

# PROFESSIONAL COMMUNICATION SERIES

October 2011



香港管理研究院  
HONG KONG  
INSTITUTE OF MANAGEMENT

**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 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 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

## **A. Handling Difficult Conversations – Communicating With Sensitivity**

### **Workshop Overview**

By focusing on how to handle difficult conversations and how to nurture positive relationships, this course 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 interactions. Communicate with savvy and finesse and handle sensitive issues and people with tact.

### **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 challenging communications effectively

### **Training Outline**

#### **Part 1: Introduction to Challenging Communication**

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

#### **Part 2: Strategies for Specific Situations**

- Handling difficult colleagues (senior and junior)
- Handling difficult customers
- Handling difficult suppliers

#### **Part 3: 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.

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## **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 powerful working relationships.

### **Training Objectives**

Upon completion of this workshop, participants will:

- Have identified professional goals to determine specific next steps
- 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
- Balancing your professional standing
- Building networks

#### **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.

## **C. Essential 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:

- Understand the concept of business etiquette and the proper practices for various workplace situations

### **Training Outline**

#### **Part 1 – Introduction**

- Understanding business etiquette and its importance
- The ABCs of etiquette

#### **Part 2 – Appearance**

- Dressing for success

#### **Part 3 - Behaviour**

- Basic office manners
- Etiquette in meetings

#### **Part 4 – Communication**

- Making introductions and greeting people
- Telephone etiquette
- Netiquette and courtesy in correspondence

#### **Part 5 - Entertaining and Social Etiquette**

- Business meal basics
- Choosing an appropriate gift

### **Who Will Benefit**

Professionals who want to improve their professional image through an understanding of business etiquette.

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## **D. Cross-Cultural Etiquette**

### **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.

### **Training Objectives**

Upon completion of this workshop, participants will:

- Address etiquette challenges when working in a multi-cultural environment

### **Training Outline**

#### **Part 1: Importance of Cultural Sensitivity**

- Understanding culture and cross-cultural communication

#### **Part 2: Multicultural Challenges**

- Cultural differences and their effect on business
- Examples of cultural insensitivities
- Building cross-cultural understanding for predominant Asian and Western cultures
- Emailing across cultures

### **Who Will Benefit**

Professionals who want to improve their understanding of other cultures.

## **E. Diversity in Communication – Communicating Effectively with Everyone**

### **Workshop Overview**

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 miscommunication
- Be able to apply techniques to improve communication with anyone who has a different style

### **Training Outline**

#### **Part 1 – Sources of Miscommunication**

- Importance of leveraging diversity
- Identifying sources of miscommunication

#### **Part 2 – Different Communication Styles**

- Understanding different communication styles
- Identifying personal communication styles

- Recognizing the advantages and drawbacks of the various styles
- Understanding non-verbal communication

#### **Part 3 – Techniques for Improving Cross-Cultural Communication**

- Building bridges to communication
- Applying techniques to improving real-life situations

### **Who Will Benefit**

Professionals who want to improve their interaction with anyone who has a different communication style.

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## **F. Communicating and Working Effectively with Generation Y**

### **Workshop Overview**

Generation Y is a term used to refer to those born in the early 1980s to the early 2000s. With the entry of Gen Y into the workforce, many organizations are looking for ways to attract, retain and motivate their younger employees. This training focuses on communication and motivational strategies that organizations can employ to work more effectively with Gen Y colleagues.

### **Training Objectives**

Upon completion of this workshop, participants will:

- Understanding their Gen Y colleagues better
- Identify those unique generational factors that influence the importance of recognition, reward and respect as Gen Y motivators
- Be able to apply new techniques for more successful engagement of Gen Y colleagues
- Establish and sustain effective communication as a shared responsibility
- Maximize Gen Y's unique working preferences
- Feel more confident about working with Gen Y colleagues

### **Training Outline**

#### **Part 1: Understanding the Whys of Gen Y**

- Understanding the characteristics and mindset of Gen Y
- Testing assumptions about Gen Y
- Gen Y and the changing workplace
- Workplace issues important to Gen Y

#### **Part 2: Workplace Practices**

- Discussing workplace practices that have successfully integrated Gen Y

#### **Part 3: Exploring Leadership Styles to Accommodate Gen Y**

- Understand the impact of different leadership styles on Gen Y
- Exploring motivational strategies in the areas of performance appraisal, decision making and work allocation

### **Who Will Benefit**

Professionals who want to improve their interaction with Gen Y colleagues. Working parents of Gen Y children may also find this training useful.

