

PROFESSIONAL COMMUNICATION SERIES

February 2011



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.

It consists of 4 half-day workshops:

Handling Difficult Conversations – Communicating With Sensitivity

Tackling Tricky Situations – Performing Against All Odds

Business Etiquette – Enhancing Your Professional Image

Cross-Cultural Communication – Communicating Effectively With Everyone

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.

Who will Benefit

Executives and Professionals who would like to improve their ability to communicate with others under different situations will benefit from this series of programmes.

Testimonials from Past Participants

Participants from across Asia have benefitted from these workshops:

“In these two days, I was able to refresh a lot and see my problems from different points of views. This training will help me change my working style. I see this training as also helpful to me in solving my daily life problems.”

- Ryoko Ishiharu, Secretary, Hitachi Plant Technologies Ltd.

“I found the practical skills taught most useful as they can be used in realistic situations, and I would recommend this workshop to my colleagues. I liked that the trainer is patient, flexible and is knowledgeable about the topic.”

- Sophy, MSc Finance student, NTU

“I have enjoyed the programme, as I have learned how to manage and handle difficult situations that might occur.”

- Doreen, Senior Secretary, JTC Corporation

“Winning language and practising empathy will help me communicate with difficult customers.”

- Paramesvari, Ministry of Manpower, Singapore

“Verbal and non-verbal communication was the most useful part because this is the full part of managerial skills.”

- Ruchi Yadav, student, Mumbai Business School

“The trainer’s style was great! She’s communicative and cheerful. She has also mastered the topics’ materials very well. I would certainly recommend this workshop to other units within my ministry and I will suggest to my boss to make this a regular program to increase staff capacity and professionalism.”

- Maftuh Muhtadi, Indonesian Ministry of Women Empowerment and Child Protection

“I found the examples from actual corporations very useful as it helped understand the topics in a much better way. I like the interactive nature of the trainer.”

- Gowhar Rasool, MBA student, LPU

Training Methodology

Customised workbooks and other handouts will be provided containing valuable practice exercises. 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.

Dates and Times

A. Handling Difficult Conversations - Communicating With Sensitivity

Thursday, 17 February 2011
9:00 am - 12:30 pm

B. Tackling Tricky Situations - Performing Against All Odds

Thursday, 17 February 2011
2:00 pm - 5:30 pm

C. Business Etiquette - Enhancing Your Professional Image

Thursday, 24 February 2011
9:00 am - 12:30 pm

D. Cross-cultural Communication - Communicating Effectively with Everyone

Thursday, 24 February 2011
2:00 pm - 5:30 pm

Fees

Fee for each half-day workshop:

HKMA Member: HK\$520

Non-member: HK\$550

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)

Venue

Dr Kennedy Y H Wong Management
Development Centre
The Hong Kong Management Association
1-6/F First Commercial Building
33-35 Leighton Road
Causeway Bay
HONG KONG

Language Medium

English

Trainer Profile

Mrs K Kapai has been teaching and training for 10 years. 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 Teacher. Before moving to the teaching and training profession, Mrs Kapai worked in Hong Kong as a Financial Analyst for Citigroup and as an Auditor 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
Far East Organisation, Singapore
Hitachi Plant Technologies, Ltd.
Hunter Douglas Singapore Pte Ltd
IMS Health Asia Pte Ltd
KDDI Singapore Pte Ltd
Ministry of Manpower, Singapore
Moody International, Japan
Singapore Technologies (ST) Aerospace
Engineering Pte Ltd

T-Systems, Singapore subsidiary of Deutsche
Telekom AG
Temasek Holdings (Pte) Ltd
The Indonesia Ministry of Women
Empowerment and Child Protection
Urban Redevelopment Authority (URA)
Singapore
Vietcombank Tower 198 Ltd, Vietnam

A. Handling Difficult Conversations – Communicating With Sensitivity

Workshop Overview

By focusing on how to handle difficult conversations and nurture positive relationships, this workshop will empower individuals to interact more successfully, especially with difficult people. Increase your value by overcoming challenging communication. The quality of our conversations and how we represent ourselves determines the quality of our relationships.

Training Objectives

Upon completion of this workshop, participants will:

- Communicate more effectively with senior executives, colleagues and clients
- Be able to apply communication techniques to handle workplace conflict effectively

Training Outline

Part 1: Introduction to Communication Skills

- Identifying required communication roles and skills
- Identifying and defining effective communication from an organizational standpoint
- Identifying and building on individual communication strengths

Part 2: Framework for Addressing Challenging Communication

- Identifying the personalities involved
- Assessing the situation
- Listening actively
- Expressing effectively – useful phrases
- Problem-solving
- Maintaining the relationship

The above framework will be explored in the context of interaction with colleagues and external parties through a series of role-playing and other hands-on activities.

B. Tackling Tricky Situations – Performing Against All Odds

Workshop Overview

Challenging situations are an unwanted, yet pervasive element of almost all work environments. 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 positive working relationships.

