



# CORPORATE TRAINING DIRECTORY

2019

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CENTRE

EXPERTS IN  
COMMUNICATION

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MSF has worked with the British Council since 2013 on our WISE (Write in Simple English) project which has grown and developed through the years. The purpose of WISE is to help our staff communicate our policies and programmes more effectively with members of the public and stakeholders. We also want our staff to demonstrate empathy in their writing to clients who could be facing difficult circumstances.

The project currently includes the following elements:

- Writing workshops for Support Staff, Executives, Assistant Directors and Deputy Directors
- Reviewing and redeveloping MSF correspondence and key documents
- Thematic Workshops on report writing, grammar, emails, replying to difficult clients, minute writing and transforming correspondence
- Lunchtime talks
- Guided Action (community of practice) – writing clinics and facilitated sessions with MSF professionals to edit and transform their correspondence
- Weekly tips on WISE, demonstrating empathy and EQ in responses
- Liaison with an external media company to coordinate contests, EDMs, skits and production of videos to highlight the success of MSF's work in this area

All of the above run on a regular basis and the British Council has appointed a dedicated project manager to ensure there is one point of contact and communication flows smoothly. This has included flow charts of all activities detailing timings and involvement of other departments in MSF. The project records have been outstanding and a great asset to tracking the impact and success of all areas of the WISE programme in MSF.

The British Council has been instrumental in driving this project, delivering outstanding service and high-level consistent quality of WISE outcomes. The Community of Practice sessions have enabled staff to work closely with British Council staff and receive specific feedback on current correspondence on an ongoing basis. We have been very happy with the scope of the project and level of engagement provided by the British Council. Feedback from the participating staff has been excellent and it has given them the skills to write efficiently and engage their target audiences effectively.

I thoroughly endorse the work and attitude of British Council and believe they will make an excellent contribution to your design, development and delivery of services to develop case specific writing capabilities.



Mr Napoleon Yeo  
Senior Assistant Director and Assistant Quality Service Manager  
Communications and International Relations Division  
Ministry of Social and Family Development



**AMANDA MOODY**  
Director,  
Professional  
Development Centre

## Welcome to our 2019 Corporate Training Directory

Hi everyone

This year, the topic of conversation in Singapore is on upgrading skills in the workplace and anticipating those needed in new job areas. The PDC is proud to offer a comprehensive range of business skill workshops and committed to helping employees at all levels grow and develop towards their future careers.

Our new public workshops for 2019 are always a great opportunity to network and learn with employees from other companies. I invite you to consider the following exciting titles:

- Digital Content Writing
- Living with Emerging Technologies
- Having Difficult Conversations
- Authentic Leadership
- Consultative Selling

This year, we are excited to launch our digital communities for all participants on our public workshops. Everyone will be able to continue their learning and connect with others through these learning communities.

We are always proud to partner with organisations in learning and we continue to offer courses in conjunction with Roffey Park. This year, we are launching 2 new courses in the entrepreneur suite with Temasek Polytechnic, with attractive Government funding.

For leaders, we have 1:1 Executive Coaching following the Integral method. Coaches are fully qualified, experienced and hold ICF (International Coaching Federation) accreditation. This is a great way to fast track talent and provide direction for your team, whilst managing succession planning.

If you would like a more tailored approach for specific issues in your company, contact us for a meeting with one of our Assistant Directors who all excel in quality, individualised client management and product understanding.

Are you looking for a quick “bite” of training for your staff? Perhaps a Lunch n’ Learn? Go no further than our Bitesize modules. There are over 60 titles in areas such as Change, The Connector, The Well You, The Thinker, The Communicator, The Teamster, The Influencer and more and all are highly interactive.

Please join our experienced trainers at our fabulous training centre, level 9 of the HDB Hub; a great environment to reflect and learn away from the office.

We look forward to welcoming you.

Regards

**Amanda Moody**  
Director, Professional Development  
Professional Development Centre

## AMANDA MOODY

DIRECTOR

### QUALIFICATIONS

Master's in Education  
 Bachelor of Education  
 Graduate Diploma Education  
 Level 7 Award Organisational Design and Development  
 Accredited Professional Coach (ICF)  
 Team Management Systems – TMS® Accredited  
 Team Management Systems – QO2® Accredited Trainer  
 Certified Integral Development 360 Assessor  
 Certified Workplace Big 5  
 Certified SEI EQ Assessor (Six Seconds)  
 Certified VITAL Leadership (Six Seconds)

### PROFILE

Amanda leads the PDC team. She is passionate about change, quality and innovation and delivering high results through her team.

She has a strong background in relationship management, business development and coaching senior leaders. She has also worked for the Australian Government and led a major project with The Singapore Prime Minister's Department. She has also lived and worked in Japan for the Ministry of Education and given many public presentations.

Amanda has a strong background in adult education, training, facilitation and consulting. She has held a range of management and leadership positions and brings these skills and experience to the PDC.

### CLIENTS

IFF, MAS, MSF, ABN Amro, Sabre, Singapore Airlines.

“  
 Amazing!  
 ”

## ALAN WILSON

ASSISTANT DIRECTOR

### QUALIFICATIONS

MSc in Psychological Assessment in Organisations  
 MSc in Change Agent Skills & Strategies  
 PG Diploma in Personnel Management  
 Chartered Fellow of the CIPD (FCIPD)  
 ILM Level 7 Diploma in Executive Coaching & Leadership Mentoring  
 Professional Certified Coach with New Ventures West  
 Accredited in several psychometric and 360-degree assessments including Hogan, OPQ, Saville Wave, 16PF, Leadership Versatility Index, MBTI

### PROFILE

Much of Alan's classroom training and development experience centres on developing leaders' skills through workshops on key leadership topics, such as, coaching, mentoring and performance management. He has also developed strategic approaches to developing leaders, including developing and executing a four-year roadmap of training and on-the-job learning for supervisors in a manufacturing facility.

Alan is also an ICF accredited Executive Coach and works with a range of business leaders to build their leadership capacity.

### CLIENTS

Ascendas, HSBC, Schaeffler, Sivantos, UOB.

“  
 A breath of fresh air  
 ”

## KAREN DYAS

ASSISTANT DIRECTOR

### QUALIFICATIONS

MSc (Master of Science in Management with specialism in Marketing)  
 BA (Hons) Human Resource Management, Management and French.  
 PRINCE2® Project Management Accredited Practitioner.  
 Investors in People (IiP) - Accredited Practitioner  
 Neuro Linguistic Programming (NLP) Accredited Master Practitioner  
 Cambridge CELTA  
 Team Management Systems – TMS® Accredited.  
 DiSC® - Accredited Trainer  
 Mind Mapping® - Accredited Instructor. Motivational Maps® - Accredited Trainer  
 CIPD (Chartered Institute of Personnel and Development) Fellow Member

### PROFILE

Karen works in consultation with external clients and internal stakeholders to explore learning solutions and develop business opportunities. Understanding clients' needs and their objectives for improvement, she works with a range of professional clients on appropriate learning to support staff development and business improvement.

### CLIENTS

Singapore Airlines, IBO, National Gallery Singapore, Toyota, National Library Board, Deloitte.

“  
 Knowledgeable and inspiring  
 ”

## SEAN BOWHAY

ASSISTANT DIRECTOR

### QUALIFICATIONS

BScEcon (Hons) International Politics and Strategic Studies  
 Cambridge Certificate in Teaching English to Speakers of Other Languages (CELTA)  
 Cambridge Diploma in Teaching English to Speakers of Other Languages (DELTA)  
 Graduate Diploma in Management  
 Team Management Systems – TMS® Accredited  
 Team Management Systems – QO2® Accredited Trainer  
 Post-Graduate Diploma Communication in Professions and Organisations

### PROFILE

Sean has been working at the PDC since 2000 and has written and customised a number of workshops. He spends a lot of time with clients understanding their needs, explaining courses and suggesting appropriate training solutions.

### CLIENTS

OCBC, MSF, BCA, NUS, NEA, CPF, Singapore Airlines, SingHealth.

“  
 Sean gave us a fun, beneficial and knowledgeable workshop. Many thanks!  
 ”

## JAMES CHOLES

CORPORATE TRAINING MANAGER

### QUALIFICATIONS

MA English Literature  
Cambridge Delta  
Certified DiSC Trainer  
Buzan Mind Mapping  
Instructor

“  
*Engaging, fun and perfectly paced. James really knows what he's doing!*  
”

### PROFILE

James oversees our face-to-face skills workshops, Bitesize 90 modules and digital learning solutions. He also creates development opportunities for our team of in-house corporate trainers.

Before coming to Singapore James worked at Lloyds Bank in the UK, taught business English in China and was a professional skills trainer at the British Council in Sri Lanka.

Originally from Brighton in the UK, James has almost 15 years' of training, management and course writing experience.

### CLIENTS

Deloitte, MAS, MSF, OCBC, Singapore Press Holdings, Singapore Academy of Law, Singapore Airlines.

## AMIN NEGHAVATI

DIGITAL TECHNOLOGIST AND TRAINING CONSULTANT

### QUALIFICATIONS

MA in Digital Technologies, Communication and Education  
BSc in Electrical Engineering  
Cambridge Delta  
Cambridge CELTA  
Certified DiSC Trainer  
Certified Integral Development 360 Assessor  
Validated Core Skills Trainer  
Certificate in ELT Management

“  
*He never fails to grab your attention!*  
”

### PROFILE

Amin has been in the fields of teaching, training and L&D since 1999.

He is a future technologies enthusiast and gives talks at international conferences on the impact of digital technologies on life and work. He is passionate about the future of workplace learning, blended learning solutions and open learning models. As a digital technologist, he works towards facilitating the emergence and growth of the PDC community in the digital era.

Coming from an engineering background, Amin has extensive experience in delivering workshops in various contexts globally. He also worked as a programme manager, head of department and centre manager before joining the British Council.

### CLIENTS

Bank of Singapore, British Council Global, LTA, Marina Bay Sands, Ministry of Health Holdings, OCBC, Oxford Economics, Singapore Academy of Law, Singapore Polytechnic, UOB.

## ANDREW COLLER

TRAINING CONSULTANT

### QUALIFICATIONS

Bachelor of Education  
Graduate Certificate in Linguistics  
Certificate in Middle Management  
Certified DiSC Trainer  
Certified Integral Development 360 Assessor  
Certified SEI EQ Assessor (Six Seconds)  
TMS® Accredited Trainer  
Intercultural Fluency Accredited Trainer  
International Baccalaureate Accredited Teacher

“  
*Andrew is a wonderful and insightful trainer. He brings across topics on a personal and a corporate level.*  
”

### PROFILE

Andrew is from Sydney, Australia. His experience in leadership includes leading and facilitating vision and policy formation, organisational auditing, curriculum design, development and implementation, staff performance reviews and professional development. He believes leaders must have a keen developmental focus for their colleagues.

Andrew is passionate about well-planned and relevant change management. He is equally passionate about the place of emotional intelligence, resilience and trust and the development of intercultural fluency, in the contemporary workplace.

It is of no surprise to him that there is an increasing call for leadership with compassion with a heightened sense of service.

Andrew has also undertaken clinical pastoral care in two Sydney hospitals, and aid and development work through a global NGO.

### CLIENTS

Autodesk, DBS, IATA, Marina Bay Sands, National Gallery of Singapore, OCBC, Singapore Academy of Law, Singapore Airlines.

## CINDI WIRAWAN

TRAINING CONSULTANT

### QUALIFICATIONS

Master of Cross Cultural Communication  
Bachelor of Business Administration (Human Resource Management)  
Cambridge CELTA  
Certificate IV in Training and Assessment  
Certificate in Image and Etiquette Consulting  
Certified Behavioural Interviewing Practitioner

“  
*Cindi had an amazing knowledge of what she's teaching and was very engaging.*  
”

### PROFILE

Cindi specialises in delivering corporate training courses that help professionals communicate with greater impact. She has worked within talent acquisition, marketing and sales across Singapore and Australia for both listed and start-up companies. On top of her corporate training experience, she also has 5 years of career coaching experience and has coached hundreds of clients to achieve greater career success.

Due to her diverse experience, she is able to provide real life examples that relate to her clients and tailor her training to their needs.

### CLIENTS

Public workshops in communication, Graduates from top universities in Australia, DNC Training (Leading training provider in Sydney), LSBF Singapore, Sthree.



