



One Day Intensive Seminar

SBL Claimable Subject to HRDF Approval

# Business Communication Skills

## Words, Methodology & Applications

### Accurate, Purposive & Effective

21ST JULY 2009  
**JW MARRIOTT HOTEL,  
 KUALA LUMPUR**

**Introduction**

This highly interactive seminar focuses on real needs and situations, allowing participants to evaluate and improve their skills and strategies for effective interpersonal communication in a modern business environment. You will also become aware of the vital importance of using body language, empathy and active listening to show people you understand them, and develop the ability to present yourself as confident, professional and credible. The seminar also provides a set of tools and techniques to equip participants with the necessary skills to deal with misunderstandings and conflicting views. This, in turn, will allow you to achieve more with other people in such a way that they feel positive about your interactions with them.

**Objectives**

The main aim of this seminar is to develop the participants' ability to communicate clearly and effectively in all types of interaction. This can be achieved through the following objectives:

- To develop the participants' ability to create a memorable impression when networking
- To develop an awareness and understanding of how body language can impact interactions
- To improve the participants' ability to manage hostile and aggressive colleagues and clients
- To practise strategies that help maintain good professional relationships with the other side to maximize value
- To practise a series of proven communication techniques through a variety of different activities

**Contents**

**1. Introduction**

- The Communication Continuum: Where You Are Now

**2. Networking Skills**

- Stepping Out of the Comfort Zone
- Making and Leaving a Good Impression
- Finding Commonality
- Building Trust
- The Follow Up

**3. Communication Skills 1: Personal Interactions**

- '3F' Listening Skills: Going Beyond Active
- Creative and Logical Questioning
- Removing Communication Blocks
- A Positive Reflection
- Body Language: 4 Degrees

**4. Communication Skills 2: Providing Quality**

- Time and the Telephone
- Creating Options
- Making an Impact at Meetings
- Taking the Initiative
- Putting Your Points Across With Impact
- Managing Complaints

**5. Breaking Through the Barriers**

- Key Influencing Skills
- Using Emotional Intelligence for Better Results
- Dealing With Hostile Colleagues and Clients
- Giving and Receiving Sensitive Feedback
- Resolving Difficult Interactions



**Conducted By Distinguished Speaker: DAVID HIRST**

David has been in education for over 20 years of which 10 years were spent as trainer, management consultant and business unit manager with the British Council. He is a first-rate expert in his field and possesses the depth of knowledge necessary to respond to participants' needs and wants. He is a specialist in helping people grow and develop their potential, as well as getting them to put across their messages with impact.

He has extensive experience of working in corporate cultures and managing staff, which allows David to conduct innovative and results driven workshops to bring positive changes to individuals and their business performance.

He has also presented many papers and had several articles published in technical journals, newspapers and magazines. He has just completed second book entitled 'Plain English: the evolution of writing with style and impact'.

**PARTICIPANTS**

This seminar is designed for professionals who would like to improve their business communication skills at all levels of interaction between staff, clients, colleagues and suppliers. This can include clericals, officers, executives, supervisory staff and all personnel who are involved in face-to-face interactions in the workplace.

Organised By:



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**REGISTRATION FORM**

Ref: JULY09BCS

EARLY BIRDS: Registration and Payment by 6th July 2009 – RM675.00 per person

GROUP DISCOUNT: Two or More Persons from same organization – RM750.00 per person

REGULAR FEE: RM800.00 per person inclusive of lunch/tea-breaks/valuable seminar materials & **CERTIFICATE**

(Crossed Cheque/Bank Draft payable to **ASIA PACIFIC DILIGENCE SDN. BHD.**)

MAILING ADDRESS: B-2-9A, Megan Avenue II, 12, Jalan Yap Kwan Seng, 50450 Kuala Lumpur

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*Cancellations & Transfers: If you are unable to attend, a substitute candidate(s) is welcome at no extra charge. Please provide the name and position of the substitute delegate at least 2 days prior to the seminar. A full refund less 25% administrative charge will be made for cancellation received in writing 2 weeks prior to seminar. A 50% refund will be given for cancellation received 1 week prior to the seminar. Regrettably, no refund can be made for cancellation 3 days before the seminar. If registration is confirmed, a 25% administrative charge will be incurred for non-attendance.*

*The organizer reserves the right to change speakers and/or modify the programme content without prior notice.*