Training Objectives

Upon completion of this workshop, participants will:

- Understand connections and distinctions between assertiveness and diplomacy
- Handle sensitive issues and people with tact
- Handle the social and protocol aspects of work at a professional level

Training Outline

Part 1: Introduction to Workplace Conflict

- Identifying negative workplace behaviour
- Understanding what creates workplace conflict

Part 3: Developing Action Plans

- Assessing one's own workplace
- Negotiating next steps

Part 2: Being Professionally Savvy

- Understanding the effects of workplace conflict
- Defining ethical behaviour at work
- Understanding and applying diplomacy to obtain better results
- Addressing conflict and adopting a more productive approach

C. Business Etiquette – Enhancing Your Professional Image

Workshop Overview

We need to create the right first impression and sustain it. First impressions can either make or break our personal and professional lives. Understand and apply business etiquette to enhance the image of yourself and your organisation.

Training Objectives

Upon completion of this workshop, participants will:

- Develop the concept of business etiquette and the proper practices for various workplace scenarios
- Address etiquette challenges when doing business in a multi-cultural environment

Training Outline

Part 1 – Introduction

- Understanding business etiquette and the importance of good manners in business
- The ABCs of etiquette

Part 2 – Appearance

- Dressing for success

Part 3 - Behaviour

- Making introductions and greeting people
- Ethics at work
- Body language and gesture

Part 4 – Communication

- Telephone etiquette
- Netiquette
- Listening skills

Part 5 - Social Etiquette

- Entertaining
- Business meal basics
- Planning a meal meeting
- Choosing appropriate gifts

D. Cross-Cultural Communication – Communicating Effectively With Everyone

Workshop Overview

With globalisation, interaction with colleagues and customers from diverse backgrounds has become common. As a result, communication across cultures has become a necessary skill to enhance personal effectiveness and workplace performance. However, cross-cultural communication is not restricted to communication with people from other cultural backgrounds. Acquire techniques to improve communication with anyone who has a different communication style.

Training Objectives

Upon completion of this workshop, participants will:

- Have a greater awareness of different communication styles and preferences
- Understand the sources of cross-cultural miscommunication
- Be able to apply techniques to improve cross-cultural communication

Training Outline

Part 1: Sources of Cross-Cultural Miscommunication

- Understanding culture and cross-cultural communication
- Identifying sources of cross-cultural miscommunication
- Understanding the difference between 'generalizations' and 'stereotypes'
- Understanding 'conflict talk'

Part 2: Different Communication Styles

- Understanding different communication styles
- Identifying personal communication styles
- Recognizing the advantages and drawbacks of different communication styles
- Understanding non-verbal communication

Part 3: Techniques for Improving Cross-Cultural Communication

- Appreciating the inter-cultural workplace
- Building bridges to communication
- Developing communication policies
- Applying techniques to improving real-life situations

REGISTRATION

All interested parties are requested to complete the registration form and return it together with appropriate fee(s) to the Secretariat 10 days before the programme commences. To enjoy the Early Bird Discount, participants should arrange their payments to reach the Association one month before the first day of each workshop. Reservations by fax 2365 1000 are welcome but are subject to payment in full prior to programme commencement. For information on the seminars, please contact Ms Jane Ma on 2774 8552 or Mr S H So on 2774 8550. For registration details, please contact Ms Mei Tang on 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.

HK THE HONG KONG MA MANAGEMENT ASSOCIATION

REGISTRATION FORM

To: Director General
The Hong Kong Management Association
16/F Tower B Southmark 11 Yip Hing Street Wong Chuk Hang HONG KONG
Tel: 2774 8552/2774 8550 Fax: 2365 1000

Please enrol me in the following programme(s):

- A. Handling Difficult Conversations - Communicating With Sensitivity (AC- 47395-2011-1-FC)
B. Tackling Tricky Situations - Performing Against All Odds (AC - 47396-2011-1-FC)
C. Business Etiquette - Enhancing Your Professional Image (AC - 47397-2011-1-FC)
D. Cross-Cultural Communication - Communicating Effectively with Everyone (AC - 47398-2011-1-FC)

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

Name: Mr/Ms: _____

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

Position: _____ Company: _____

Address of Company: _____

Co. Telephone No.: _____ Fax No.(Office): _____

E-mail: _____

From where did you **FIRST** learn about this Programme?

- Mail Newspaper/Magazine (please specify): _____ HKMA email
 E mail promotion from other websites (please specify): _____
 Website Advertisement (please specify): _____
 HKMA Website (From where did you learn about, please specify): _____

MTR Station (please specify): _____

Exhibition Education & Careers Expo (EEX) Jobmarket Career & Education (EJEX)
 Others (please specify): _____

Recommended by trainer: _____

Signature: _____ Date: _____ Fee paid by company self

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: _____

- * **No refund** will be made after payment, but participants can arrange to have their places substituted for the same programme should they be unable to attend the programme.
- * Personal data will be used for the purposes of market research, programme development and direct mailing.
- * The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.