## G. Telephone Image & Etiquette

### Workshop Overview

Understand and apply telephone etiquette to enhance the image of yourself and your organisation.

### Training Objectives

Upon completion of this workshop, participants will:

- Understand the concept of telephone etiquette and the proper practices for various workplace situations
- Be able to handle customer calls more effectively

### Training Outline

#### Part 1 – Knowing Your Customer (KYC)

- Knowing your internal and external customers and identifying their needs and interests
- Examining the overall process in servicing customers
- Developing a service orientation

#### Part 2 – Telephone Etiquette

- Guidelines on professional use of the telephone

- Effective voice techniques
- Effective phrases for various situations

#### Part 3 – Handling Challenging Customers

- Examining the impact of complaints
- Evaluating responsiveness and overcoming the barriers to responsiveness
- Specific techniques for speaking to difficult customers on the phone

### Who Will Benefit

Professionals who want to improve their professional image through an understanding of telephone etiquette.

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## H. Interview Skills - Marketing Your Strengths

### Workshop Overview

Participants will be introduced to typical interview questions and advised on recommended responses.

### Training Objectives

Upon completion of this workshop, participants will:

- Understanding the purpose of a job interview

### Training Outline

#### Part 1: Overview of Job Interviews

- Understanding the purpose of a job interview
- Identifying goals of an interviewee
- Preparing for interviews
- Understanding the different types of interview questions
- Answering typical and more challenging interview questions
- Ending the interview

#### Part 2: Mock Interview Practice

- Participants will engage in mock interviews for feedback purposes

### About the Hong Kong Institute of Management

The Hong Kong Management Association (HKMA) offers a diverse range of services, namely management education and training, business awards, seminars, conferences and dinner functions. “**Hong Kong Institute of Management**” (香港管理研究院) is the education and training division of the Association which highlights the executive focus of its programmes.

## I. Cover Letter & Resume Writing - Marketing Your Strengths

### Workshop Overview

Participants will obtain guidance on writing cover letters and resumes.

### Training Objectives

Upon completion of this workshop, participants will:

- Be more confident about applying for a new job

### Training Outline

#### Part 1 – Sourcing Jobs

- Learning about the different avenues through which to source a new job

#### Part 2 – The Cover Letter

- Understanding the purpose of the cover letter
- Understanding different types of cover letters

#### Part 3 – The Resume

- Understanding the difference between a resume and curriculum vitae
- Understanding the different components of a resume

#### Part 4 – Guided Practice on Writing a Cover Letter and Resume/Review of Resumes

- Participants will work on some guided writing practice while receiving individual feedback on their resumes

### Who Will Benefit

Professionals who want to equip themselves with useful job-hunting skills.

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## J. Boost Your Minutes Writing Skills

### Workshop Overview

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

### Training Objectives

Upon completion of this workshop, participants will:

- 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 minutes
- The role and responsibilities of the minute-taker
- The changing face of minutes
- Other documents related to meetings e.g. agenda, previous minutes, 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 minutes – typical formats
  - Relevant grammar and vocabulary
  - Circulating minutes/ensuring follow-up
  - Samples
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### Fees

Fee for each half-day workshop: HKMA Member: HK\$520 Non-member: HK\$550

Fee for each full-day workshop: HKMA Member: HK\$1,040 Non-member: HK\$1,100

**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

## K. Effective Meeting Skills Workshop

### Workshop Overview

Effective meetings help a group achieve its objectives and minimise the common problems people have of working together. Key elements include being able to design meetings, involving the right people and implementing appropriate frameworks. In all meetings, group dynamics have to be managed to foster output and build an environment of co-operation.

### Training Objectives

Upon completion of this workshop, participants will:

- Understand the benefits of effectively-run meetings
- Understand the various roles and responsibilities of different meeting participants
- Understand the effective management of group dynamics to build productive and cohesive teams

### Training Outline

#### Part 1 – Pre-meeting Planning

- To meet or not to meet?
- Establishing goals, desired outcomes and the agenda
- Taking care of logistics (venue considerations, etc.)
- Identifying attendees and establishing roles and responsibilities
- Personal preparation

#### Part 2 – The Meeting

- Establishing and communicating ground rules
- Managing the agenda to maintaining awareness of goals and stay on track
- Engaging in techniques to increase participation

- Seeking alignment of issues, getting to consensus/voting and making decisions
- Generating action plans
- Recapping key messages and closing the meeting

#### Part 3 – Post-Meeting

- Documentation
- Encouraging follow-through
- Evaluating the meeting for effectiveness

#### Part 4 – Group Dynamics

- Examining patterns of interaction in groups
- Handling challenging participants (e.g. disruptive, argumentative, loud) and challenging situations (e.g. awkward silences)
- Dealing with conflict (e.g. opposing views)

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### Dates and Times

#### A. Handling Difficult Conversations - Communicating With Sensitivity

Monday, 10 October 2011  
9:00 am - 5:00 pm

#### B. Tackling Tricky Situations - Performing Against All Odds

Thursday, 13 October 2011  
9:00 am - 5:00 pm

#### C. Essential Business Etiquette - Enhancing Your Professional Image

Monday, 17 October 2011  
9:00 am - 12:30 pm

#### D. Cross-cultural Etiquette

Monday, 17 October 2011  
2:00 pm - 5:30 pm

#### E. Diversity in Communication - Communicating Effectively with Everyone

Wednesday, 19 October 2011  
9:00 am - 12:30 pm

#### F. Communicating and Working Effectively with Generation Y

Wednesday, 19 October 2011  
2:00 pm - 5:30 pm

#### G. Telephone Image & Etiquette

Tuesday, 18 October 2011  
9:00 am - 12:30 pm

#### H. Interview Skills - Marketing Your Strengths

Friday, 14 October 2011  
2:00 pm - 5:30 pm

#### I. Cover Letter & Resume Writing - Marketing Your Strengths

Tuesday, 11 October 2011  
2:00 pm - 5:30 pm

#### J. Boost Your Minutes Writing Skills

Thursday, 20 October 2011  
2:00 pm - 5:30 pm

#### K. Effective Meeting Skills Workshop

Friday, 21 October 2011  
9:00 am - 5:00 pm

## 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. 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-47395-2011-2-FC)  
B.  Tackling Tricky Situations - Performing Against All Odds (AC - 47396-2011-2-FC)  
C.  Essential Business Etiquette - Enhancing Your Professional Image (AC - 47397-2011-2-FC)  
D.  Cross-Cultural Etiquette (AC - 47398-2011-2-FC)  
E.  Diversity in Communication - Communicating Effectively with Everyone (AC - 47421-2011-1-FC)  
F.  Communicating and Working Effectively with Generation Y (AC - 47422-2011-1-FC)  
G.  Telephone Image & Etiquette (AC - A6714-2011-1-FC)  
H.  Interview Skills - Marketing Your Strengths (AC - A6713-2011-1-FC)  
I.  Cover Letter & Resume Writing - Marketing Your Strengths (AC - A6712-2011-1-FC)  
J.  Boost Your Minutes Writing Skills (AC - A6715-2011-1-FC)  
K.  Effective Meeting Skills Workshop (AC - A6716-2011-1-FC)

OINA

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

Name: Mr/Ms: \_\_\_\_\_ E-mail: \_\_\_\_\_

HKID Card No: \_\_\_\_\_ HKMA Membership No.: \_\_\_\_\_

Position: \_\_\_\_\_ Company: \_\_\_\_\_

Address of Company: \_\_\_\_\_

Co. Telephone No.: \_\_\_\_\_ Fax No.(Office): \_\_\_\_\_

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.