## EILEEN AUNG-THWIN

TRAINING CONSULTANT

### QUALIFICATIONS

BA News-Editorial  
Summa Cum Laude  
Cambridge CELTA

“

*Eileen was a fantastic trainer and I learnt a lot from her. She is insightful, professional and leads by example.*

”

### PROFILE

Eileen is a communication specialist who has served in local and regional roles in the public, private and social sectors.

She worked for organisations such as the Singapore Youth Olympic Organising Committee, the Land Transport Authority, Singapore Press Holdings, South China Morning Post, Alcatel and The HEAD Foundation.

With her background in journalism, communication and education, she brings 20 years of professional and practical experience to the workshops she facilitates.

### CLIENTS

Tan Tock Seng Hospital.

## JACQUELINE FISHER

TRAINING CONSULTANT

### QUALIFICATIONS

Post Graduate Diploma in Information Services  
BA Media Studies  
Cambridge CELTA  
Certificate in English Language Testing  
Ordained Buddhist Chaplain  
Clinical Pastoral Education accreditation

“

*Very detailed and entertaining! Jacqueline was very helpful and it was relevant to my work.*

”

### PROFILE

After completing her university studies in Melbourne, Jacqueline joined Singapore's national TV broadcaster as a researcher/writer and helped to create hit shows such as Under One Roof and Phua Chu Kang Pte Ltd.

She then joined the Singapore Library Board to set up Asia's first performing arts library, the library@esplanade.

Changing career focus in 2005, Jacqueline obtained an English teaching qualification and began work at the British Council. She has taught general and academic English and particularly enjoys training working professionals in business writing and pronunciation.

Having worked for Singaporean companies in both the private and government sectors, she also has an inside understanding of Singapore's work culture and a pretty good grasp of Singlish!

### CLIENTS

Bank of Singapore, CAAS, OCBC, Resorts World Sentosa, Singapore Police Force, Singapore Power, Temasek Polytechnic.

## JACQUIE FORD

TRAINING CONSULTANT

### QUALIFICATIONS

M.Ed (specialising in Leadership and Change Management)  
B.Ed  
Cambridge CELTA  
Certificate in Psychosynthesis

“

*Jacquie is very inspiring, knowledgeable and personable. She delivered over and above what is expected.*

”

### PROFILE

Originally from New Zealand, Jacquie has been with the British Council for 13 years and a Corporate Trainer for four years.

Before coming to Singapore Jacquie worked in China and Taiwan as a Professional Consultant and English Teacher. She also worked at the British Council in Mozambique on a Change Management Project.

At the PDC Jacquie trains both public courses and client based customised courses, including Bitesize, and the 1-3 day programmes. When she's not training, Jacquie is working on creating new courses and training opportunities for participants.

### CLIENTS

Ascendas, Autodesk, British Council Global, Direct Asia, GovTech, Health Promotion Board, MAS, OCBC, Republic Polytechnic, Wong Partnership.

## JELENA KRSTAJIC

TRAINING CONSULTANT

### QUALIFICATIONS

PhD in Plant Molecular Biology and Genetics  
MSc with Distinction in Biology  
Cambridge CELTA  
Certified DiSC Trainer

“

*Thank you Jelena for being so encouraging and positive. This created a really interactive and fun sharing and learning session.*

”

### PROFILE

Jelena has over fifteen years' experience in education, working extensively in Singapore, Italy, Belgium and Serbia.

Since 2012, Jelena has delivered a large number of corporate training sessions within the Professional Development Centre across a range of subjects including interpersonal communication skills, stakeholder engagement, negotiation skills and presentation skills. Jelena is particularly passionate about promoting and enhancing awareness of the benefits of global scientific research and development. She is actively supporting the global British Council Researcher Connect programme that promotes the development of excellent communication skills. Jelena has successfully delivered Researcher Connect training courses in Kuwait, Qatar, Russia and Singapore.

### CLIENTS

Ascendas, British High Commission, BP Singapore, DBS, Deloitte, Hitachi Asia, OCBC, Singapore Airlines, SingHealth, Singapore University of Technology and Design (SUTD).

## LISA PARTRIDGE

TRAINING CONSULTANT

### QUALIFICATIONS

BSc English Literature and Psychology  
Cambridge CELTA  
TMS® Accredited Trainer  
Intercultural Fluency Trainer

### PROFILE

Lisa has made her home in Singapore since 2009 and has worked at the British Council's Professional Development Centre since January 2010.

Before coming to Singapore Lisa taught English in Japan, Italy and Germany. She also ran her own English Language training company in London.

At the PDC, Lisa is the senior trainer for cabin crew training at Singapore Airlines. She specialises in customer service training and has designed both the customer service public workshops.

### CLIENTS

Direct Asia, Marina Bay Sands, MAS, MSF, OCBC, Singapore Airlines, SMRT, Tanglin Trust.

“  
*Lisa was very experienced and knowledgeable. I enjoyed her workshop very much.*  
”

## NILOOFAR LOTFINEJAD

TRAINING CONSULTANT

### QUALIFICATIONS

BA English Translation Studies  
Associate Degree in ELT  
Cambridge CELTA  
CELTA YLx

### PROFILE

Niloofar has been teaching and training for about 10 years with a background in Business English training. She joined British Council Singapore in 2017.

Before moving to Singapore, Niloofar worked in Malaysia and the Middle East, and delivered Business English courses and Business communication workshops to corporate clients. She also worked as a director of studies for a training institute where she was responsible for course and client relationship management in the centre.

With an interest in written and spoken communication skills, she has worked both with clients and in public workshops at the PDC.

### CLIENTS

Henkel, ISIRI Institute of Standards, MCI Mobile Telecom, NAK IT & IOT Services, Tan Tock Seng Hospital.

“  
*Niloo was a good and effective trainer. She made the workshop interesting!*  
”

## PRAKASH MATHUR

TRAINING CONSULTANT

### QUALIFICATIONS

Executive MBA (Information Technology Management)  
Advanced Certificate in Training and Assessment (ACTA-IAL)  
Certified SEI EQ Assessor (Six Seconds)  
Certified Vital 360 Assessor (Six Seconds)  
Certified Integral Development 360 Assessor  
TMS® Accredited Trainer  
QO2® Accredited Trainer  
Certified DiSC Trainer

### PROFILE

Prakash is from Montreal, Canada. He has been a Corporate Trainer for over 10 years.

He's worked in UK, Canada, Saudi Arabia, and India in Information Technology Management for Sony, Cadbury, McGill University Hospitals, World Health Organisation and King Fahd Hospital. In New York, he was a Manager for Deloitte in Management Consulting.

Prakash runs leadership, coaching, EQ and communication skills workshops to empower executives and professionals by developing their potential. He enjoys bringing a global perspective by sharing his real-life corporate examples. He has worked with different cultures across Europe, North America, the Middle East and Asia.

### CLIENTS

British Council Global, LTA, Marina Bay Sands, OCBC, Prudential, Royal Bank of Canada, Singapore Airlines, SIM, SingHealth, Shell.

“  
*Prakash was absolutely wonderful! Great teaching style, packed with real life examples, approachable, patient, inspirational!*  
”

## RICH TUBBY

TRAINING CONSULTANT

### QUALIFICATIONS

MA Hons International Education  
BA Hons International Business Management  
Cambridge Delta  
Cambridge CELTA  
New Ventures West Coaching Certificate  
Certified Integral Development 360 Assessor  
Certified DiSC Trainer

### PROFILE

Rich started his career working in hotels and restaurant management in the USA and UK.

He has lived in Asia since 1998 working in training, teaching, coaching and L&D.

In Japan, he worked as a teacher, corporate trainer and coach, teacher trainer, school manager, translator and headed up a large project team responsible for curriculum design and implementation.

In Korea, he continued his work with the corporate sector and teacher development.

He has been in Singapore since 2015. He enjoys his work with the PDC where he strives to help people get better at what they want to do.

### CLIENTS

Accenture, Asia Direct, MSF, OCBC, P&G, Royal Dutch Shell, Singapore Institute of Management, Singapore Airlines, Visa International.

“  
*He trained in a fun and interactive way and ensured that everyone participated in discussions*  
”



## SHALINI SRINIVASAN

TRAINING CONSULTANT

### QUALIFICATIONS

Post Graduate Diploma in Business Administration

Cambridge Delta

Cambridge CELTA

RELC Specialist Certificate in Oral Communication Skills Training

Certified DiSC Trainer

Intercultural Fluency Accredited Trainer

“

*Thank you for making the session lively and for contextualising examples for greater relevance.*

”

### PROFILE

Shalini has been teaching and training in Singapore for over fourteen years. Her experience in Education Management, English language teaching and Marketing enables Shalini to understand learner needs, design and present workshops effectively.

Before joining the British Council in 2015, Shalini worked with university students and business professionals on Business and Academic English programmes. As Senior Teacher at Navitas-English Curtin Singapore, she was responsible for academic administration and centre management. She also brings industry insights from her marketing roles in India.

At the PDC, Shalini delivers workshops on Written and Interpersonal Communication, Leadership and Creativity & Innovation.

### CLIENTS

A\*STAR – Advanced Remanufacturing and Technology (ARTC), Changi Airport Group, DBS, OCBC, LASALLE College of Arts, LTA, MSF, SMRT.

## SUSAN KING

TRAINING CONSULTANT

### QUALIFICATIONS

Advanced Certificate in Training and Assessment (ACTA)

Certified Integral Development 360 Assessor

Certified SEI EQ Assessor (Six Seconds)

TMS® Accredited Trainer

QO2® Accredited Trainer

‘Making the Stage’ Advanced Training Certification

Accredited Teacher Certificate in Education

“

*Bubbly and cheerful, Susan is a joy to work with and listen to. A splendid trainer!*

”

### PROFILE

Susan has over 25 years of experience in the training industry. Before coming to Singapore she worked in the UK as a senior teacher and counsellor. Since her arrival here in 2001 she ran her own business for 10 years. During those years as an entrepreneur Susan led a number of projects in training and media which included the creation and management of a new English Language programme at an International University.

Susan trains a wide range of public workshops and company courses which are customised to suit client needs. She specialises in Leadership Programmes including Change Management and Positive Influencing Skills workshops.

### CLIENTS

Autodesk, British Council Global, International Baccalaureate Organisation, DBS, Marina Bay Sands, OCBC, Singapore Airlines, Singapore Institute of Management, Republic Polytechnic.

“

Excellent trainer, very approachable and willing to take the time to clarify open points.

”

Sales Manager  
Automotive Industry



## THE TEAM MANAGEMENT PROFILE™

Assigning the wrong person to a task, ignoring important tasks or failing to resolve conflict can have costly consequences. The Team Management Profile (TMP) is a personalised report, which gives individuals valuable insights into the way they prefer to work and their preferred role within a team. This feedback will help to improve team processes and performance, which will in turn improve motivation and job satisfaction.

The TMP highlights an individual's major and related areas of work preference, including information focused on:

- Work Preferences
- Decision Making
- Leadership Strengths
- Interpersonal Skills
- Team Building
- Management Style

### APPLICATION

- Team Building and Development
- Executive Team Coaching
- Conflict Resolution
- Team Analysis
- Improving Team Processes
- Leadership Development Programmes
- Graduate Programmes

The Personal Discovery Workbook is a standard inclusion with every Team Management Profile.

Designed to take individuals through the concepts of TMS, the workbook contains theory, activities and a learning log to foster a greater understanding of work preferences and how they impact individuals and teams.

### BENEFITS

- Provides a practical model for effective teamwork in any context
- Gives an overview of how balanced the team is
- Promotes mutual understanding and respect
- Provides an opportunity for more open communication
- Gives guidance for personal and career development
- Highlights the importance of understanding and managing diversity
- Gives insights into how to resolve conflict
- Provides a complete approach to building and maintaining balanced, high-energy teams differently at work.

### THE QUESTIONNAIRE

- 60 Items
- Takes approximately 15 minutes to complete
- Available electronically or paper based
- High face validity
- Written in straightforward, positive language
- Reviewed by the British Psychological Society

The Team Management Profile was adapted for the workplace from the original work of Carl Jung. Unlike other psychometric instruments, which look at an individual's total behaviour, including their home life, the Team Management Profile Questionnaire reflects research that shows that people often behave very differently at work.



The Personal Team Management Profile is easy to use, easy to interpret, and has lasting value for our teams. Our team members and leaders use the Team Management Profile to help solve real issues with team mates and key stakeholders.



**SEI** EMOTIONAL INTELLIGENCE ASSESSMENT

# SEI EMOTIONAL INTELLIGENCE ASSESSMENT

**DEVELOPMENT FOCUSED**

- Straightforward model
- Created by the experts in learning and teaching EQ
- Detailed reports with specific techniques, exercises and strategies
- Extensive range of proven curriculum and related tools that improve performance

**STATISTICALLY RELIABLE**

- Embedded self-correcting indices increases objectivity
- Strong psychometric properties including over 100 items, 14 different norms used in each assessment
- Scores on the SEI predict 54.79% of a combination of Quality of Life, Relationship Effectiveness, Health, and Personal Effectiveness (based on forward stepwise regression against self-reported outcomes. See the white paper “Emotional Intelligence and Success”).

The Six Seconds Emotional Intelligence Assessment (SEI) is a suite of effective tools that measure EQ and equip people with a framework for putting emotional intelligence into action. The tools are used for a broad range of training, coaching, selection, and development needs. SEI is best-in-class because of the blend of strong psychometrics, easy practicality, and global relevance.

Where several other tools provide meaningful feedback, the SEI is unique because it’s not JUST feedback, it delivers a process framework that equips people to actually USE emotional intelligence. The SEI also links EQ to real life; it includes two questionnaires, an assessment of current “success factors” (e.g. effectiveness and relationships) and the EQ measure. This puts EQ in the context of important work and life outcomes, providing the “so what?” to make EQ relevant.

**CONVENIENT**

Fully-automated online administration and scoring (paper available) Option for clients to instantly receive reports or for consultant (or both) Turnkey packaged with proven, in-depth training materials developed by world-class curriculum designers.

**FULL RANGE**

A complete range of assessment tools and reports for practitioners. Huge array of support materials, curricula, and training modules.

**BENEFITS**

- Professional and personal development
- Training and coaching (e.g. leadership, teamwork, performance management, stress, communication, people-skills for project management, etc)
- Selection, talent management
- Pre/Post assessment and research



# DiSC

**INTRODUCTION**

Have you ever wondered why you work well with some people but not others? Or thought ‘I cannot even begin to know what my boss needs – even when I ask her, I still don’t know.’

Most of us have felt that way at one time or another! The good news is that there’s a simple tool designed to help you better understand yourself and others.

Everything DiSC® is not a test, it’s a personality assessment. It will help you to establish a common language that elevates the effectiveness of communication and teamwork.

**THE QUESTIONNAIRE**

Wiley has been researching and analysing DiSC for over 40 years – in fact, their *DiSC® Classic Paper Profile* was the first DiSC assessment ever.

As technology has evolved, so has DiSC. Wiley’s online DiSC questionnaires use the most advanced assessment method (adaptive testing) to quickly analyse your responses and provide the most personalised DiSC feedback possible. And it only takes about 15 minutes to complete!

The initial DiSC model comes from Dr. William Marston, a physiological psychologist, in his book *Emotions of Normal People*, published in 1928. Marston didn’t create an instrument from his theory, but others did. Look for the lowercase ‘i’ in DiSC® to be sure you’re looking at the assessment tool researched, validated, and published by Wiley.

**BENEFITS**

A Wiley Everything DiSC profile can:

- provide a common language to help teams understand one another and work better together
- act as a springboard for conversation and team building
- improve employee and workplace communication
- help you to understand people who aren’t like you...or are too much like you
- reduce conflict and avoids misunderstandings



## INTEGRAL 360° PROFILES AND COACHING

### AN INFORMED PROGRESSION TOWARDS IMPROVEMENT

#### WHAT IS 360 FEEDBACK?

The purpose of 360° feedback is to assist individuals to understand strengths and weaknesses, and give insights to help them improve. Research demonstrates that 360° feedback is a powerful process in achieving developmental outcomes as you receive reliable assessment of your leadership and managerial effectiveness.

The Integral framework has been widely acclaimed as one of the most relevant system theories for the 21st century. The profiles are designed to help senior executives and managers with their professional and personal development.

### THE INTEGRAL MODEL

The Integral Leadership and Management Framework is based on a fourquadrants theory which translate into;

- people leadership
- transformational/visionary leadership
- task/performance management
- strategic goal management

This is reflected though the Head, Heart, Hands and Spirit model and covers all aspects of leadership and management capabilities.

### OUR PROFILE MEASURES

- 4 Major Functions Of Leadership and Management
- 8 Roles Of Leadership and Management Processes
- 12 Authentic Self Questions
- Customised Vital Organisational Questions
- Outcome/impact Questions
- Open Ended Comments
- Development Workbook
- Comparison Norm

### THE AUTHENTIC SELF

- Maintaining optimism, openness and honesty
- Managing stress, health and wellbeing
- Personal integrity and professional conduct
- Open to experiences and learning
- Having a clear set of principles and values to guide actions
- Being fair and equitable
- Thinking clearly and making intelligent decisions

### INTEGRAL COACHING

All 360° profiles include a 1.5-hour coaching session and developmental workbook. Integral Coaches are highly experienced and have varied backgrounds to suit individual's needs and styles.

“

The best  
grammar course  
I've ever attended.

”

Participant

'Taking Your Grammar to the Next level'



# BITESIZE 90 WORKSHOPS



## BITESIZE 90 (IN-HOUSE ONLY)

In our busy and hectic work environment with constant emails, phone calls, text messages and meetings, it can be difficult to find time for a two day, or even a one day, training course.

The Professional Development Centre's Bitesize 90 programme has been designed to enable learning and development within your organisation in 90-minute chunks.

### BENEFITS

- See an immediate impact as the modules are rooted in real-life workplace issues
- Quickly upskill employees in a wide range of areas, from communication skills to creativity to coping with change
- Have complete flexibility as you can plan your own pathway through the units to fit your business needs
- Have training at a time that suits you
- Units can be done at any time during the work day, with minimal impact on other tasks
- Improve your team's morale by bringing them together for a fun, relevant and interactive learning and development session

Contact Alan, Sean or Karen at [pdc-enquiry@britishcouncil.org.sg](mailto:pdc-enquiry@britishcouncil.org.sg) for more details!



**Better connect with your team, clients, staff or colleagues and build stronger, more positive relationships.**

- Coaching in the Workplace
- Counselling in the Workplace
- Effective Networking
- Flexing your Communication Style
- Listening Skills
- Overcoming Communication Barriers
- Understanding Communication Styles
- You and Your Voice



**Better influence those around you and build more positive relationships.**

- Building Rapport
- Building Trust
- Influence and Persuade People that Matter
- Mentoring in the Workplace
- Motivational Techniques
- Negotiation Skills
- Positive Influencing Skills
- Success with Presentations
- Success with Presentations: Upping the Ante



**Develop your communication skills to speak with greater confidence in any situation and better understand others.**

- Assertive Communication
- Communicating in a Matrix Team
- Communicating in a Virtual Environment
- Giving Constructive Feedback
- Making Meetings Work
- Successful Public Speaking
- The Art of Asking Questions
- Understanding Verbal and Non-Verbal Communication



**Enhance your ability to motivate and enthuse your staff as well as deal with conflict when it arises.**

- Energise your Team
- Forming your Project Team
- Getting Support for your Project
- Inspire your Team
- Managing Conflict in your Team
- Managing your Team Creativity
- Motivating your Project Team
- Setting up a Project Successfully
- The Benefits of Diversity in a Team
- The Multi-Cultural Team
- The Multi-Generational Team



**THE WELL YOU**

**Better manage your own emotions and reactions in the workplace.**

- EQ – Knowing Yourself
- EQ – Manage your Behaviour
- Increase your Empathy
- Managing your Stress
- Mindfulness
- Using the Johari Window

**THE THINKER**

**Improve your creative thinking, lateral thinking and problem-solving skills.**

- Better Brainstorming
- Critical Thinking Skills
- How to be a Thought Leader
- Making the Best Decisions
- Planning Tools
- Problem Solving – Unlocking the Problem
- Storytelling
- The Entrepreneurial Spirit
- Unlock your Creativity

**WORKING WITH CHANGE**

**Develop skills, strategies and ideas to overcome difficult situations and cope with challenges and change in the workplace.**

- Communicating Change
- Dealing with Difficult People
- Dealing with Resistance to Change
- Dealing with the Emotions of Change
- Exploring Change through the ‘Fun Theory’
- Facilitating Change
- Having Difficult Conversations
- Learn to Facilitate
- Managing Stakeholder Conflict
- Managing your Performance
- Setting Goals
- Staying on Track

**THE BEST OF YOU**

**Make the most of yourself and your skills. Enhance your performance, increase your productivity and feel good about what you are doing**

- Assertiveness
- Coping with Criticism
- Increase your Resilience
- Managing your Time
- Managing your Work-Life Balance
- Optimistic Thinking
- Overcoming Fear of Public Speaking
- Projecting a Professional Image

“

The course was excellent with a good balance between theory and practice.

”

Manager  
International Design Company



# BLENDED/ eLEARNING

## BLENDED/ eLEARNING NEW

The British Council's Professional Skills Network has developed a new, state of the art eLearning platform. This platform is being used globally by a range of organisations to enhance face-to-face training with either blended learning or fully online modules.

Our online, self-study, modules use articles, video clips, games and quizzes to introduce the key workplace skills and concepts. Course participants can also interact with each other in chat forums. These are moderated by an experienced trainer who will answer questions, guide discussions and give feedback. Our modules also include an end of module assessment for participants to track their progress and review the areas they need to work on.

Our blended courses include trainer-led sessions, which can be carried out face-to-face or by webinar, to suit your needs. Our webinars are highly interactive and replicate a training room environment with discussions, pair tasks and group activities to ensure you get the most out of the programme. The courses begin and end with an assessment of each participant's skill level so you can easily measure improvement. Participants will also complete an action plan saying how they are going to implement the learning at work and how they are going to continue to improve.

Organisations and individuals can also become members of the Professional Skills Learning Community, which brings a range of additional support and resources. Members can participate in events, competitions, sharing sessions as well as access an eLibrary. This is a handy 'one-stop shop' for the latest information on trends in workplace skills development and advice on how to develop them in staff and yourself.

Contact us to find out more about how the Professional Skills Network's eLearning platform can enhance your in house training programmes.

Register online at [britishcouncil.sg/corporatetraining](https://britishcouncil.sg/corporatetraining)

“

Excellent. Clear, concise and delivered in a manner which helped me absorb the course and thoroughly enjoy the training.

”

Participant  
Tanglin Trust School



# FOR RESEARCHERS

## RESEARCHER CONNECT

**TRAINING DATES**  
By Arrangement

**COURSE FEES**  
On Request

In an increasingly competitive and global market, researchers and the institutions they represent need to communicate their research effectively to an international audience. Researchers need the communication skills to enable them to publish in international journals and present at conferences in English; apply for funding to national and international bodies; communicate with the wider public and policy-makers; and build international collaborations to further their research.

Researcher Connect has a flexible design to meet different institutional needs. It is made up of one core and seven optional modules:

- Core Module: Know your audience
- Module 2: Presenting with Impact
- Module 3: Persuasive Proposals
- Module 4: Abstracts
- Module 5: Academic Collaboration
- Module 6: Effective Emails
- Module 7: Academic Writing
- Module 8: The Digital Researcher

The key professional skills covered on the programme are:

- Understanding yourself and others
- Listening, fostering trust and building rapport
- Communicating effectively in speaking and writing
- Developing effective teamwork in face-to-face and virtual academic teams
- Motivating and persuading; getting funding and being published

**The programme will be customised to meet your institution's development needs.**

Researcher Connect is a series of short interactive modules for researchers at any stage of their career and from any academic discipline. It is a professional development course that focuses on the development of excellent communication skills and will enable learners to communicate their research effectively with a range of audiences in appropriate academic and/

or professional styles. It will also help researchers develop professionally in key areas.

Researcher Connect is available as a series of modules delivered in workshop format by experienced and quality assured trainers. In addition there is an online learner community seeded with related activities and resources.

Register online at [britishcouncil.sg/corporatetraining](http://britishcouncil.sg/corporatetraining)

“  
Fantastic!  
”

Supervisor  
International Security Company



# DIGITAL READINESS





## LIVING WITH EMERGING TECHNOLOGIES NEW

**PUBLIC TRAINING DATES**  
 JUN 27 - 28  
 SEP 23 - 24  
 DEC 5 - 6

**COURSE FEES**  
 \$954.44 (incl. GST)

**LENGTH**  
 2 Days

Focusing on the Smart Nation initiative in Singapore and the national Digital Readiness Blueprint, this workshop introduces you to emerging technologies and will help you to prepare for life in a digital future.

Through discussions, video clips and a range of digital tasks you will learn more about social isolation, digital ethics and the importance of remaining resilient. As a result you should feel more confident and willing to embrace the changes that technology may bring.

### Who should attend?

Anyone who would like to understand more about emerging technologies, their impact on life and work in Singapore and the way we can adapt for the future.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- understand the changes that emerging technologies might impose on our lives
- use various skills (hard and soft) to better deal with these changes
- understand what digital isolation is and how to deal with it

### COURSE OUTLINE

#### Introduction and overview

- Industrial revolutions and the digital era
- Different generations and technology
- Technology and you
- Key skills for a digital future

#### Emerging technologies and their impact

- Smart cities and the Smart Nation initiative
- Automation, AI and their impact
- Fusion skills for an AI workplace
- Are we going to be replaced?

#### Digital ethics

- Why is data important?
- How data science is changing life and work

- Understanding your digital quotient (DQ).
- Managing your digital identity and digital footprint

#### Dealing with social isolation

- When I was young
- Technology and cultural shifts
- Digital natives and immigrants vs digital residents
- A day in the (not-so-far) future
- Quality and quantity of relationships
- Social isolation as a growing epidemic
- What about emotional intelligence?

#### Resilience in the digital age

- What is resilience?
- Resilience Capability Index
- Building your resilience
- Being adaptable
- Building connections

#### Personal development in the digital age

- Digital Readiness Blueprint
- Skills development and social learning
- Modern health issues in digital workplaces
- Radical technologies and creating your own future
- Action planning

Register online at [britishcouncil.sg/corporatetraining](http://britishcouncil.sg/corporatetraining)

“  
 It wasn't a normal boring workshop as there are many activities to stimulate interest and enhance the learning experience!  
 ”

Participant  
 'Coaching, Counselling and Mentoring'

# LEADERSHIP AND MANAGEMENT



## ADVANCED TEAM LEADER



### PUBLIC TRAINING DATES

FEB 20  
JUN 12  
AUG 14  
NOV 20  
DEC 11

This workshop provides you with a better understanding of yourself and your team members. You will learn techniques to improve relationships, motivate your team and lead more effectively.

Each participant will receive a personalised Team Management Profile (TMS®) report. This powerful psychometric tool highlights your work preferences and the implications of these when working with others.

### COURSE FEES

\$741.51 (incl. GST)

### Who should attend?

Managers and team leaders who want deeper insights into their behaviour at work.

### LENGTH

1 Day

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- understand more about why people behave in certain ways at work
- describe your leadership strengths and areas for development
- better understand others and increase the level of engagement in your team

### COURSE OUTLINE

#### Understanding types of work

- The 8 essential work functions
- You and the work functions
- Your team and the work functions

#### Understanding preferences

- The 4 types of work preferences
- Your work preferences
- Your Team Management Profile

#### Analysing your team

- Identifying your team's work preferences and strengths
- Dealing with skills gaps
- Allocating the right work to the right people

#### Leading your team

- Assessing relationships within your team
- Developing your team members
- Identifying what motivates your team

## AUTHENTIC LEADERSHIP NEW



### PUBLIC TRAINING DATES

SEP 4  
NOV 6

A good leader needs three important ingredients: management skills, leadership skills and awareness of their authentic qualities as a human being. This exciting new workshop will give you clearer insights into all 3 as well as showing you how to lead with purpose and authenticity.

### COURSE FEES

\$741.51 (incl. GST)

Each participant will receive a 360° Leadership and Management Profile (LMP) from Integral Development. The profile highlights the key aspects of management and how it differs from leadership while also focusing on the qualities of authentic leadership.

### LENGTH

1 Day

In the workshop we will use interactive activities, discussions and videos to introduce the LMP and key concepts. You will also have the option of signing up for executive 1:1 coaching (at a reduced rate) to support your progress with your leadership development plan.

### Who should attend?

Anyone who would like to increase their self-awareness and lead with authenticity.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- feel more confident and self-aware as a leader
- describe the 4 key functions and 8 roles of leadership and management
- lead with an increased sense of purpose and authenticity

### COURSE OUTLINE

#### Introduction and overview

- What is authentic leadership?
- Head, heart, hands, gut

#### Management and leadership skills

- 4 functions of leadership and management
- 8 roles of leadership and management
- Case studies and discussion

#### Authentic leadership

- What are the indicators?
- Behaviours of authentic leaders
- Video - discussion

#### Receiving feedback

- Understanding your feelings
- The power of vulnerability

#### Your Integral 360° profile

- Understanding your profile results

- Identifying your strengths
- States of leadership

#### Your authentic leadership action plan

- Developing your vision: work and home
- Identifying common themes
- Setting goals
- Creating a leadership action plan

## COACHING, COUNSELLING AND MENTORING



### PUBLIC TRAINING DATES

- FEB 11 - 12
- MAR 18 - 19
- MAY 9 - 10
- JUN 10 - 11
- JUL 18 - 19
- AUG 19 - 20
- SEP 16 - 17
- OCT 14 - 15
- NOV 11 - 12
- DEC 5 - 6

### COURSE FEES

\$954.44 (incl. GST)

### LENGTH

2 Days

Coaching, counselling and mentoring are all about focusing on others. They are three of the most effective skills a manager has to improve team effectiveness, boost morale and increase productivity. This workshop explores the skills and attitudes you will need to coach, counsel or mentor your direct reports.

This is a hands-on course which uses role plays, case studies, discussions and interactive tasks to practise the three core skills.

### Who should attend?

Managers, supervisors and team leaders.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- coach your team with greater confidence and purpose
- use basic counselling techniques to help colleagues overcome emotion-based problems affecting their work
- understand the role of mentor and the skills and knowledge required

### COURSE OUTLINE

#### Introduction and overview

- Your case study
- Defining coaching, counselling and mentoring
- Characteristics and applications of each skill
- How people learn

#### Coaching

- The GROW model
- Case study: The Helping Hand
- Effective questioning
- Active listening

- Motivation and barriers to change
- Coaching role plays

#### Feedback

- Four approaches to feedback
- Giving positive and critical feedback
- Dealing with challenging situations

#### Counselling

- Their problem, their solution?
- Information vs advice
- Increasing empathy

#### Mentoring

- What mentors do
- Mentoring gains and rules
- Mentoring case studies

## COACHING SKILLS FOR MANAGERS

### PUBLIC TRAINING DATES

- FEB 25 - 26
- JUN 6 - 7
- AUG 26 - 27
- NOV 7 - 8

### COURSE FEES

\$954.44 (incl. GST)

### LENGTH

2 Days

This workshop provides managers with the skills to support, challenge and motivate their team members through coaching.

Coaching helps you to develop strong relationships with your team, promotes a strategic, action-based approach to dealing with issues and encourages reflection and growth for both the coachee and the coach. This course aims to build confidence in coaching through tips, techniques and feedback on practical coaching sessions.

### Who should attend?

Managers who want to support and develop their staff through coaching.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- select the right framework for your coaching conversations
- use powerful questions to encourage deeper insights from your coachees
- help your team to grow and develop professionally

### COURSE OUTLINE

#### The coaching context

- Which 'hat' am I wearing?
- Defining coaching
- Coaching ethics, boundaries and benefits

#### Making a start

- Qualities of a successful coach
- Why should anyone be coached by me?
- Being clear and precise before you start
- Practicing the pre-coaching qualification

#### The coaching conversation

- Building coaching presence
- Why good listening matters
- Coaching frameworks – TGROW and OSKAR
- Powerful questioning
- Coaching in action

#### Motivating your coachee

- Empathy vs sympathy
- Conditions for growth and development

- Challenging perceptions and assumptions
- Deeper questioning

#### Moving forward

- Recapping key points
- Acknowledging emotions and gathering feedback
- The coachee's journey forward

## COMPASSIONATE LEADERSHIP



**PUBLIC TRAINING DATES**  
AUG 21  
DEC 11

**COURSE FEES**  
\$741.51 (incl. GST)

**LENGTH**  
1 Day

Organisations are increasingly concerned with the human dimension of management. How can we create better working environments and develop warmer interpersonal relationships - which in turn support greater engagement and lead to better business results?

This one-day workshop, delivered in partnership with Roffey Park, offers insights and practical guidance on how to combine compassion and care with holding people accountable for achieving results.

### Who should attend?

Leaders, managers and team leaders who are keen to deepen their leadership and managerial capabilities

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- describe the key characteristics and benefits of compassionate leadership at work
- build the foundations for greater engagement, enhanced productivity and better results
- develop an action plan for improving your own compassion and fostering a more compassionate workplace

### COURSE OUTLINE

#### What is compassion leadership?

- The five constructs of compassion
- Compassion and self-compassion
- Empathy vs compassion

#### How compassionate are you?

- Using the Compassion in the Workplace tool
- Reflecting on your results
- Taking action to enhance or improve your compassion

#### Compassionate leadership – case studies

- Organisational compassion – how it happens
- What works best?
- Bringing compassion into organisational systems and processes

#### Compassion at your workplace

- What does your organisation do well?
- What could you stop? What could you continue?
- Developing an action plan for a more compassionate workplace

## CREATING EXECUTIVE PRESENCE



**PUBLIC TRAINING DATES**  
MAR 7 - 8  
JUL 1 - 2  
OCT 7 - 8  
DEC 2 - 3

**COURSE FEES**  
\$1122.43 (incl. GST)

**LENGTH**  
2 Days

When a leader with executive presence speaks, people pay attention, feel inspired and are moved to act. But can executive presence be learned? The good news is yes!

In this workshop you will explore the 3 Cs of executive presence: confidence, credibility and connection. You will also use our KNOW Presence Assessment Tool, developed in partnership with Six Seconds®, to pinpoint your leadership strengths and areas for development.

### Who should attend?

New and experienced leaders or managers who want to learn how to communicate their personal brand with impact and convey presence at work.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- understand the key characteristics of executive presence
- project a more confident image in the workplace
- strengthen your ability to connect with others

### COURSE OUTLINE

#### Introduction and overview

- Presence in practice
- Defining executive presence
- Assessing and enhancing your executive presence
- The 3 Cs of executive presence

#### Establishing credibility

- You and your brand
- You character and legacy
- The power of story
- Building your narrative

#### Building confidence

- The impact of pressure
- Conveying poise and confidence
- The science of body language
- Increasing presence in meetings

#### Navigating challenging situations

- Keeping calm in challenging situations
- The Think, Feel, Act model

- Communicating your message clearly
- Having challenging conversations

#### Creating connection

- The 3 circles of energy
- A full mind or mindful?
- The empathy effect
- Mood contagion

## EFFECTIVE MENTORING



### PUBLIC TRAINING DATES

- FEB 13
- JUN 26
- AUG 13
- SEP 11
- OCT 31
- DEC 4

This one-day workshop introduces the core mentoring skills and attitudes needed by managers to help their staff grow and achieve their full potential.

You will explore the structures needed to build an effective mentoring relationship as well as the issues that can arise during the process. You will also practice key mentoring discussions through role plays, case studies and simulations.

### Who should attend?

Managers, supervisors and team leaders.



### COURSE FEES

\$668.75 (incl. GST)



### LENGTH

1 Day

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- use the skill of mentoring to enhance team performance
- recognise mentoring boundaries and pitfalls
- develop others through the mentoring cycle



### COURSE OUTLINE

#### Introduction and overview

- Advice from your role model
- What is mentoring?
- Exploring the benefits of mentoring

#### Preparing for the first meeting

- Understanding your mentee's background
- Establishing rapport
- Using questions to check the tone
- Developing the mentoring contract
- Mentoring role play

#### Moving forward

- Dealing with issues
- Keeping up momentum
- Mentoring techniques
- Overcoming barriers to successful mentoring



## ESSENTIAL SKILLS FOR MANAGERS



### PUBLIC TRAINING DATES

- MAR 4 - 6
- MAY 29 - 31
- JUL 3 - 5
- SEP 2 - 4
- OCT 21 - 23
- NOV 27 - 29

This workshop gives you in-depth insights into your managerial preferences, strengths and areas for self-assessment. It concentrates on developing your skills through an experiential approach that will enable you to better understand, communicate with and manage your team.

You will receive a personalised 4,000-word Team Management Profile (TMP) highlighting your work preferences by Team Management Systems™. You will reflect on these preferences and take part in a series of case studies, discussions and hands-on activities designed to help you maximise your strengths as a manager.

### Who should attend?

New managers, managers who want an opportunity to develop themselves further and those aspiring to management positions.



### COURSE FEES

\$1671.34 (incl. GST)



### LENGTH

3 Days

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- state your preferences, strengths and areas for assessment as a manager
- better manage individuals, tasks and your team
- communicate with your people more effectively



### COURSE OUTLINE

#### Introduction and overview

- Management vs Leadership
- What makes an effective manager?
- Why people should be managed by you

#### Management theories

- Are you a theory X or theory Y manager?
- The core functions of management
- Adair's Action-Centred Leadership
- Shifting roles, shifting mind sets

#### Your Team Management Profile (TMP)

- Introducing the 8 work functions
- Exploring different preferences
- Your management preferences, strengths and areas for self-assessment

#### Team-building

- Analysing your team's preferences
- Allocating work effectively
- Using the TMP to balance your team

#### Communicating with your team

- Effective communication using the 3 Vs
- Adapting your communication style for different TMP preferences
- Case study and role-play – influencing a challenging team member

#### Delegating work

- Why, what and when to delegate
- How to delegate to each TMP preference
- Reviewing the results

#### Motivating your team

- Understanding what motivates people
- Motivating different TMP preferences
- Case study and role-play – motivating a disengaged team member

#### Making decisions

- Decision making and TMP
- Communicating tough decisions
- Bias within decision making

#### Giving feedback

- Giving feedback to different TMP preferences
- Structuring your feedback
- Case study and role-play – giving constructive feedback



## HAVING DIFFICULT CONVERSATIONS NEW

### PUBLIC TRAINING DATES

MAR 4 - 5  
MAY 16 - 17  
JUL 1 - 2  
SEP 16 - 17  
NOV 28 - 29

### COURSE FEES

\$954.44 (incl. GST)

### LENGTH

2 Days

Do you sometimes have difficult conversations at work that don't go as planned? Do they become emotional rollercoasters where everyone involved gets more frustrated and disheartened? Are you avoiding a conversation you really need to have?

This workshop will help you to manage your difficult conversations at work. You will be introduced to a framework for structuring your conversations and discover what is at stake for both parties. You will also learn how to analyse, prepare for and begin your conversation, as well as staying on track and agreeing actions.

### Who should attend?

Anyone who needs to have difficult conversations at work.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- say what is at stake during difficult conversations
- draw on a range of tools and techniques to manage your conversations more effectively
- use difficult conversations to develop relationships with your team and help people to grow

### COURSE OUTLINE

#### Introduction and overview

- What are some conversations difficult?
- The need for difficult conversations
- Case study – your difficult conversation
- Managing difficult conversations tool

#### Setting the context

- Considering human needs
- Introducing the 3 conversations: 'What happened', 'Feelings' and 'Identity'
- Understanding the ladder of inference
- Conflict handling preferences

#### Planning your difficult conversation

- Knowing your purpose and goals
- Truth, intention and blame
- Feelings, emotions and reaction patterns
- Defining identities – what's at stake?
- Difficult conversations framework – six key steps

#### Opening your difficult conversation

- When and how to raise an issue
- Starting from the 'third story'
- Opening a conversation

#### Staying on track

- Communicating effectively
- Anticipating reactions, acknowledging emotions
- Showing empathy
- The five levels of listening

#### Problem-solving and agreeing actions

- Exploring ideas and options
- Being open minded
- Building on their contributions
- Agreeing next steps and follow up

#### Practice your difficult conversation

- Practical exercises, self-reflection and feedback

## LEADING EFFECTIVE CHANGE

### PUBLIC TRAINING DATES

JUL 25 - 26  
SEP 26 - 27

### COURSE FEES

\$954.44 (incl. GST)

### LENGTH

2 Days

There is nothing permanent except change. But leading change programmes can be challenging. As a leader, how can you make sure that your transformation goals are successful?

This workshop, which draws upon the British Council's experience of delivering global change programmes, will help you to lead more effectively during periods of change. You will learn more about your own reactions to change and how to support, communicate with and engage your team through the transition period.

### Who should attend?

Leaders and managers who need to implement change programmes at work.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- have a deeper insight into your own and others' reactions to change
- engage and motivate your team throughout the change process
- achieve your transformation goals

### COURSE OUTLINE

#### Change and you

- Your attitudes change
- Why does change need to be led?
- Your current change situation
- Putting people first

#### Reactions to change

- Preparing the team for change
- How will people react?
- Introducing change curves
- Navigating the curve

#### Engaging your team

- Putting stakeholders at the heart of your strategy
- Who are your people?
- The power/interest grid
- Project – plan your change management project

#### Managing transitions

- Change vs transition
- Empathically engaging your team
- The communication escalator
- Project – plan your communication strategy

#### Building resilience

- What is resilience?
- How resilient are you?
- 5 resilience capabilities
- Project – strengthening your team's resilience

## LEADING WITH EQ



### PUBLIC TRAINING DATES

MAR 11 - 12  
MAY 23 - 24  
AUG 15 - 16  
NOV 7 - 8



### COURSE FEES

\$1229.43 (incl. GST)



### LENGTH

2 Days

This workshop provides you with a deeper understanding of your emotional intelligence and its relation to your leadership role. It will enable you to facilitate deeper learning conversations with your team and lead your team more effectively.

Each participant will receive a personal SEI Emotional Intelligence Assessment by Six Seconds®. Your accredited trainer will use your assessment to determine your current 'success factors' and how you can use these to optimise your performance at work.

### Who should attend?

Managers, supervisors and team leaders.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- understand the 'know yourself, choose yourself, give yourself' model
- increase your confidence in developing others through powerful conversations
- lead with greater empathy, self-awareness and choice



### COURSE OUTLINE

#### Introduction and overview

- Defining EQ
- EQ and leadership
- The power of disclosure and vulnerability

#### Expanding your conversation tool-kit

- Having difficult conversations
- Fears, blocks and overused strengths
- When do we run?

#### The de-brief conversation

- Structuring a learning conversation
- Powerful questions
- Deep and empathetic listening

#### Understanding your emotional intelligence assessment

- The Six Seconds EQ domains and competencies
- The purpose and ethics of your assessment
- Drawing conclusions

#### Know yourself

- Enhancing emotional literacy
- Recognising your patterns

#### Choose yourself

- Applying consequential thinking
- Navigating emotions
- Engaging intrinsic motivation

#### Give yourself

- Increasing empathy
- Pursuing noble goals

## LEARNING TO LEAD

UPDATED



### PUBLIC TRAINING DATES

MAR 14 - 15  
JUL 29 - 30  
OCT 7 - 8



### COURSE FEES

\$1229.43 (incl. GST)



### LENGTH

2 Days

Leaders aren't born, they are made. This workshop equips aspiring and newly appointed leaders with the self-awareness and skills to lead their teams and deliver powerful results.

Each course participant will receive a personal 'Work of Leaders' DiSC® profile. This provides a simple, three-step process to help you reflect on how you approach the most fundamental work of leaders: creating a vision, building alignment and championing execution. There is a project running throughout the workshop where you can immediately put your insights into action.

### Who should attend?

Those new to leadership roles or aspiring leaders.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- describe your personal style of leadership
- understand the vision, alignment and execution process and say how it relates to your current role
- lead your team more effectively and deliver better results



### COURSE OUTLINE

#### Introduction and overview

- Video case study – leadership in action
- Leaders vs managers
- Deciding on your leadership brand
- Can leadership be learned?

#### Your leadership style

- Introducing the DiSC profile
- Understanding your DiSC leadership style
- Exploring your leadership priorities

#### Crafting your vision

- Remaining open and exploring the big picture
- Being bold and speaking out
- Testing your assumptions
- Project – articulating your vision

#### Building alignment

- Delivering your messages with clarity
- Having productive dialogues
- Inspiring and encouraging your team
- Project – planning your communication strategy

#### Championing execution

- Building and driving momentum
- Planning and providing structure
- Seeking feedback and addressing problems
- Giving praise
- Project – turning your vision into reality

#### Reflection and action

- Your leadership strengths and challenges
- Re-visiting your leadership brand

## MAXIMISE YOUR TEAM'S PRODUCTIVITY

**IN-HOUSE ONLY**

**COURSE FEES**  
On Request

**LENGTH**  
2 Days

Improving organisational productivity is crucial for success in today's competitive and globalised workplace. Could your team do more with the resources available?

This hands-on workshop is an essential productivity 'health check' for any team or organisation. Through activities, discussion and practice you will gain practical tools to help increase performance and enhance employee engagement.

### Who should attend?

Managers, supervisors and team leaders.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- understand how to measure organisational or team productivity
- use a range of techniques to get the most from your team
- lead your team more confidently through a process of change

### COURSE OUTLINE

#### Introduction and overview

- What is productivity?
- Why does productivity matter?
- What helps and hinders productivity?
- Establish a productivity improvement process

#### Assess

- How productive is your organisation or team?
- Establishing a baseline
- Identifying opportunities for improvement

#### Prepare

- What is your mission and vision?
- Setting aligned goals
- Three-step goal realisation process
- Anticipating potential challenges

#### Design

- Evaluating skills and skills gaps
- Improving human performance
- Creating a productivity plan

#### Implement

- Are you a change agent?
- What team members should do
- Building trust
- Learning from failure

#### Sustain

- Keeping up momentum
- Evaluating success

Register online at [britishcouncil.sg/corporatetraining](http://britishcouncil.sg/corporatetraining)



## PROJECT MANAGEMENT ESSENTIALS

**PUBLIC TRAINING DATES**

MAR 28 - 29

JUN 13 - 14

AUG 13 - 14

OCT 7 - 8

DEC 2 - 3

**COURSE FEES**  
\$954.44 (incl. GST)

**LENGTH**  
2 Days

A successful project needs good organisation, detailed planning and strong controls. But these skills alone won't ensure success, as ultimately projects are all about people.

This workshop looks at each stage of the project life-cycle in detail. It provides you with tips and techniques to build team cohesion, overcome people-related obstacles and deliver better outcomes for your stakeholders.

### Who should attend?

Anyone who wants to improve the success rate of their projects. Both Project Managers and project team members will benefit.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- gain and maintain support for your projects
- help your project team to work together more effectively
- better manage communication with your project's key stakeholders

### COURSE OUTLINE

#### Introduction and overview

- Why do some projects fail?
- Creating the right balance
- Understanding types of project teams

#### Starting your project

- Planning pitfalls
- Articulating your project aims
- Using AIDA to persuade others

#### Communicating with your project team

- The stages of team development
- Building commitment, trust and rapport
- Delegating effectively

#### Managing conflict in your project team

- Sources of interpersonal conflict
- Giving feedback
- Maintaining momentum

#### Managing stakeholder communication

- Identifying, analysing and mapping your stakeholders
- Planning your communication approach

#### Closing your project

- Closing a project successfully
- Celebrating success

Register online at [britishcouncil.sg/corporatetraining](http://britishcouncil.sg/corporatetraining)

## STAKEHOLDER ENGAGEMENT



**PUBLIC TRAINING DATES**

MAR 28 - 29  
MAY 16 - 17  
SEP 26 - 27  
NOV 25 - 26



**COURSE FEES**  
\$954.44 (incl. GST)



**LENGTH**  
2 Days

Engaging the right people at the right time and in the right way is critical to the success of any project. Perhaps your organisation is going through a period of change, or you need to understand how to make your products or services more relevant to your customers. If so, this workshop is for you!

You will explore the impact of successful stakeholder engagement and be introduced to a range of tools and techniques to help you create powerful engagement in your projects.

**Who should attend?**

This workshop is ideal for those new to stakeholder management, or managers and leaders looking to hone their engagement skills.

**LEARNING OUTCOMES**

After taking this workshop you should be able to:

- understand the key elements of stakeholder engagement and its importance for all projects and campaigns
- connect with and influence a wide range of stakeholders
- use a framework to help you plan, implement and monitor engagement



**COURSE OUTLINE**

**An introduction to stakeholder engagement**

- Your current engagement project
- Defining stakeholder engagement
- The business case for engagement
- Stakeholder engagement: a 5 step process

**Step 1: Set the intent**

- Critical questions for setting the intent
- The SMART test
- Practice task: setting the intent

**Step 2: Identify and analyse**

- Identifying and analysing your stakeholders
- Mapping your stakeholders on the power/interest grid
- Your SWANS and OWANS

**Step 3: Plan and prepare**

- Strategies for reaching stakeholders
- A case study example
- Planning your engagement approach

**Step 4: Engage**

- Building trust with stakeholders
- Consulting through change
- The behavioural communication model
- Dealing with the emotions of change
- Engaging blockers and saboteurs

**Step 5: Monitor and evaluate**

- Evaluating for success: critical questions
- Evaluating your engagement approach

Register online at [britishcouncil.sg/corporatetraining](http://britishcouncil.sg/corporatetraining)



Excellent trainer, very approachable and willing to take the time to clarify open points.



Sales Manager  
Automotive Industry



# DIVERSITY AND INCLUSION



## INTERCULTURAL FLUENCY ESSENTIALS

**IN-HOUSE ONLY**

**COURSE FEES**  
On Request

**LENGTH**  
2 Days

This revealing workshop asks you to reflect on your values and behaviours and consider how these may impact your working relationships in multicultural environments. It also introduces you to a range of tools and techniques to help you better understand how people from other cultural backgrounds prefer to work.

Your accredited trainer will take you through a range of strategies you can use immediately to enhance relationships, build rapport and communicate with confidence across cultures.

### Who should attend?

Anyone who needs to work with colleagues, customers or clients from different cultural backgrounds.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- build relationships and overcome differences in multicultural and global situations
- respond more flexibly to new and complex cultural contexts
- feel comfortable and at ease in unfamiliar cultural settings

### COURSE OUTLINE

#### What is culture?

- A description of culture

#### Culture and you

- Who are you?
- What are your preferences?
- What's on and under the surface: organisational culture
- Personal, cultural, global

#### Building rapport across cultures

- Insights or stereotypes?
- Four behaviours and rapport
- Observing and being responsive
- My case study

#### Multicultural meetings

- Cultural moments in meetings

#### Communicating with style

- Four communication styles
- Communication challenge
- What's your communication style?
- Adapting your style
- Responding to the context

#### Multilingual situations

- Multilingual contexts
- Techniques to avoid miscommunication

#### Bringing it all together

- My communication case study
- My learning journey progress

Register online at [britishcouncil.sg/corporatetraining](http://britishcouncil.sg/corporatetraining)

## MULTIGENERATIONAL WORKING UPDATED

**IN-HOUSE ONLY**

**COURSE FEES**  
On Request

**LENGTH**  
1 Day

This workshop will challenge your assumptions about colleagues from different generations. By encouraging a culture of respect and cooperation it will help you to adapt to others and build more meaningful relationships at work.

Through discussions, case studies and video clips you will learn more about our five generation workforce as well as the characteristics of each generation.

### Who should attend?

Anyone who would like to work more effectively with their multigenerational colleagues.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- have a deeper understanding of and respect for your multigenerational colleagues
- communicate more effectively with your team
- enjoy better quality of relationships at work

### COURSE OUTLINE

#### Introduction and overview

- A trip down memory lane
- Your objectives

#### Embracing diversity

- The benefits of a diverse team
- Our interesting differences
- Things we have in common

#### The generations

- What is a generation?
- Our five generation workforce
- Case studies – generational conflict at work

#### Shifting attitudes and emotions

- The five generations and their characteristics
- Millennials – their wants and needs
- What other generations think about you
- Strategies for multi-generational harmony

#### Building cross-generational relationships

- Getting to know, appreciate and learn from each other
- Managing millennials and older employees
- Case studies – cross-generational communication

Register online at [britishcouncil.sg/corporatetraining](http://britishcouncil.sg/corporatetraining)

## UNCONSCIOUS BIAS

**PUBLIC TRAINING DATES**  
NOV 13

**COURSE FEES**  
\$668.75 (incl. GST)

**LENGTH**  
1 Day

Even the most open-minded people have unconscious biases. These happen when our brains make quick assessments of people and situations and can have both positive and negative consequences.

This revealing workshop will help you to discover the biases in your unconscious mind and how they affect your decision-making and performance at work. You will also learn techniques to manage these unconscious biases for personal success.

### Who should attend?

Anyone who wants to learn more about their unconscious biases and how to manage them more effectively.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- understand how unconscious biases are formed
- consider how unconscious bias can influence your decision making and communication at work
- develop strategies to actively manage your biases

### COURSE OUTLINE

#### Introduction and overview

- Defining unconscious bias
- The origins of bias and fast thinking
- Fast vs slow thinking in action

#### How biases are formed

- We're hard-wired for bias
- How thinking pathways are formed
- Decision making based on quick thinking
- The ladder of inference

#### Projecting our bias

- How do we transfer our ideas?
- Justifying and giving feedback

#### Unconscious bias in action

- Bias in the workplace
- What biases do I have?
- Unconscious bias tips

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## UNDERSTANDING YOURSELF AND OTHERS



**IN-HOUSE ONLY**

**COURSE FEES**  
On Request

**LENGTH**  
1 Day

This workshop will help you to understand the factors that influence the way people behave at work. With a focus on soft skills, you will learn new techniques to relate to your colleagues more effectively.

You will also receive your own Team Management Profile (TMP). This will provide you with feedback on your preferred ways of working and give you insights on the areas you need to improve.

### Who should attend?

Anyone who wants to know why people behave as they do at work – including themselves!

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- understand why people behave as they do
- communicate more effectively by adapting your style to others
- make the most of your work strengths and address areas that need improvement

### COURSE OUTLINE

#### Introduction and overview

- You and this workshop
- Your 'web' of connections at work

#### Understanding types of work

- Introducing the TMS work functions
- You and the work functions
- Your profile – a personal 'snapshot'

#### Understanding types of people

- Exploring RIDO – work preference measures
- Extrovert vs introvert
- Practical vs creative
- Analytical vs beliefs
- Structured vs flexible

#### Understanding people at work

- Your work preferences
- Exploring your TMS profile
- Communicating with others

#### Managing your relationships

- Adapting your communication style
- Personal action plan

Register online at [britishcouncil.sg/corporatetraining](http://britishcouncil.sg/corporatetraining)

# WRITTEN COMMUNICATION



## ADVANCED BUSINESS WRITING

**PUBLIC TRAINING DATES**

- FEB 7 - 8
- MAY 2 - 3
- AUG 1 - 2
- OCT 24 - 25

**COURSE FEES**  
\$954.44 (incl. GST)

**LENGTH**  
2 Days

Are you a competent business writer? Would you like to enhance your credibility and effectiveness at work by taking your writing skills to the next level?

This workshop considers the more challenging areas of modern business writing. Looking at a range of document types, you will discover how to build lasting relationships, get others to do things and handle difficult messages. There is a writing activity after each section of the course where you can immediately put the new skills you learn into practice.

**Who should attend?**

Any competent writers or those who have already taken our Business Writing Essentials workshop.

**LEARNING OUTCOMES**

After taking this workshop you should be able to:

- feel more confident in your ability to write well in a range of advanced business writing situations
- build better relationships through more empathetic writing
- achieve better results through more targeted and effective writing

**COURSE OUTLINE**

**Introduction and overview**

- Advanced writing competencies
- Analysing business writing samples
- Your case study

**Writing for the reader**

- Profiling reader needs
- Tailoring your messages
- Exploring the four communication styles
- Adapting your writing to the different styles

**Writing persuasively to encourage action**

- Understanding persuasive writing
- Selecting the best structure for your text
- Adapting your language

**Disagreeing and saying 'no' diplomatically**

- Tips for disagreeing and saying 'no'
- How style and tone affect your readers
- Analysing case studies

**Giving constructive feedback sensitively**

- The purpose of constructive feedback
- The impact of badly written feedback
- Dos and don'ts of constructive feedback

**Applying your new skills**

- Your case study
- Your new writing competencies and action plan

Register online at [britishcouncil.sg/corporatetraining](http://britishcouncil.sg/corporatetraining)

## BETTER EMAILS

UPDATED



**PUBLIC TRAINING DATES**

- FEB 11 - 12
- MAR 14 - 15
- APR 8 - 9
- MAY 6 - 7
- JUN 6 - 7
- JUL 15 - 16
- AUG 15 - 16
- SEP 23 - 24
- OCT 17 - 18
- NOV 14 - 15
- DEC 12 - 13

**COURSE FEES**  
\$954.44 (incl. GST)

**LENGTH**  
2 Days

Is your inbox overflowing? Are you still waiting for important information that you asked for last week? This workshop will help you to develop the quality and effectiveness of your emails so that you can achieve your goals at work.

You will be introduced to the POWER writing process and the 6 Cs of professional email writing. You will also write emails and receive feedback from your trainer and other course participants on how to improve.

**Who should attend?**

Anyone who wants to improve the quality and effectiveness of their emails.

**LEARNING OUTCOMES**

After taking this workshop you should be able to:

- plan and organise your email writing to fit your purpose
- adapt your emails to different audiences and situations
- write and edit your emails to make them clear, concise and easy to understand

**COURSE OUTLINE**

**Introduction and overview**

- Are you a professional email writer?
- The POWER writing process
- The 6 Cs of email writing

**Planning essentials**

- Having a clear purpose
- Knowing what you want to achieve
- Adapting to your audience

**Getting organised**

- Exploring BLADE and ODAC
- Choosing the right structure

**Writing for your reader**

- Asking reader-focused questions
- Using appropriate levels of formality
- Getting your tone right

**Focusing on language**

- The importance of plain English
- Writing clear action points
- Making your emails more concise

**Communicating difficult messages**

- Giving bad news in a good way
- The power of positive language

**Managing email threads**

- Key principles in managing an email thread
- Summarising important information

**Editing and reviewing**

- Using the 6 Cs to edit and review your emails
- Email writing action plan

Register online at [britishcouncil.sg/corporatetraining](http://britishcouncil.sg/corporatetraining)

## BUSINESS WRITING ESSENTIALS



### PUBLIC TRAINING DATES

- FEB 27 - 28
- MAR 25 - 26
- APR 25 - 26
- MAY 27 - 28
- JUN 24 - 25
- JUL 25 - 26
- AUG 22 - 23
- SEP 19 - 20
- OCT 21 - 22
- NOV 18 - 19
- DEC 9 - 10

This workshop provides you with a thorough understanding of modern business writing. This will help you to write all kinds of documents more effectively and professionally.

Through analysis and hands-on activities, you will learn how to plan and edit a variety of documents. You will also write a case study text and use the 5 Cs to progressively refine this throughout the workshop.

### Who should attend?

Anyone who wants to learn the fundamentals of modern business writing.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- feel more confident in your knowledge of modern business writing
- communicate your ideas more effectively
- use writing to enhance your professional image at work



### COURSE FEES

\$954.44 (incl. GST)



### LENGTH

2 Days



### COURSE OUTLINE

#### Introduction and overview

- Your writing at work
- The 5 Cs of business writing
- Case study – writing practice

#### Complete

- Stating your purpose
- Who are your readers?
- Getting the action you want
- Using diagrams to plan

#### Clear

- Being specific
- Linking your ideas
- Writing effective paragraphs
- Structuring your information
- Modern document layout and design

#### Correct

- Eliminating grammatical errors
- Commonly confused words
- Understanding sentence structure

#### Courteous

- Avoiding over-formality
- Using the active voice
- Adopting a reader-friendly tone

#### Concise

- Using short, familiar words
- Avoiding repetition and redundancy

#### Summary

- Editing your documents
- Online tools for business writers

## COPYWRITING ESSENTIALS

UPDATED



### PUBLIC TRAINING DATES

- MAR 11 - 12
- APR 11 - 12
- JUN 24 - 25
- AUG 5 - 6
- OCT 3 - 4
- NOV 21 - 22

Do you need to promote a product, service, event or idea? If so this workshop will show you how to write compelling copy that sells.

You will learn about the 3 Ps of successful copy and develop the skills you need to create attention, interest, desire and action in your readers. A project runs throughout the course where you can immediately put your new skills into action.

### Who should attend?

Writers who are new to copywriting or those who would like to polish their skills.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- know how to structure your copy effectively
- better understand your audience and how to appeal to them
- write effective copy for a variety of media



### COURSE FEES

\$954.44 (incl. GST)



### LENGTH

2 Days



### COURSE OUTLINE

#### Introduction and overview

- What is copywriting?
- Qualities of good copywriting and good copywriters
- Project – your copywriting case study

#### Planning your copy

- Prospects: knowing your readers
- Purpose: articulating your objectives
- Product: selling the benefits
- Bringing the 3 Ps together

#### Creating your message, creatively

- What is creativity?
- Simple techniques to unlock your creativity

#### Let's write!

- The AIDA formula
- Grabbing attention with your headline
- Keeping interest with the lead in
- Stoking desire with your body text
- Inspiring with a call to action
- Project – writing your copy

#### Word wise

- Identifying your brand voice
- Writing clear, specific and concise copy
- Using simple and emotional words
- Choosing the language of your audience
- Getting the grammar right
- Project – reviewing and editing your copy

#### Space wise

- Writing for different media formats
- Project – adapting your copy for a different format



## DIGITAL CONTENT WRITING NEW

**PUBLIC TRAINING DATES**  
 JUN 20 - 21  
 AUG 29 - 30  
 DEC 5 - 6

**COURSE FEES**  
 \$954.44 (incl. GST)

**LENGTH**  
 2 Days

Content is on the rise. More organisations are turning to quality online content to attract and engage their target audiences. This means that more professionals are being called upon to write articles, blog posts, case studies and white papers.

This workshop helps you get started by taking you through the process of content creation – from generating ideas to crafting and polishing your writing.

### Who should attend?

Those who have been tasked with writing online content for their organisations. You could be in a communications role or a subject matter expert.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- understand why online content is one of the most powerful ways to help your organisation achieve its goals
- generate ideas for your articles, blog posts, case studies and papers
- turn your ideas into engaging and enjoyable content

### COURSE OUTLINE

#### Introduction and overview

- What is content writing?
- The qualities of good content writing
- Types of content writing
- Establishing yourself as a thought leader

#### Who am I writing for?

- Understanding your online readers
- Researching your target audience
- Developing target personas

#### Why am I writing?

- Knowing what you want to achieve
- Exploring your surface and deeper purpose

#### What do I write about?

- Keeping your target reader in mind
- Using tools to generate ideas
- Analysing your competitors
- Project – choose an idea for your content

#### How do I write it?

- Choosing the right structure for your content

- Exploring best practice for articles, blog posts, case studies and papers
- Using storytelling to engage your readers
- Project – select a format and write your first draft

#### The edit

- Selecting keywords and attention grabbers
- Using the right tone
- Adapting your language to your audience
- Checking for common grammar errors
- Project – polish your content

## EDITING SKILLS FOR COMPANY PUBLICATIONS

**PUBLIC TRAINING DATES**  
 FEB 27 - 28  
 MAY 21 - 22  
 AUG 7 - 8  
 OCT 24 - 25

**COURSE FEES**  
 \$954.44 (incl. GST)

**LENGTH**  
 2 Days

Editors are crucial to great writing. This workshop introduces easy-to-use tools and techniques to help you take ordinary writing to the next level. It will give you the ability to polish text until it shines; producing writing that is professional and meets the needs of your readers.

You will work in groups and take part in discussions and interactive exercises. You will also edit texts and receive feedback from your trainer and other participants on your strengths and areas for development.

### Who should attend?

Staff who are responsible for editing company documents and publications.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- use a process to edit more confidently and efficiently
- produce higher quality writing
- develop better relationships with your colleagues and readers

### COURSE OUTLINE

#### Introduction and overview

- An editor's role and responsibilities
- What makes good writing?
- An editing process

#### Editing for content

- Making writing reader-focused
- Deciding on the best structure
- Keeping a text on topic
- Aligning title, opening and closing

#### Editing for language

- Maintaining a consistent style
- Using the right tone
- Selecting the right words

#### Editing for grammar

- Identifying common mistakes
- Following the 'rules'
- Choosing tenses
- Mastering punctuation

#### Editing for appearance

- Perfecting the format
- Including headings
- Writing good headlines

#### Editor's toolkit

- Comparing style guides
- Discovering online resources
- Creating a personal toolkit

## FINE-TUNING: VETTING SKILLS FOR MANAGERS UPDATED



### PUBLIC TRAINING DATES

- FEB 14-15
- MAR 11 - 12
- JUN 27 - 28
- JUL 29 - 30
- SEP 23 - 24
- OCT 29 - 30
- DEC 2 - 3

Do you 'vet' documents or need to give your team feedback on their writing? Does your own writing need fine-tuning? If so, this workshop is for you.

Through discussions and group work you will explore the conventions of modern business writing. You will practice vetting documents for clarity, conciseness, tone and grammar. You will also learn best practice for giving constructive feedback to your team.

### Who should attend?

Both new and experienced managers and team leaders will benefit.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- be better equipped to vet your staff's writing
- improve the efficiency and effectiveness of your organisation's vetting process
- become a trusted mentor for team members and colleagues



### COURSE FEES

\$954.44 (incl. GST)



### LENGTH

2 Days



### COURSE OUTLINE

#### The fundamentals

- What makes an effective business document?
- The POWER writing process
- The 5 Cs of modern business writing

#### Vetting for clarity and conciseness

- Plain English
- Effective sentences
- Using bullet points
- Modern document layout

#### Vetting for tone

- Using a conversational style
- The 'you' approach
- The power of positive language
- Writing with courtesy

#### Vetting for grammar

- Improving grammatical accuracy
- Top 5 errors in Singapore
- Online tools for checking grammar

#### Vetting emails and letters

- Saying 'no' effectively
- Responding to complaints
- Giving bad news
- Adjusting your tone

#### Vetting reports

- Direct and indirect structures
- Using the active voice
- Linking ideas
- Key questions for each section

#### Giving feedback

- Authorship
- The benefits of feedback and two feedback models
- Golden rules for giving constructive feedback
- Helpful phrases and questions

#### Vetting practice

- Vet a business document
- Give feedback
- Reflect on your performance

## GRAMMAR FOUNDATIONS



### PUBLIC TRAINING DATES

- JAN 24 - 25
- MAR 4 - 5
- JUL 11 - 12
- AUG 7 - 8
- SEP 2 - 3
- OCT 1 - 2
- NOV 18 - 19
- DEC 9 - 10

This workshop reviews the foundations of English grammar, with a focus on areas where Singaporean English differs from Standard (British) English.

Your trainer will take you through a series of interactive, hands-on activities to help you avoid grammatical errors. As a result your writing should become more accurate and you will gain confidence in your everyday use of grammar.

### Who should attend?

Those who need to gain more confidence in the basics of English grammar.

### BENEFITS

After taking this workshop you should be able to:

- avoid common grammatical mistakes
- feel more confident in your knowledge of the basics of English grammar
- edit your and others' writing to make it more accurate



### COURSE FEES

\$954.44 (incl. GST)



### LENGTH

2 Days



### COURSE OUTLINE

#### Introduction and overview

- Pre-course grammar quiz
- Case study writing activity
- Defining and identifying word classes
- Using online resources

#### Question forms

- Different questions for different contexts
- Direct and indirect questions
- Question tags

#### Verbs

- Present perfect and past simple
- Using timelines
- Interviewing a colleague
- Writing a professional profile

#### Nouns, quantifiers and articles

- Countable and uncountable nouns
- What is a quantifier?
- Rules for using articles

#### Prepositions and collocations

- Prepositions of place
- Singlish or Standard English?

#### Putting it all together

- Planning a work event
- Giving a mini presentation
- Writing a summary email

## MINUTES OF MEETINGS



### PUBLIC TRAINING DATES

- JAN 30 - 31
- FEB 25 - 26
- MAR 28 - 29
- JUN 3 - 4
- JUL 1 - 2
- AUG 1 - 2
- SEP 12 - 13
- OCT 14 - 15
- NOV 21 - 22

Do your minutes take you hours? This workshop will help you to become a more effective and confident note-taker and minute-writer.

As well as discussions and games, you will watch videos of meetings and take real minutes. There will be a role-play meeting and you will receive feedback from your trainer on what you need to do to improve your minute-writing.

### Who should attend?

Anyone who needs to write minutes or take notes in meetings or discussions.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- feel more confident during meetings and take better notes
- report discussions and actions using correct grammar and tone
- write minutes that are accurate, brief, clear and diplomatic

### COURSE FEES

\$954.44 (incl. GST)

### LENGTH

2 Days

### COURSE OUTLINE

#### Introduction and overview

- Why keep records?
- Key competencies for minute-takers
- Minutes – what and why?
- Common problems for minute-takers and solutions

#### Preparation

- Rights and obligations of the minute-taker
- Note-taking skills and formats
- Being assertive - getting the information you need
- Three styles of minutes

#### The language of minutes

- Reported speech and back-shifting
- Using reporting verbs
- Choosing the right preposition

#### Summarising

- Reporting outcomes
- Being diplomatic
- Analysing and correcting minutes

#### Just do it!

- Role playing a meeting
- Writing up your minutes
- Reviewing your minutes

## PROOFREAD TO PERFECTION

### PUBLIC TRAINING DATES

- FEB 1
- MAR 27
- JUL 17
- SEP 18
- NOV 27

Everyone makes mistakes. But these reflect badly on your organisation's image as well as the products or services you provide. In this workshop you will learn the key proofreading skills needed to consistently remove surface errors and improve writing quality.

Working individually and in small groups, you will take part in a variety of accuracy-based exercises designed to build your confidence and effectiveness as a proofreader.

### Who should attend?

Anyone who needs to improve the accuracy of their and others' written communication.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- spot common errors in your organisation's written communication
- use a proven proofreading process to improve accuracy
- act as an essential resource for your team or department

### COURSE FEES

\$668.75 (incl. GST)

### LENGTH

1 Day

### COURSE OUTLINE

#### Introduction and overview

- Initial proofreading assessment
- Proofreading vs editing
- Competencies of expert proof-readers
- Proofreading quiz

#### Understanding reading

- Reading and the brain
- Understanding word shapes
- Proofreading techniques

#### A proofreading process

- Skimming to get the 'gist'
- Considering style and formatting
- Spotting grammar mistakes
- Checking spelling and punctuation
- Reading for coherence and consistency
- Checking factual accuracy

#### Proofreading practice

## REPORTS THAT WORK

UPDATED



### PUBLIC TRAINING DATES

FEB 25 - 26  
MAY 6 - 7  
AUG 26 - 27  
NOV 14 - 15



### COURSE FEES

\$954.44 (incl. GST)



### LENGTH

2 Days

Good decisions come from good reports. The best reports earn the writer respect and achieve an appropriate, positive response.

This workshop guides you through the essential skills for planning, structuring, writing and checking all of your reports at work. Throughout the course you will work on a case study, putting the skills you pick up into practice immediately.

### Who should attend?

Anyone who needs to write reports at work.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- write reports which are clear, well-structured and convincing
- edit your own reports and save yourself time
- project a more professional image through your report writing



### COURSE OUTLINE

#### Introduction

- What makes a good report?
- Understanding different types of report
- Reports vs proposals
- Your report writing strengths and challenges

#### Structuring your reports

- Exploring two report structures
- Identifying each section
- Organising your material
- Including a table of contents

#### Case study

- Planning your report

#### Writing your report

- Writing facts and describing data
- Presenting information clearly
- Using and selecting diagrams
- Coming to logical conclusions
- Making persuasive recommendations
- Writing your introduction

#### Case study

- Writing the first draft of your report

#### Making it readable

- Focusing on your readers
- The 6 Cs of report writing
- Using plain English
- Avoiding redundancy and repetition

#### Linking information

- Making your report cohesive

#### Editing your report

- Understanding past tenses
- Selecting the right tense for each section
- Using active and passive voices
- Correcting common grammatical errors

#### Case study

- Editing your report and making it readable

#### Review

- Reviewing your case studies
- Peer and trainer feedback
- Action plan

## TAKING YOUR GRAMMAR TO THE NEXT LEVEL



### PUBLIC TRAINING DATES

JAN 17 - 18  
MAR 7 - 8  
APR 17 - 18  
JUN 20 - 21  
JUL 22 - 23  
SEP 26 - 27  
OCT 24 - 25  
NOV 14 - 15  
DEC 12 - 13



### COURSE FEES

\$954.44 (incl. GST)



### LENGTH

2 Days

This workshop looks at a range of challenging areas of grammar. Mastering these will enhance both your written and spoken communication at work.

Your trainer will guide you through practical activities such as speed meetings, mini presentations and group writing tasks. You will also analyse a selection of workplace documents and evaluate their use of grammar.

### Who should attend?

Those who have already attended our Grammar Foundations workshop or who have a good grasp of the fundamentals of English grammar.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- have a clearer understanding of advanced English grammar and its use
- present a more polished professional image when writing
- speak more appropriately during face-to-face business interactions



### COURSE OUTLINE

#### Introduction and overview

- The language of grammar
- Grammar and you

#### Building blocks

- Constructing sentences
- Linking your ideas
- Email writing task

#### More information, please

- Using relative clauses
- Describing a person
- Defining jargon and technical terms

#### Verbs and tenses

- Review of the English tense system
- Modal verbs and their uses
- Using 'will' and 'would'

#### The big 'if'

- First and second conditional
- Promoting a product
- Writing a proposal

#### What did they say?

- Reported speech and back-shifting
- Speaking and writing tasks

## TECHNICAL WRITING



### PUBLIC TRAINING DATES

- JAN 21 - 22
- MAR 4 - 5
- JUL 8 - 9
- SEP 2 - 3
- OCT 1 - 2
- NOV 7 - 8

This workshop helps you with typical technical writing problems: getting your thoughts onto paper, explaining complex information in laypersons' terms and writing simple and effective processes and instructions.

You will learn how to structure your test and lab reports using the tried and tested IMRaD formula. You will also take part in a fun experiment using household materials which will form a project running through the workshop.

### COURSE FEES

\$954.44 (incl. GST)

### Who should attend?

Anyone in a technical profession who needs to write documents, including IT staff and engineers.

### LENGTH

2 Days

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- translate complex ideas into clear, logical and technically accurate documents
- produce technical information for non-specialist audiences
- help your readers to take action or make decisions more effectively

### COURSE OUTLINE

#### Understanding your readers

- Building information about your readers
- Focusing on your readers' needs
- Using a reader analysis chart
- Generating your content

- Describing a piece of equipment
- Project – describing a process

#### Test and lab reports

- Project – conducting a test
- The purpose of your reports
- Titles and abstracts
- Exploring the IMRaD structure
- Project – writing a test report

#### Processes and instructions

- Best practice for writing instructions
- Project – writing instructions

#### Reviewing

- Clarity and conciseness
- Using articles effectively
- Dealing with technical language
- Giving definitions
- An editing process
- Project – editing your reports

## WRITING CUSTOMER-FOCUSED EMAILS

### PUBLIC TRAINING DATES

- MAR 21 - 22
- MAY 9 - 10
- JUL 4 - 5
- SEP 9 - 10
- DEC 9 - 10

Writing to customers in a style that focuses on them is vital to your organisation's reputation and success.

Focusing on challenging correspondence such as refusing requests and dealing with complaints, this workshop provides you with an in-depth understanding of how to write in a customer-focused way. You will write two case study emails related to your workplace and receive feedback from your trainer and other participants on your strengths and areas to improve.

### COURSE FEES

\$954.44 (incl. GST)

### LENGTH

2 Days

### Who should attend?

Anyone who has to deal with challenging correspondence or who would like to make their writing more customer-focused.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- better engage your customers, even when responding to difficult correspondence
- structure and write emails which have a positive effect on the reader
- enhance your professional reputation and that of your organisation

### COURSE OUTLINE

#### Introduction and overview

- Presenting a positive service image
- The 5 Cs of customer-focused emails
- Preparing your case studies

#### Organising and writing refusals

- Structuring your response
- Highlighting benefits of company policies
- Using positive language
- Explaining refusals
- Writing effective closings and headings

#### Editing

- Conciseness and clarity
- Courtesy – plain English
- Correctness – common grammar errors

#### Plan your email

- Meeting and exceeding customer expectations
- Analysing relationships with your readers
- Making follow-up actions clear

#### Writing responses to complaints

- What do complainants want?
- Structuring your replies
- Deciding on an appropriate tone
- Adapting your tone to purpose and reader

#### Reviewing

- Using the 5 Cs to review
- Personal action plan



## WRITING FOR SOCIAL MEDIA

**PUBLIC TRAINING DATES**  
 MAR 25 - 26  
 JUN 10 - 11  
 SEPT 16 - 17  
 NOV 21 - 22

This workshop shows you how to write compelling and highly readable content across a range of social media platforms.

You will participate in a series of multi-media-based learning activities such as writing tweets, taking quizzes and watching video clips. You will also examine four social media platforms in detail and learn how to adapt your writing for each.

**COURSE FEES**  
 \$954.44 (incl. GST)

**Who should attend?**  
 Anyone who wants to write more effective social media posts.

**LENGTH**  
 2 Days

**LEARNING OUTCOMES**  
 After taking this workshop you should be able to:

- connect with your audience across different social media platforms
- create impact through language, layout and structure
- write more engaging posts

### COURSE OUTLINE

**Introduction and overview**

- Twitter challenge
- Defining social media
- Social media dos and don'ts
- What the main platforms are used for
- Social media trends for 2019

**Focusing with Twitter**

- Why Twitter is useful for business
- The top 5 Twitter practices
- Making your content relevant
- Tweeting with templates

**Persuading with Facebook**

- Making the most of Facebook for business
- Analysing your reader's WIIFM
- Case study: assessing your brand
- Understanding surface and deeper purpose
- Writing persuasively
- Posting persuasively to Facebook

**Making an impact with Instagram**

- How is Instagram different?
- Analysing Singaporean users
- Aligning image and message
- Writing concise captions

**Branding with LinkedIn**

- Creating your personal brand
- Updating your profile
- Writing articles for LinkedIn
- Selling your organisation

**Workshop review**

- The 5 Cs of effective social media writing
- Writing an action plan
- Your end-of-training tweet

## WRITING PERSUASIVE PROPOSALS

**PUBLIC TRAINING DATES**  
 FEB 7 - 8  
 APR 22 - 23  
 JUL 18 - 19  
 OCT 14 - 15

Do you need to persuade others or sell your ideas in writing? If so, this workshop is for you. You will produce proposals that address your readers' needs, flow logically and use language to convince key decision-makers.

You will work in groups and take part in discussions, exercises and interactive tasks. You will write a case study proposal and receive feedback from your trainer and other participants on your strengths and areas to improve.

**COURSE FEES**  
 \$954.44 (incl. GST)

**Who should attend?**  
 Managers, senior officers and executives who want to get their ideas accepted.

**LENGTH**  
 2 Days

**LEARNING OUTCOMES**  
 After taking this workshop you should be able to:

- feel more confident in your ability to write persuasively
- better understand your readers and their expectations
- sell your ideas to the people who matter

### COURSE OUTLINE

**Introduction and overview**

- An introduction to persuasive writing
- Your objectives and expectations
- Proposals vs reports
- The purpose of proposals

**What does a proposal look like?**

- Meeting your readers' expectations
- Sections of a proposal
- Developing your situation and benefits

**Who do you need to persuade?**

- Meeting the organisation's evaluation criteria
- Countering objections
- Adapting to different readers' styles and concerns
- Appealing to your audience's 'hot buttons'
- Using themes to unify your proposal

**How are you going to say it?**

- Making your methods section more persuasive

- Writing effective headings and subheadings
- Using power language
- Exploring rhetorical techniques

**Bringing it all together**

- Recapping the course
- Writing an internal or external proposal
- Feedback and action plan

## WRITING STANDARD OPERATING PROCEDURES



### PUBLIC TRAINING DATES

- JAN 28 - 29
- MAR 18 - 19
- APR 22 - 23
- MAY 16 - 17
- AUG 19 - 20
- SEP 26 - 27
- OCT 29 - 30
- NOV 28 - 29



### COURSE FEES

\$954.44 (incl. GST)



### LENGTH

2 Days

A Standard Operating Procedure (SOP) is a set of written instructions that shows how to perform a routine activity in an organisation. This workshop takes you through the POWER writing process for developing effective SOPs.

You will use a work-based case study to write an SOP and then receive peer and trainer feedback on your text.

### Who should attend?

Staff who need to write clear, concise and complete instructions to enable end users to successfully complete tasks.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- provide clear information to help users perform a job properly
- generate buy-in from peers and management for your procedures
- facilitate consistency in the quality and integrity of an end result



### COURSE OUTLINE

#### Introduction and overview

- The purpose and benefits of SOPs
- SOP writers and their responsibilities
- An SOP writing process
- 'Backwards by design' technique

#### Planning your SOP

- Content and formatting
- Gathering data
- Deciding on the level of detail
- Understanding your target audience

#### Organising your SOP

- Task orientation
- Narrative vs step procedure
- Appendices, cover page and headers

#### Writing your SOP

- Using plain English
- Being clear and concise
- Conditional statements
- Logic tables
- Warnings, cautions and notes

#### Editing your SOP

- Using visual aids
- Creating flow charts
- Formatting and layout
- Checking your grammar

#### Reviewing your SOP

- Revising your document
- Testing and maintaining

Register online at [britishcouncil.sg/corporatetraining](http://britishcouncil.sg/corporatetraining)



Very informative and useful workshop. Totally enjoyed it!



Participant  
Unconscious Bias

“ The customer focused writing programme that the British Council have designed for us has been highly effective in creating changes that we want to achieve in our organisation.

Their training methodology is also well-applauded by all our colleagues- trainers never fail to deliver the course in such a fun and engaging manner from the very first to the very last second, making learning such an unforgettable experience.

We are particularly thankful to the team for working meticulously with us in developing our very own style guide which serves as a brilliant resource for post-training application.

Lai Peng Wong - Senior Manager,  
Learning and Development at Ascendas Pte Ltd

# INNOVATION AND ENTREPRENEURSHIP



## MIND MAPPING<sup>®</sup> ESSENTIALS



**PUBLIC TRAINING DATES**

- MAR 13
- MAY 8
- AUG 28
- OCT 16
- NOV 6

This fun and creative one-day workshop, delivered in partnership with Buzan Asia, introduces you to the essentials of Mind Mapping<sup>®</sup>. You will learn how to use Mind Maps<sup>®</sup> to enhance your planning, organising, remembering and decision-making skills.

Our Buzan-accredited trainer will guide you as you begin to create and evaluate your own Mind Maps. They will also give you advice on how to improve and develop your Mind Mapping skills.

**COURSE FEES**  
\$741.51 (incl. GST)

**LENGTH**  
1 Day

**Who should attend?**

Anyone who wants to enhance the way they create, learn, organise and remember.

**LEARNING OUTCOMES**

After taking this workshop you should be able to:

- create, read and analyse Mind Maps
- present your ideas in a more succinct and intuitive way
- better organise and memorise information

**COURSE OUTLINE**

**Introduction and overview**

- Introducing yourself with a Mind Map
- Your goals and objectives
- The need for Mind Mapping in today's workplaces

**The theory of Mind Maps**

- Radiant thinking
- The 'split-brain' theory
- Mind Map of brain skills

**Creating Mind Maps**

- Tony Buzan's laws of Mind Mapping
- Creating, reading and analysing a Mind Map
- Making it visual – images and Wimages

**Using Mind Maps at work**

- Selecting key ideas and summarising
- Using a Mind Map to present information
- Taking notes using a Mind Map
- Using a Mind Map as a decision-making and planning tool

## PROBLEM SOLVING AND DECISION MAKING

**PUBLIC TRAINING DATES**

- MAR 21 - 22
- MAY 13 - 14
- JUL 11 - 12
- SEP 9 - 10
- NOV 4 - 5

This highly practical workshop introduces you to a range of tools and techniques to solve problems more effectively and make better decisions. You will discover your problem solving and decision making style and how to work more successfully with colleagues who have a different style to you.

Throughout the workshop you will work on a case study from your workplace where you can immediately put the new skills into practice.

**COURSE FEES**  
\$954.44 (incl. GST)

**LENGTH**  
2 Days

**Who should attend?**

Anyone who wants to improve the way they identify problems, generate solutions and make decisions.

**LEARNING OUTCOMES**

After taking this workshop, you should be able to:

- anticipate and identify problems more effectively
- use a range of tools to help solve problems
- make the right decisions and take responsibility for them

**COURSE OUTLINE**

**Introduction and overview**

- Problem-solving and decision-making styles
- Identifying your style
- Working with the different styles
- The PSI framework

**P- The problem (the 'what' and 'why')**

- Recognising the problem

- Defining the problem
- Identifying root causes

**S- The solution (the 'how')**

- Generating creative solutions to a problem
- Identifying the best solution
- Assessing and managing risk
- Building consensus

**I – Implementing decisions (the 'do')**

- Selecting the best implementation approach
- Communicating your decision
- Guidelines for communicating difficult decisions
- Reviewing the success of your solution



## UNLOCK YOUR CREATIVITY

UPDATED **IN-HOUSE ONLY** **COURSE FEES**  
On Request **LENGTH**  
1 Day

This dynamic workshop is based on the principle that we all have the capacity to be creative. However, we often need to use tools or follow a process to bring out the creativity within us.

Your trainer will introduce you to 16 techniques to help you think more creatively. You will also learn how to brainstorm more effectively, and use the techniques to solve your work-related problems.

### Who should attend?

Anyone who would like to brainstorm more effectively or generate creative ideas at work.

### LEARNING OUTCOMES

After attending this workshop you should be able to:

- generate a wide variety of ideas and solutions
- select and use appropriate creativity techniques at work
- activate your creative potential

 **COURSE OUTLINE**

#### Introduction and overview

- Getting to know you...creatively!
- Defining creativity
- