling seamlessly into "best and natural style"

**Methodology** Lecture, discussion and reflection, role plays, practice and feedback

**Target Audience** Sales, Customer Services, Frontline and client-facing professionals who need to communicate with internal and external customers

### Course Outline

#### 1. Stories in presentations bring to life abstract data

- How to enable listeners to better hear, understand and remember what you say
- Make sweet reason has its place

#### 2. The art of good storyteller

- Plain (Keep it simple)
- Light (Make sure your story is appropriate to your audience)
- Obvious (Be clear and focused)
- Tight (Keep it short)

#### 3. How to give your story a heart

- Create and satisfy desire
- Make it memorable
- Be conversational
- Respect your listeners

#### 4. Eight(8) classic storytelling techniques for presentations

- Monomyth (hero's journey)
- The mountain
- Nested loops
- Sparkline
- In medias res
- Converging ideas
- False start
- Petal Structure

#### 5. How to make your customer the hero

- What is your hero's power?
- How did your hero become 'super'?
- What threatens your hero?
- What drives your hero to do well?

#### 6. The power of storytelling

- Telling your stories helps you to express what makes you different in the workplace

## Presentations and Communication Skills

### 職場演講與溝通技巧

MEDIUM : English / Cantonese COURSE CODE : PCS

Making presentations is a critical skill for most employees in today's society. The difference between a well presented and a mediocre speech often means winning or losing a sale or some much needed support. Yet making public presentations is not a natural ability for most people. Many suffer from stage fright, do not know how to organize a speech, and have difficulty presenting it effectively. The purpose of this course is to provide participants with the tools and techniques to organize and deliver an effective speech. The course emphasizes on practical details rather than theoretical concepts, and provides opportunity for participants to practise.

**Audience** Senior and middle managers, marketing executives, sales executives, technical staff, project managers, and public relations personnel.

**Methodology** Assessments, discussions, demonstrations, role-plays, mini-lecture, practices and reviews.

### What participants will learn

At the completion of the course, participants will be able to:

1. Identify the essential elements of professional presentation and communication
2. Organize information and materials in a clear and concise manner
3. Deploy techniques for varying the vocal tones and body language
4. Draw attention from the audience in the presentation
5. Develop strategies in handling questions raised by the audience
6. Apply these skills on daily work situations

### Course Outline

#### 1. Fundamental Strategy in Communication and Presentation

Making presentations is just a special form of communication and both need to be well structured. This module presents some fundamental strategies for making effective presentations. Through *demonstrations and discussions*, participants will learn:

- Key elements in communication and presentation
- Turn your stage fright into a powerful ally
- Communication is much more than just words
- Communication strategies
- Structure of an effective presentation

#### 2. Preparing for a winning speech

Preparation is just about the most important part for making a good presentation. This module focuses on what one should do to prepare before facing the audience. Through *demonstrations, discussions and practices*, participants will learn:

- What you need to know before preparing for the speech
- Analyzing your audience
- Organizing your speech
- Opening and concluding your presentation
- Getting audience' attention
- The power of story-telling
- Timing your speech
- Producing visuals
- Memory clues
- Practicing

#### 3. Delivering great presentations

Presentations will only be as good as you deliver them. This module focuses on how to manage yourself to make presentations work for you. Through *demonstrations, discussions and practices*, participants will learn:

- Managing your mind
- Imaging techniques
- Establish your presence
- Let passion work for you
- Vocal qualities
- Proper use of visuals
- Touching the heart of your audience
- Presentation practices and reviews

#### 4. Handling questions

Many presenters find it difficult to handle questions, especially when they are unpredicted. This module focuses on how to respond to questions. Here they learn:

- How to think on the feet
- Following a structure in your response
- Tips on handling questions and answers

# Persuasive Presentation Skills Workshop 說服式演講技巧工作坊

MEDIUM : Cantonese / English COURSE CODE : PPSW

This programme will introduce and build the participants' techniques of making a successful presentation. They will discover the four (4) P's of Persuasive Presentations to be clear, concise and credible via a systematic process

1. **Plan** – use our exclusive Diamond Planning strategy to customize content.
2. **Prepare** – apply the efficient preparation worksheet to build the introduction, body and conclusion for the presentation
3. **Practise** – understand “perfect” practise makes perfect.
4. **Present** – deliver with presentation techniques which are lively, entertaining and multi-sensory.

After attending this programme, participants will be able to:

1. Organize information in a logical format which is audience focused.
2. Prepare a clear introduction and a winning conclusion that capture and connect with the audience.
3. Present information in an interesting and engaging way.
4. Keep to time.
5. Control body language to look confident, approachable and passionate.
6. Know how to use the voice to entertain and project energy.
7. Practise audience adaptation by adjusting speaking style.
8. Prepare relevant visuals that are easy to see and understand.
9. Deal with questions that are difficult to handle.
10. Call for action and get results
11. Apply principles promoted in this programme to your work environment “consciously”

## Methodology

*Role-plays and reviews, discussion and reflection, checklists, lecture and questionnaire*

## Who should attend

Anyone who does presentations and produces presentation slides and handouts for any purpose, such as internal communication within an organization, business presentations and training.

## Course Outline

### 1. Creating the Context

Participants will be introduced to:

- Conscious Awareness and presentations
  - Presentation Benchmark – *role-play* from participants
- Presentation, discussion, individual presentation from each participant**

### 2. Presentation Styles Inventory for Audience Adaptation

Using a *communication profile*, participants will discover:

- Their natural speaking and listening styles
  - Identify the different kinds of audiences
  - How to adjust their speaking style to get the message across successfully
- Questionnaire, presentation, discussion and reflection**

### 3. Controlling Nervousness

Participants will discover how to:

- Control nerves and stage fright through breathing and pacing
  - Use the 4P's
- Discussion, practical exercises, reflection**

### 4. Developing Content

Learn a simple format, to plan, prepare and customize content to meet the objectives of both the audience and the presenter:

- Focus on positioning the key message to relevant parties
- Plan and prepare information to be relevant to the needs of the audience
- Sell the message with FAB statements (Features, Advantages and Benefits)

**Presentation, discussion, individual practise of the methodology and review**

### 5. Persuasive Delivery

The focus will be on building and projecting self-confidence by acquiring the techniques of how to look and sound persuasive while presenting. Topics will focus on:

- Visual components of body language, posture, gestures and facial expressions
- Appropriate dressing for presentations
- Vocal Components of voice that include tone, volume, pitch, speed, emphasis and enunciation
- DVD Role-play Review of morning's presentation for content and delivery

**Presentation, discussion, exercises, Persuasive Presentation checklist**

### 6. Video Role-Play Review

The participants will receive *feedback on the role-play* from session 1. They will understand the application of concepts.

### 7. Persuasive Delivery

The participants will realize how to engage the audience with language design:

- Picture-painting examples
- Repetitions
- Rhetorical questions

**Presentation, discussion, exercises, Persuasive Presentation checklist**

### 8. Reinforcement Role-Play

The participants will apply the newly-learnt skills for enhancing their presentation:

- Plan with the Diamond Plan Repetitions
- Prepare the presentation style
- Practise the skills in a new round of role-play
- Receive feedback for continued development

# Presentation Skills Workshop 專業演講技巧工作坊

MEDIUM : Cantonese / English COURSE CODE : PSWS

Many professionals report experiencing a high level of reluctance and anxiety when asked to present in front of an audience. Others are having problems keeping a presentation on focus and on time. The result is an appearance of the lack of professionalism at best, and a loss of business opportunities at worst. The difference between making good and mediocre presentations can be vital for a firm. **The purpose of this course is to provide participants the skills, techniques and opportunities to practise the planning and delivering of an effective and professional presentation.**

## Objectives

At the completion of this workshop, you will be able to:

- Manage your internal state of mind and resources for a presentation
- Prepare for an audience-focused presentation
- Deliver a persuasive presentation professionally
- Handle questions effectively

**Who Should Attend** All levels of staff

**Methodology** Discussions, mini-lecture, role-play, demonstration, NLP exercises, presentations with feedback

## Benefits

**To the organization:**

- Clearer, more professional and persuasive presentations for clients
- More effective communication and learning within a team and between teams

**To the individuals:**

- Greater effectiveness and confidence in planning and delivering a presentation
- Greater ability to interact with audience and handle questions
- Reduced anxiety in giving speeches

## Course Outline

### 1. Introduction

Participants will give a 3 to 5 minute *speech* about themselves. This speech will be videoed and analyzed later. The speech will be followed by a *discussion* which will focus on:

- What constitutes a great presentation in the participants' minds?
- What is preventing the participants from making a great presentation at this time?

### 2. From preparation to delivery: Process Overview

Participants will learn of an 8-step process that takes them from the preparation to the delivery of an effective presentation.

### 3. Planning

This is about the most important step in a presentation. Participants will learn how to:

- Identify the audience and audience characteristics
  - Identify presentation objectives
  - Find ideas for a presentation
  - Organize ideas into a logical order
  - Sketch visuals
  - Obtain feedback from others on the presentation plan
- Exercise:* Using the information learnt, participants will design a presentation with key points, examples, and ideas of the key visuals. In coaching pairs, they will give each other feedback on the presentation plan.

### 4. Delivery Components

In this section, participants will learn practical tips regarding various delivery components, including:

- Enhancing a message with appropriate body language, including posture, gestures, walking patterns, and eye contacts.
- Reinforcing a message with appropriate tone, pitch and volume.
- Adding clarity to a message through proper enunciation.

### 5. Handling questions

Participants will learn how to handle neutral, friendly and hostile questions effectively. Emphasis of this section will be on:

- Thinking on the feet
- Maintaining control
- Different strategies and tactics in handling less than friendly questions.

### 6. Presentation

*Exercise:* participants will make a presentation with visuals on a topic of their choice.

Participants will be encouraged to ask questions to give an opportunity to the speaker to respond. The presentation and the Q&A will be videoed for review and analysis.

At end of each presentation, both the audience and the instructor will provide feedbacks to the speaker according to a set of criteria.

## Effective Business and Email Writing

### 商務文件及電郵寫作技巧

MEDIUM : English / Cantonese COURSE CODE : EBEW

To be successful in writing means building rapport with your readers and getting results. To be persuasive, you will develop a reader-focused style in structure, content and language. The takeaways in this programme include:

- Overcome challenges in writing
- Know the process for continued improvement
- Sharpen a reader-focused structure
- Adapt style to suit different levels of readers
- Use an efficient email/letter template to engage reader's commitment to action
- Learn templates for progress and analytical reports
- Build rapport with a balance of facts and tact
- Develop a clear, concise and correct language

**Who Should Attend** This course is designed for those who would like to achieve high performance via their email, letters and reports.

**Methodology** The programme enables the participants to maximize hands-on learning. Participants will submit a writing sample to the trainer before the programme. In the programme, they will receive **coaching** on how to enhance their writing with the training concepts.

**Training Activities** *Practice with templates, Evaluation questionnaires, Discussions. Case studies, Lecture and Coaching.*

### Course Outline

#### 1. Features of Written Communication

- Learn how to overcome the lack of visual and vocal communication in writing
- Review how to address the readers' needs based on a reader survey
- Identify personal enhancement

#### 2. Adapt Style to Suit Different Readers

- Understand the reader's needs
- Be aware of the most effective structure
- Adapt language style to connect with audience

#### 3. Project a Positive Corporate Image and Personal Image with Written Communication

- Be reader-focused
- Be solution-focused
- Balance facts and tact

#### 4. Power Up Your Email/Letters

- Practise result-oriented and easy-to read email and letter templates
- Get to the point and get attention
- Write in an interactive and refreshing language

#### 5. Professional Language with 6Cs

- Clear words and sentences
- Concise expressions
- Complete content
- Correct grammar
- Courteous tone
- Concrete meaning

#### 6. Email/ Letters Practice and Coaching

- Enquiries
- Updates
- Negotiation
- Replies to complaints

## Persuasive Proposal and Report Writing

### 提升建議書和報告的說服力

MEDIUM : English / Cantonese COURSE CODE : PPRW

### Raise readability and persuasion through a sharp focus to get attention and buy-in

Professionals constantly compete for their readers' attention to engage their interest and to influence their decisions. The more time professionals invest in writing, the more they want to master the skills to add impact and to drive results. The workshop aims to elevate their skills in the following aspects:

1. Sharpen the reader-focus with 3Ps – Plan, Process and Polish
2. Grab the reader's attention with the key message
3. Be accurate in content selection and language style
4. Master the executive summaries
5. Build logical linkage in the content
6. Be clear and concise in language
7. Give persuasive analysis to influence decision
8. Learn editing techniques

### Methodology

#### A. Pre-Workshop Phase

Each participant will submit a writing sample to the trainer before the workshop. The trainer will offer coaching remarks on the samples.

#### B. Workshop Activities

Lecture, Exercises, Case studies, One-on-one Coaching

### Course Outline

#### 1. Going the Extra Mile

- The trainer will give an overview on:
- The objective of adding value to writing
- The review of the current writing standards
- The takeaways in the workshop

#### 2. Be Reader-Focused

- The participants will *review case studies* to realise ways to grab the reader's attention with the WII-FM (What's In It For Me) principle:
- Get to the point by addressing the reader's needs
- Learn creative methods to hook reader's attention
- Apply the learning in proposal and report writing

#### 3. Practise the Three P Writing Steps

- The participants will be aware of how to stay reader-focused with:
- Planning the key message
- Processing the well-selected content
- Polishing content selection and language style

#### 4. Mind Map Relevant Content

- The participants will learn mind mapping to be systematic in:
- Getting started on the framework
- Selecting relevant content
- Grouping related content

#### 5. Create a Coherent Flow with a Template

- The participants will follow a recommended template to categorise three (3) classes of information:
- Must know
- Important to know
- Nice to know

#### 6. Sharpen the Executive Summaries

- The participants will do *case studies and exercises to practise*:
- Executive summaries
- Internal summaries

## Option 1 – Basic DiSC®

### Understanding yourself and others

It is our common experience that we found ourselves easier to get along with some people than others. This applies to dealing with other people at work, in the family, or in our social lives. Many of us have accepted this experience as an unavoidable fact of life, and thus unnecessarily confined themselves to a very limited set of opportunities.

Social psychologists tell us that much of the difference between people can be explained by their prevalent social styles. People with different social styles have different communication patterns, are motivated by different driving forces, are interested in different things, and have different conflict management patterns. Understanding this difference in the way people think and behave is essential to improving communication and harmony between people.

Through *games, fun discussions, self-assessment and role plays*, this program will guide participants to identify the social styles for themselves and others, understand the differences between the various styles, and the way to interact with others more effectively.

### What participants will learn

At the completion of this workshop, participants will be able to:

- Describe the characteristics of and differences between the four (4) primary styles
- Identify the primary style for self and others

**Audience** All staff

**Methodology** *Discussions, demonstrations, mini-lectures, short games, pre-course on-line assessment* (participants MUST have completed the assessment prior coming to class, and bring their assessment reports to class)

### Course Outline

#### 1. What is DiSC®

The program will start with a *short quiz* followed by a *light discussion* on:

- Value of personality studies and the DiSC® system
- The four (4) different types and their characteristics

#### 2. Understanding yourself

This is a *brief interactive lecture* on helping participants understand themselves through the results of their assessment:

- How to interpret your report
- Your “dot” and what that means to you
- Your “shading” and how you focus your priorities

#### 3. The way we are

Participants will be divided into groups according to their identified styles to hold a *group discussion* on:

- How they typically communicate
- How they make decisions
- Strengths and weaknesses

They will then report their conclusions to the class. The result is a list of behavioural differences between people with different styles.

## Option 2 – Advanced DiSC® :

### Interacting with Others in the Workplace

While it is important to understand ourselves and why we think and behave the way we do, we also need to understand how the pattern of our styles can affect others.

Through *games, fun discussions, and role plays*, this program will guide participants to interact with others more effectively through understanding DiSC.

### What participants will learn

At the completion of this workshop, participants will be able to:

- Describe what motivate and irritate others
- Interact with others effectively
- Motivate and develop team members

**Audience** All staff who have taken “Basic DiSC®”

**Methodology** *Discussions, demonstrations, role-plays, mini-lectures, short games, pre-course on-line assessment* (participants MUST have completed the assessment prior coming to class, and bring their assessment reports to class)

### Course Outline

#### 1. Brief review of DiSC®

The program will begin with a *short quiz and discussion* to serve as a review of the concepts they learnt in the Basic DiSC®.

#### 2. Motivators and Stressors

Through a *case study* followed by a *light discussion*, participants will learn:

- What motivates you and others
- What causes stress for you and for others
- How we typically interact with others
- Common problems and pitfalls

#### 3. Increasing our effectiveness when interacting with others

Participants will be divided into groups according to their identified styles to hold a *group discussion* on:

- When trying to connect
  - When problems need to be solved
  - When things get tense
  - Recognizing signs of irritation in others
- They will then report their conclusions to the class.

#### 4. Implications on managers and supervisors

As most participants are managers and supervisors, this section will focus on how they can become more effective as managers and supervisors after understanding DiSC®. Specifically they will learn:

- The environment they create and its effect on others
- How they can best create a motivating environment for others
- Approaches to develop people with different styles

## Assertiveness Skills

### 堅定自信技巧訓練

MEDIUM : English / Cantonese COURSE CODE : ASW

#### Influence and communicate to build trust and rapport with your colleagues, superiors and customers

The participants will develop the following skills :

- Understand the essential attributes of trust building
- Identify a checklist of trust building behaviours
- Learn a communication model to speak confidently
- Build credibility with verbal and non-verbal language
- Be aware of the personal and social level of emotional intelligence
- Practise empathetic listening techniques
- Adapt to different personality styles
- Negotiate expectations to achieve win-win outcome

#### Methodology

We use whole body learning concepts and a multi-sensory facilitation style to stimulate thinking and build skills and knowledge in the participants. The methodologies include: *Role-play, Questionnaires, Action-learning activities, Discussions, Checklists*, Detailed course notes and reference materials.

Time is provided for each participant to assimilate the concepts covered, and to discover and find clarity in personality aspects and behaviours they want to 'keep' or 'change'.

#### Course Outline

##### 1. What Makes One Assertive?

Through a *discussion*, the participants will identify assertiveness attributes which are associated with Trust, Emotional intelligence and Capabilities.

##### 2. Build and Sustain Trust

Through a *questionnaire, discussion and exercise*, the participants will define the elements of trust Character, Competence and Smart trust.

##### 3. Communicating Trust

Through a *discussion and role-play*, the participants will understand how to plan and articulate a confident message that Engage attention, Speak with a focus and Follow systematic steps.

##### 4. Speak an Assertive Language

Through an *exercise and role-play*, the participants will learn how to Speak with facts and tact and Increase impact with vocal and visual communication.

##### 5. Build Rapport with Emotional Intelligence

Through a *questionnaire and exercise*, the participants will learn how to enhance their emotional intelligence focusing on:

- Personal competence – awareness, control and motivation
- Social competence – empathy and social skills.

##### 6. Empathetic Listening

Through a *discussion and exercise*, the participants will practise:

- Cascading techniques to show attention and to probe information
- Mirroring and echoing techniques to influence audience.

##### 7. Negotiate Expectations

Through a *discussion and exercise*, the participants will learn how to negotiate expectations by Preparing with variables and Selecting methods to assert rights.

##### 8. Building Rapport

The participants will review how to encourage two-way communication in an exercise that illustrates Assertive expressions and Tactful and confident tone.

## Embracing Feedback

### 提高接受反饋能力：從批評得到進步

MEDIUM : Cantonese COURSE CODE : EF

No organisation can survive in today's economic reality without cultivating an on-going learning environment for its staff. An essential ingredient in cultivating a learning environment is to encourage its staff to develop a positive and open mindset for feedbacks. Yet most people are uncomfortable with and even feel defensive when receiving feedback from others, not realising that they are inadvertently hindering themselves and the organisation to learn and grow. The purpose of this course is to provide the necessary skills for people to receive feedback from others while enhancing one's self-worth. The result is a happy workforce and an organisation that learns and grows every day.

At the completion of the course, participants will be able to :

- Recognise the value of and positive intent behind a feedback
- Receive feedback with grace
- Solicit feedback actively

**Target Participants** Frontline workers, supervisors, managers

**Training Methodology** *Discussions, demonstrations, role plays, mini-lectures*

#### Course Outline

##### 1. Introduction

Using a humorous and lively vignette and a subsequent discussion, participants will recognise :

- The value of feedback
- Common reactions to other's feedback
- Problems associated with taking feedbacks the wrong way

##### 2. Dissecting a Feedback

Using vignettes and discussions, participants will learn of :

- The difference between intent and impact
- The positive intent of a feedback
- Common impact of feedbacks on a person
- Consequence of mismatch between intent and impact
- Why acceptance of feedback enhances one's self-worth

##### 3. Basic principles in receiving feedbacks

Through an Appreciative Inquiry exercise and a discussion, participants will learn of some basic principles in receiving feedbacks, including :

- Separating one's ego from the feedback
- Looking for the positive intent behind the feedback
- Controlling one's emotional reactions
- Taking initiative to make things better
- Enhancing self-worth by being responsible

##### 4. Receiving feedback with grace

Through a mini-lecture, demonstration and role-plays, participants will learn of :

- Key actions in receiving feedback with grace
- How to simplify problems
- What do you do when you disagree
- Role play with feedback

##### 5. Embracing feedback

Through vignettes and discussions, participants will learn of :

- Why feedback from others is a gold mine
- Three (3) simple steps to solicit valuable feedback
- Nurturing a feedback culture

# Effective Meeting Skills 提升會議效率的技巧

MEDIUM : Cantonese / English COURSE CODE : EMS

Meetings come in for a lot of criticism in organizations. There are too many of them. They are very expensive in salary and traveling costs. They often focus on trivialities and missed the real issues. They are rated as the number one time-waster by most employees. At the same time, most businesses cannot do without meetings. After all, meetings give us a chance to share experience, exchange viewpoints, sharpen ideas, enhance team work, and facilitate alignments. What organization needs is a way to manage meetings effectively to ensure the best use of everyone's time.

## Who Should Attend

Anyone involve in organizing, facilitating, and participating in meetings

## Objectives

At the completion of the course, participants will be able to:

- Identify common pitfalls in running meetings
- Organize a meeting effectively
- Participate in a meeting productively
- Lead a meeting
- Deal with challenging situations

## Methodology

*Discussions, simulated exercises, demonstrations, videos, role-plays, mini-lecture, practices and reviews*

## Course Outline

### 1. Conducting a meeting (role-play)

Representative participants will *role play* a simulated meeting based on given topics. The rest of the participants will assess the elements of effectiveness and ineffectiveness of the simulation.

### 2. The mechanics of effective meetings

Participants will discuss various pitfalls identified from the earlier simulation, and the reasons behind those pitfalls. From there they will acquire a *checklist* and watch a *video* on what need to be done to organize and run a meeting effectively. Five (5) areas of concern will be emphasized:

- What one should ask and do before a meeting?
- What are the tools and roles to manage an effective meeting?
- How to manage time during a meeting?
- How to manage communication flow in a meeting?
- How to ensure commitment delivery?

### 3. Participating in meetings

Many meetings turn into a total waste of time because participants go on a tangent, argue with each other over the most trivial matter, or become uncooperative. This section prepares a participant with the necessary skills and knowledge to take part in a meeting productively. Through a *discussion and role plays*, participants will get answers to these questions:

- What you should do before going into a meeting?
- When should you speak and when you should listen?
- How to say what you need to say in the shortest possible time?
- How to speak convincingly without being manipulative?
- What should you do when you are interrupted?
- What you should do when others disagree with what you say?

### 4. Leading a meeting

Having an effective leader makes a world of difference in managing an effective meeting. This section focuses on the skills required of a leader in facilitating a meeting effectively. Using a *simulated exercise, discussion and demonstration*, participants will learn the following:

- The role of a leader in meetings
- How to prepare for a meeting?
- How to open up a meeting?
- How to keep the discussion on track?
- How to ensure contribution from relevant participants?
- How to capture ideas?
- When to encourage discussion and when to consolidate ideas?
- What to do when something important but irrelevant comes up?
- How to facilitate consensus?
- How to assign tasks?

### 5. Dealing with challenging situations

This section discusses how to manage four (4) common challenging situations in meetings:

- Managing overly enthusiastic speakers
- Dealing with strong personalities
- Reaching an impasse
- Managing conflicts

### 6. Meeting role-play

Riding on what they have learnt during the day, participants will do another *simulated role play*. This will be followed by a *discussion* highlighting their successes to reinforce the learning points, and gaps that still need to be filled with more practices.

## Proactivity and Assertiveness

### 保持積極性與堅定自信技巧

MEDIUM : English / Cantonese COURSE CODE : PA

#### What participants will learn

At the completion of the course, participants will be able to:

- Explain why one needs to be proactive in today's business environment
- Develop a habit for being proactive
- Identify one's own comfort zone in communication
- Inform, persuade, control and coordinate assertively

**Audience** All levels of technical professionals

**Methodology** Games, Discussions, mini-lecture, role-play, dialogues, demonstration, self-assessment, quiz

#### Course Outline

##### 1. The need for being Proactive

- What is being proactive
- The value and need for being proactive
- Self-assessment : how proactive are you ?

##### 2. Ten (10) steps to train yourself to become more proactive

- Being proactive is a learnable habit
- Ten (10) steps to develop a habit for being proactive
- Quiz : What will a proactive person do in this situation ?
- Discussion

##### 3. How proactive people communicate

- Communication and personality
- Aggressive, acquiescent and assertive behaviours
- Characteristics of assertive communication
- Benefits of expressing yourself assertively
- Assessing your style and assertiveness

##### 4. Communicating Assertively

- Ownership and accountability of expressions
- Using 'I-statements'
- Expressing yourself to
  - Inform assertively
  - Persuade assertively
  - Control assertively
  - Coordinate assertively
- Saying 'No' with clarity and tact

## Public Speaking Skills

### 專業演講技巧訓練

MEDIUM : English / Cantonese COURSE CODE : PSS

Public speaking is a critical skill for present day societal leaders. Yet this skill is not a natural ability for most people. Many suffer from stage fright, do not know how to organize a speech, and have difficulty presenting their message effectively, thus resulting in a negative outcome.

**The purpose of this course is to provide participants with the tools and techniques to organize and deliver effective public speeches.** The course concentrates on practical details rather than theoretical concepts. All exercises will be video-recorded and analysed during the training session.

**Audience** Managers and executives

**Methodology** Discussions, demonstrations, role-plays, mini-lecture, video-recorded practices and reviews

#### What participants will learn

At the completion of the course, participants will learn how to:

- Turn stage fright into a powerful ally
- Organize your speech with the audience's interests and needs in focus
- Construct clear, concise and powerful messages
- Present your speech on time and with passion
- Handle questions and objections with credibility and confidence

#### Course Outline

##### 1. Introduction

Through watching and analyzing video examples of some great public speeches, participants will learn:

- The need for speaking powerfully and effectively for public officials
- Analysis of excellence
- Key Success Factors in effective public speaking
- The AMEN model of preparation

##### 2. Planning a speech

This is about the most important step in a presentation. Through exercises and practices, participants will learn how to:

- Identify the audience and audience characteristics
- Identify your speech objectives
- Organize your message into a logical order
- Selecting proper wordings and expressions
- Preparing Powerpoint, cue cards or speech notes
- Exercise: Planning a speech

##### 3. Delivering a speech

Through a mini-lecture, demonstration, and practices with feedback, participants will learn how to:

- Develop confidence
- Establish one's presence
- Importance of vocal clarity and eye contact
- Let passion work for you
- Enhance one's speech with proper gesture and expressions
- Emphasize and persuade with proper vocal qualities
- Presentation practices and reviews

##### 4. Responding to questions

Through a demonstration and practices with feedback, participants will learn how to:

- Apply the STAR model to answer a question
- Thinking on the feet
- Dealing with difficult issues

##### 5. Presentations

*Exercise:* A selected number of participants will make a 5 to 7 min speech on a topic of their choice. Participants will be encouraged to ask questions to give an opportunity to the speaker to respond. The presentation and the Q&A will be videoed for review and analysis. At end of each presentation, both the audience and the instructor will provide feedbacks to the speaker according to a set of criteria.

## Effective Communication Strategies

### 有效管理溝通策略

MEDIUM : Cantonese COURSE CODE : COMMST

Have you ever wondered why it seems so difficult to talk with some people and so easy to talk with others? Can you recall an occasion where you met someone for the first time and immediately liked that person? Something about the individual made you feel comfortable.

**A major goal of this workshop is to help participants understand the impact that their communication skills have on other people. They will also explore how improving these skills can make it easier for them to get along in the workplace, and in life.**

After attending this program, participants will be able to :

1. Identify common communication problems that may be holding them back
2. Develop skills to ask questions
3. Learn what their non-verbal messages are telling others
4. Develop skills in listening actively and empathetically to others
5. Enhance their ability to handle difficult situations
6. Deal with situations assertively

**Methodology** *Lecture, discussion and reflection, role plays, feedback and case sharing*

**Target Audience** Sales, Customer Services, Frontline and client facing professionals

### Course Outline

#### 1. Creating Positive Relationships

- Ten (10) ways to build positive relationships

#### 2. Growing Self-Awareness

- How to keep our composure in difficult situations
- Self-confidence assessment and strategies to improve self-confidence

#### 3. Communication Basics

- Identify our communication strengths and weaknesses through several reflective exercises

#### 4. Communication Barriers

- Develop a habit of mindfulness

#### 5. Asking Questions and Listening Skills

- Open questions, closed questions, and probing
- Mindful listening skills

#### 6. The Power of a Positive Self-Image

- Tips from head to toe
- The power of body language

#### 7. Techniques for the Workplace

- Preparation and delivery

#### 8. Assertiveness

- Deal with difficult situations assertively and positively

## Effective Communication and Interpersonal Skills in The Workplace

### 職場人際關係與溝通技巧

MEDIUM : English / Cantonese COURSE CODE : ECISW

Interpersonal communications is just about the most important skill to master in any business setting. The abilities for staff to get one's ideas across effectively, to get information from others efficiently, to listen to others actively, and to handle questions appropriately are fundamental to an organization's success.

**The purpose of this course is to provide participants with the skills required for effective interpersonal communication, especially in team working and in communicating with customers.** Acquisition of such skills will help staff members communicate with greater clarity and purpose, leading to more productive relationships.

**Audience** All levels of staff

**Methodology** *Games, discussions, mini-lecture, role-play, dialogues, demonstration, self-appraisal*

### What participants will learn

At the completion of the course, participants will be able to:

- Identify the strengths and blindspots in one's own communication style
- Develop rapport
- Get one's ideas across with clarity
- Get relevant information from others
- Listen actively to others

### Benefits

#### To the organization:

- Better communication between all levels of staff
- More productive team work
- Greater harmony at the workplace
- Better ability to serve customers

#### To the individuals:

- Better understanding of other's needs and concerns
- Better communication with each other

### Course Outline

#### 1. Understanding the communication process and your comfort zone

- How communication works
- Common communication challenges and pitfalls
- Personality and communication styles
- Assessing your communication style
- Identifying the strengths and weaknesses in your style
- Learning to be flexible

#### 2. Developing rapport

- Rapport and interpersonal communication
- Avoiding mood mismatch
- Some quick tips to develop rapport with others
- Empathy and rapport building

#### 3. Getting ideas across

- Situations that require getting ideas across to others
- Key steps in getting your ideas across
- Avoiding jargons and unclear messages
- The role of body language in communication
- *Role-plays*

#### 4. The art of listening and questioning

- Why listening and questioning are crucial elements in communication
- How to be a good active listener
- Key steps in getting information from others
- Avoiding ambiguous and judgmental questions
- Asking what you need to ask
- Listening to both the spoken and the unspoken messages
- *Role-plays*

#### 5. Communicating with clarity, confidence and empathy

- The need for empathy
- Difference between empathy and sympathy
- Expressing with clarity and empathy
- *Role-plays*

## Effective Communication and Interpersonal Skills

### 人際關係與有效溝通技巧工作坊

MEDIUM : English / Cantonese COURSE CODE : ECIS

Meeting others' expectations successfully is a key to effective communication. Forming trust in interpersonal relations speeds up team efficiency and enhances job satisfaction.

The workshop develops the participants' skills in the following aspects :

- Follow an audience-focus direction
- Plan the relevant content of a message
- Speak a precise and credible language
- Practise active and empathetic listening
- Give and get feedback to drive continued improvement
- Be aware of own and others' communication behaviours
- Adapt communication styles
- Select suitable communication channels
- Apply effective communication face to face, on the phone and via writing

**Methodology** The training is built on multi-sensory facilitation with the following activities: *Lecture, Discussion, Case studies, Role-play, Self-evaluation questionnaires, Exercises, Video and Game*

### Course Outline

#### 1. Creating the Context

The participants will engage in a *game* to be aware of communication dynamics: Trust, Liking and Competence

#### 2. Overcoming Communication Barriers

Through a *discussion* and *case studies*, the participants will analyse possible communication barriers arising from the following differences: Expectations, Background and Interest

#### 3. Planning with an Audience Focus

In an *exercise* and *role-play*, the participants will learn a tool to structure a clear message to suit the audience: Purpose, Content and Language

#### 4. Selecting the Right Channel

In a *discussion*, the participants will discover the impact of three (3) channels. They will know how to select the right channel: Writing, Face to face and Phone

#### 5. Getting Results via Email

The participants will *practise* a *three (3)-step template* to prompt actions: Get to the point, Provide easy reference, and Time the action

#### 6. Adapting Communication Behaviours

In a *self-evaluation questionnaire* and *role-play*, the participants will realise how to adapt own communication behaviours:

- Build on strengths and compensate for weaknesses
- Match the communication behaviours of others
- Learn a model to build rapport

#### 7. Practising Active and Empathetic Listening

In a *short video* and *discussion*, the participants will learn:

- Being objective
- Showing empathy to gain trust
- Using techniques of smooth questioning

#### 8. Giving and Getting Feedback

In an *activity* and *discussion*, the participants will learn:

- The value of feedback
- Techniques of giving positive and constructive feedback

#### 9. Action Plan

The participants will integrate the day's learning and form their *action plan* for applying the knowledge.

## Communicating and Writing Clearly to Get Results

### 清晰地溝通和寫作以達成目標

MEDIUM : English / Cantonese COURSE CODE : CWCGR

### Get to the Point, Make Sense to Others and prompt Action

The workshop develops and fine tunes smart oral and written communication practices in being clear, concise and concrete. The participants will master a key communication principle – WII FM (What's In IT For Me) - to influence audience attention, engagement and commitment in speaking and in writing:

1. Plan a message in a user-focus direction
2. Process content with a three(3)-step template
3. Polish content with a systematic review
4. Classify technical and complex details in a logical flow
5. Translate difficult meaning for easy assimilation
6. Illustrate abstract ideas with picture painting examples
7. Simplify sentences to enhance clarity and conciseness
8. Design language to create impact
9. Prompt action in an assertive yet tactful tone
10. Speak to create understanding
11. Write to get commitment to actions
12. Identify individual continued development needs

**Methodology** The workshop encourages interaction, application and review with the following activities: *Energisers, Discussions, Lecture, Video, Case study, Exercises, Self-evaluation questionnaire, Role-play & Coaching*

### Course Outline

#### 1. Speaking VS Writing

- Differences between Speaking and Writing
- Commonality in an Audience-focus Direction
- Style in Structure, Format and Language  
*Methodology: energizer and discussion*

#### 2. WII FM (What's In It For Me) Focus

- Value of WII FM
- Template to structure a Message in three(3) steps
- WII FM reason for the Message  
*Methodology: short video, lecture and exercise*

#### 3. Simplify Content – Less is More

- Introduce an easy-to-use template
- Illustrate to concretise Ideas
- Adapt language level to suit audience  
*Methodology: discussions and exercise*

#### 4. Role-Play on Communication Scenarios

- Identify audience
- Suit the communication scenario  
*Methodology: debate, role-play and discussions*

#### 5. Power Up Email/Writing

- How to use the WII FM Focus template
- What are the do's and don'ts
- What are the personal development areas  
*Methodology: self-evaluation questionnaire, lecture, exercise and coaching on submitted samples*

#### 6. User-Friendly Language

- Clear and concise sentence structure
- Concrete language to create impact
- Courteous and assertive tone  
*Methodology: Case study and exercises*

#### 7. Email/Writing Practice

- Progress updates
- Problem solving
- Approval seeking
- Topic that is practical for the participants  
*Methodology: Practice with coaching, followed by presentations*

#### 8. Integration

- Review learning
- Develop action plan
- Share action plan  
*Methodology: reflections and presentation*

# Executive Coaching

## 企業教練服務

### Sample 1: Leadership Coaching

MEDIUM : English / Cantonese / Putonghua

The Leadership Coaching programme adopts the Harrison Assessment concept of balancing one's dynamic and gentle traits to exert the highest influence. The coach will aim to optimize team leaders' behavioural competencies to drive, develop and motivate team members to deliver desirable and sustainable results. The coachee will sharpen and deepen their leadership skills consistently involving any communication. The objective of leadership coaching is to induce behavioural change such that leaders will accelerate their task and people management skills.

#### Methodology

The format for coaching sessions will be designed to meet different specific goals. The progress will be tracked periodically, for example, by email on a monthly basis. In between coaching sessions, coachee can telephone the coach for specific assistance.

The programme follows a three-step process :

- *Self-awareness building*
- *Awareness of team members' profile*
- *Coaching activities*

The exact number of sessions required depends on the coachee's current and expected levels of performance.

#### Related experience

Our executive coaches have years of positive experience coaching and teaching relevant courses. Most coaching assignments require knowledge and skills in both areas.

### Sample 2 : Presentation Skills Coaching

MEDIUM : English / Cantonese / Putonghua

Coachee will sharpen and deepen their presentation skills consistently in his/her communication. The development focus is as follows :

- Strengthen good practices through accumulated learning, reflections and feedback
- Be audience-centric – learn to suit the audience needs and style
- Plan with a purpose and headline – apply our exclusive Diamond Plan
- Select content – vary illustration methods to match topic and audience style
- Organise content – use a step-by-step template
- Simplify content and language
- Show professional presence in body language
- Engage audience with vocal impact
- Be credible in Q and A
- Be motivated to master the 'How' in continued learning

#### Methodology

##### A. Pre-Workshop Activities

##### i. Coachee's Input Collection

Coachee will complete a *questionnaire*:

- To build his/her awareness of learning needs based on a *checklist* of workshop topics
- To rate his/her current competence level
- To target his/her desired competence level

##### ii. Participant's Preparation

- The coach will assign topics for the coachee's *presentation role-play*
- The coachee will prepare the content before each session

##### B. Workshop Activities for 3 sessions

- *Video*
- *Exercise*
- *Role-play*
- Tips on presentation models and style
- *Feedback* based on a presentation checklist

## New Series of Mini-sessions on Business English for Clear, Courteous and Convincing Communication

### 提升商業英語溝通技巧

— 清晰、有禮、令人信服的溝通藝術

MEDIUM : English / Cantonese / Putonghua

In a Wall Street Journal survey, successful companies rated clear communication as the number one competency required of their employees. Clear communication is built on structure, content and language.

The series of mini sessions on Business English trains the participants at all levels to firm up their language base and to optimise desired results in communication. The takeaways include:

#### 1. Speaking

- Precise yet tactful wording
- Exclusive audience-focused structure
- Practical application in presentation, conversations and instructions

#### 2. Writing

- Correct, concise and courteous language
- Reader-friendly and updated models
- Practical application in email, proposals and reports

#### 3. Reading

- Key ideas focus
- Thoughts association
- Content summary

#### 4. Listening

- Attention process
- Questioning techniques
- Response methods

#### Target Audience

Basic, intermediate to advanced levels are offered to suit the needs of junior to senior staff who would like to develop or drill their English proficiency.

Group training or individual coaching are offered.

#### Duration and Methods

Four to eight sessions with the following activities:

- *Models for practice and application*
- *Exercise*
- *Role-play designed based on company's scenarios*
- *Feedback based on competency checklist*

## English Consultancy for Corporate Communication

### 英語顧問服務 — 企業溝通技巧

MEDIUM : English / Cantonese / Putonghua

We design, compile or edit corporate communication

- Guide on corporate presentations
- Handbook on telephone service
- Handbook on service writing

**Please contact us for a proposal and a quotation.**

Please contact us for a proposal and a quotation

## CATALOGUE 1

### Leadership and Managerial Skills

#### Managerial Skills and Leadership

- Leadership Skills Workshop 領導力訓練工作坊
- Influential Leadership Workshop 成為激勵人心的領導者
- Innovations in Leadership 變革型領導力
- Survival Skills for Managers and Supervisors 管理人員必備的生存技能
- Managing People for Win-Win Results 雙贏思維的管理策略
- 21st Century Sun Tzu Leadership 21世紀的孫子兵法領導策略
- Leading a High Performance Team 領導高績效團隊的法則
- Five (5) Practices of an Influential Leader 五個習慣令你成為成功領導者
- Delegation Skills Workshop 管理者的權責分配技巧

#### Change Management

- Mastering Strategy and Turning Strategy into Results 掌握策略並將策略轉化為成果
- Change Management/Managing Change 管理變革與創新
- Adapting to Change 面對職場上改變的適應力

#### Team Development

- Coaching and Motivating your Work Team 如何訓練及激勵你的團隊
- Developing Team Effectiveness and Collaboration 建立團隊效能與協作能力
- Personality Styles in Team Communication 性格分析：把握團隊溝通技巧
- Personality Styles and Team Work 性格取向與團隊合作
- Building a High Performance Team 如何建立卓越的團隊
- Nurturing your Team 培育你的高效能團隊

#### Coaching and Mentoring Skills

- Coaching and Feedback Skills 管理者必學的指導與反饋技巧
- Key to Engaging Your Workforce 吸引優秀員工的關鍵
- Mentoring Skills 如何成為下屬的導師

#### Team Building

- Sample Team Building Program 團隊建設方案 (示例)

## CATALOGUE 2

### Personal Effectiveness

#### Interviewing Skills

- Interviewing Skills to Recruit the Right Candidate 篩選出關鍵人才的面試技巧
- Successful Interviewing 成功的甄選面試技巧
- Interviewing Skills Workshop 甄選面試技巧工作坊

#### Creativity

- 7 Thinking Tools for Generating Extraordinary Ideas 7種思維工具助你想出獨到點子
- Creative Problem Solving 創意思維技巧訓練
- Creative Thinking and Innovation 啟發創意思維與創新
- Problem Solving and Decision Making 有效地解決問題和制定決策的法則
- Creative Problem Solving and Decision Making 運用創造力解決問題和制定決策
- Innovation 123 創新123：創新及設計思維工作坊
- Analytical Thinking and Problem Solving 分析思維法與解難技巧
- Innovative Thinking and Problem Solving 創新思維法與解難技巧

#### Time Management

- Time Management for Work-Life Balance 作好時間管理 – 實踐工作與生活平衡
- Time and Task Management 時間與日程管理
- Managing your Time and Priorities 管理和優先化您的時間

#### Conflict Management

- Managing Conflict and Disagreement 衝突和分歧管理工作坊
- Managing Conflicts in the Workplace 如何解決職場衝突
- Handling Difficult People 處理刁難客戶的技巧

## CATALOGUE 4

### Business Etiquette / Selling / Customer Service Skills

#### Business Etiquette

- Business Networking Skills 在商業世界中的人脈建立技巧
- Business Etiquette 商務禮儀入門
- Etiquette Training for Technical Professionals 技術專業人員的禮儀培訓
- Corporate Image and Business Etiquette 專業企業形象與商務禮儀工作坊
- Personal Branding and Professional Image 如何建立職場個人品牌與專業形象

#### Customer Service

- 6-Star Customer Service Excellence 六星級的待客之道
- Professional Telephone Skills 專業電話禮儀及接待技巧
- Serving Customer from the Heart 以「心」為本的專業服務技巧
- Customer Service and Complaint Handling 客戶服務與投訴處理技巧

#### Sales Training

- Telephone Selling Skills 電話銷售技巧
- Sales Coaching/Professional Sales Coaching 專業銷售激勵訓練
- Consultative Selling Skills 顧問式銷售技巧
- Sales Presentation Skills 業務銷售簡報技巧
- The Art of Sales Coaching 銷售輔導技巧
- The Art of Sales Negotiations 銷售戰略談判
- Key Account Management 大客戶管理技巧
- Key Account Selling 大客戶銷售術
- Psyche-Selling 銷售攻心術

#### Negotiation Skills

- Influencing and Negotiating for Win-Win 達致雙贏的影響力及談判策略
- Negotiation Workshop for Merchandisers : Ensuring the best deal every time 推銷談判策略工作坊
- Win-Win Negotiation Skills 雙贏談判技巧

## CATALOGUE 5

### Project Management / Technical / Specialty Skills

- Web Marketing Fundamentals 網絡營銷基礎
- Cloud Computing for Business and IT Professionals 為企業和IT專業人員而設的雲端計算課程
- Cloud Computing Systems - Analysis and Testing 雲端計算系統 - 分析與測試
- Web Application Security : Hacker Attacks and Defense Web應用程序安全：黑客攻擊和防禦
- Web Application Testing : Principles & Practice Web應用程序測試：理論與實踐
- Project Management Workshop 項目管理工作坊
- People Interaction in Project Management 在項目管理中掌握人際關係
- Project Management for Busy People 給大忙人的項目管理工具與技巧
- Stress Management Workshop 壓力管理工作坊
- Interviewing Skills to Recruit the Right Candidate 篩選出關鍵人才的面試技巧
- Successful Interviewing 成功的甄選面試技巧
- Interviewing Skills Workshop 甄選面試技巧工作坊
- Finance for Non-Finance Executives 非財務主管也要懂的財務管理技巧
- AI & World of Work 人工智能時代下的人力資源策略



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## About CEL

Communications Engineering Limited specialises in providing world-class quality Management Skills, Personal Effectiveness, Information Technology and Specialty Training. CEL targets new entrants and seasoned professionals in all business sectors. For more than 25 years, CEL has developed an excellent reputation for delivering real-world value-added training. The clientele includes many Fortune 500 multinational enterprises, public and private sectors of Greater China and throughout the region.

Our carefully-designed course schedule targets to provide continuing, comprehensive and structured suites of courses that meet career development needs of professional staff at all levels. Our current pool of experts are drawn globally from Hong Kong and abroad, allowing us to offer the best combination available in terms of technology, expertise and versatility.

## The On-Site Option

If there are a group of staff in your organization interested in taking any of these CEL courses, why not consider the On-Site option? We can readily tailor courses to your specific needs, send an expert instructor to your workplace, and help cut costs. If you are interested in organising any of the topics as in-house on-site or off-site training, and for more information about this service, please contact Miss Mak at CEL at Hong Kong telephone number **+852 2824 9978** or at email [cel@celhk.com](mailto:cel@celhk.com) for a quotation and proposal.

## Trainer Information

All public and in-house programs are delivered by Senior Trainers/Consultants of CEL. Please contact CEL for trainer profile(s) if needed. Please contact CEL for quotation if your are interested in organising any of the topics as in-house on-site or off-site training.

## Versatility + Quality + Bespoke Services

Should you have some topics in mind but cannot find them in our in-house catalogues, you are welcome to inquire if we are able to source/ customise such training programs for you. All in-house programs will bear the same high level of quality which underpin all of our public offerings.