

Registration

Please complete the registration form and return it together with appropriate fee(s) 7 days before the commencement of the class. Reservations by fax (2365 1000) are welcome but are subject to confirmation by payment in full prior to programme commencement. For information, please contact Ms Cathy Shen on 2774 8536 or Ms Jane Ma on 2774 8552. For registration details, please contact Ms Mei Tang at 2774 8553. Successful applicants will be notified by telephone. No separate letter of acceptance will be issued. As space is limited, bookings will be on a first-come, first-served basis.

Registration Form

To: **Executive Director**
The Hong Kong Management Association
16/F Tower B Southmark
11 Yip Hing Street
Wong Chuk Hang
HONG KONG

Please fill in the following information if a cheque/receipt is not attached.

Our Company undertakes to pay the course fee for the above applicant.

Name of Contact Person: _____

Telephone No.: _____

Signature: _____

Company Chop and Date: _____

Please reserve one seat for the following Course(s) (Please tick):

- A. Boost Your Minute Writing Skills**
 Tuesday, 8 October 2013 9:00 am - 1:00 pm (SG-A6715-2013-1-FC)
- B. Handling Difficult Customers**
 Friday, 11 October 2013 2:00 pm - 6:00 pm (SG-47395-2013-1-FC)
- C. Tackling Tricky Situations - Performing Against All Odds**
 Thursday, 28 November 2013 9:00 am - 5:00 pm (SG-47396-2013-1-FC)

Enclosed is a crossed cheque (No. _____) for HK\$ _____ (made payable to The Hong Kong Management Association) for the programme.

Name: Mr/Ms _____ Position: _____

Company: _____

HKID Card No.: _____ HKMA Membership No.: _____

Correspondence Address: _____

Co. Telephone: _____ Fax (office): _____

E-mail: _____

Fee paid by company self

Where did you **FIRST** learn about this programme?

- Email Promotion from HKMA Direct Mail by Post HKMA Website
 MTR Station Display (Please specify): _____ Exhibition (Please specify): _____

Note:

- I shall comply with The Hong Kong Management Association (HKMA) Privacy Policy Statement, the Hong Kong Personal Data (Privacy) Ordinance (Cap.486) and other related regulations which will be changed from time to time. I declare that the data given in support of this application are, to the best of my knowledge, true, accurate and complete. I understand that the data will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the programme.
- I understand that, upon my registration in the programme, the data will become part of my student record and may be used and processed for all lawful purposes relating to my academic and/or non-academic activities in accordance with the established policy of the HKMA and the Hong Kong Personal Data (Privacy) Ordinance (Cap.486).
- I expressly consent that the personal data will be used for the HKMA administrative, academic, research, statistical, alumni activities and prescribed purposes as allowed by HKMA and the laws of Hong Kong from time to time.

Declaration

I authorize the HKMA to use my data to keep me informed of any direct marketing information including training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

- Please tick the box to indicate your consent.
 Please tick the box to indicate your objection.

Signature: _____ Date: _____

PROFESSIONAL COMMUNICATION SERIES

October & November 2013



HK THE HONG KONG
MA MANAGEMENT ASSOCIATION

Professional Communication Series

Programme Overview

Effective communication is a critical aspect of all professional activities. This series of workshops is designed to help participants polish their communication skills to enjoy more personal and professional success.

All workshops are conducted independently to allow participants to choose workshops most relevant to them. Ample opportunities will be provided for participants to build proficiency in all areas of professional English applicable to workplace communication.

Testimonials from Past Participants

The content is useful and resourceful. Class discussions are interactive and experience-sharing is good. Lecturer is able to facilitate an interactive learning atmosphere. She is knowledgeable and friendly. It was an active learning chance for me and for those in need.

- Betty Tang, Senior Nursing Officer, Union Hospital

This course is great. It covers various exercises and case studies to demonstrate the techniques of effective cross-cultural communication.

- Maggie, Senior Executive, HR Dept of an international law firm

The training reminded me to think about things in a deeper and more systematic way. It could help me to see myself in the mirror.

- James Chung, Manager, Concept Development, Techtronics Industries Ltd., Hong Kong

Training Methodology

Customised workbooks and other handouts will be provided containing valuable practice exercises. Whenever possible, highly interactive methods such as group activities, discussions, demonstrations and role plays will be employed to ensure participants quickly and easily assimilate the communication tips provided. All materials and activities will have a relevant workplace focus to ensure participants can immediately apply the skills to their jobs. The approach is intended to engage and motivate participants to acquire mastery of professional communication.

Profile of Trainer

Mrs K Kapai has been teaching and training since 2001. She has taught in Singapore, Hong Kong, the US and the UK. She holds a Bachelor of Business Administration from The Hong Kong University of Science and Technology, and a Post Graduate Certificate in Education from the University of London. She is also a certified English as a Second Language (ESL) Teacher and a Certified DiSC Trainer and Certified Harrison Assessments Profiler. Before moving to the teaching and training profession, Mrs Kapai worked in Hong Kong as a Financial Analyst for Citigroup and as a Staff Accountant for Deloitte & Touche.

Given the diversity of her background, Mrs Kapai is well-positioned to provide training in a variety of areas including Communication Skills and Personal Effectiveness. Her course participants find her training style very friendly, and her sessions very interactive and informative. She has worked with participants from the following organisations:

Adidas Singapore Pte Ltd

Canon Singapore Pte Ltd

CapitaLand Commercial Ltd

Lagardere Services HK Ltd

Hitachi Plant Technologies, Ltd

Hong Kong Red Cross

Hunter Douglas Singapore Pte Ltd

IMS Health Asia Pte Ltd

KDDI Singapore Pte Ltd

MGB Metro Group Buying HK Ltd

Moody International, Japan

Singapore Technologies (ST) Aerospace Engineering Pte Ltd

T-Systems, Singapore subsidiary of Deutsche Telekom AG

The Indonesia Ministry of Women Empowerment and

Child Protection

Towngas International Co Ltd

Urban Redevelopment Authority (URA) Singapore

Dates and Times

A. Boost Your Minute Writing Skills
Tuesday, 8 October 2013 9:00 am - 1:00 pm

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Friday, 11 October 2013 2:00 pm - 6:00 pm

C. Tackling Tricky Situations - Performing Against All Odds
Thursday, 28 November 2013 9:00 am - 5:00 pm

Fees

Fee for each half-day workshop: HKMA Member: HK\$550 Non-member: HK\$580

Fee for each full-day workshop: HKMA Member: HK\$1,100 Non-member: HK\$1,160

Group Discount: HK\$50 per person per programme (for companies that send in five or more participants to these workshops and enrol at the same time)

Language Medium

English

Venue

The Hong Kong Management Association

1-6/F First Commercial Building

33-35 Leighton Road

Causeway Bay HONG KONG

A. Boost Your Minute Writing Skills

Workshop Overview

Power up on various skills such as listening, note-taking and writing to produce more effective minute of meetings.

Training Objectives

Upon completion of this workshop, participant will be able to:

- Record proceedings of meetings accurately
- Ascertain relevant points for recording purposes
- Recognise concrete decisions made and follow-up actions required
- Exercise sensitivity and discretion in the writing process

Training Outline

Part 1: Preparing for the Meeting

- The challenges of taking minute
- The role and responsibilities of the minute-taker
- The changing face of minute
- Other documents related to meetings
e.g. agenda, previous minute, etc.
- Meeting roles (initiator, chair/facilitator, administrator/
minute-taker, etc.)
- Identifying attendees
- Taking care of logistics

Part 2: During the Meeting

- Listening and note-taking skills
- Speaking up (to recap key messages etc.)

Part 3: Post-Meeting

- Writing up minute – typical formats
- Relevant grammar and vocabulary
- Circulating minute/ensuring follow-up
- Samples

B. Handling Difficult Customers

Workshop Overview

Nurturing positive relationships with difficult customers is rewarding. Acquire techniques and build a vocabulary to empower yourself to handle difficult customers more effectively.

Training Objectives

Upon completion of this workshop, participants will:

- Gain confidence in handling challenging situations with customers
- Communicate more effectively with difficult customers

Training Outline

Part 1: Introduction to Challenging Communication

- Understanding what makes conversations difficult
- Adopting a general framework for addressing
challenging communication

Part 2: Overcoming Personal Barriers

- Conducting a self-analysis to identify personal barriers
that inhibit more effective communication
- Discussing strategies to overcome those barriers

Who Will benefit

Professionals who want to improve their ability to handle difficult conversations with customers.

C. Tackling Tricky Situations - Performing Against All Odds

Workshop Overview

Avoiding conflict is not always possible or even strategic. Diplomacy, discretion and advanced communication skills are critical for professionals. Increase your value by building and maintaining powerful working relationships and performing against the odds.

Training Objectives

Upon completion of this workshop, participants will:

- Have a clearer assessment of one's own workplace
- Understand specific strategies and approaches to enhance one's professional standing

Training Outline

Part 1: Introduction to Workplace Conflict

- Understanding what creates workplace conflict
- Gaining insight to professional goals
- Understanding different personalities
- Identifying your own nature

Part 2: Developing Political Intelligence

- Understanding organisational realities
- Enhancing your professional standing
- Building and establishing professional relationships

Part 3: Being Professionally Savvy

- The pitfalls to avoid and how
- Sharpening your influence
- Managing relationships

Part 4: Developing Action Plans

- Developing a game plan
- Going back to basics

Who Will benefit

Professionals who want to improve their ability to manage challenging situations at work and enhance their professional standing.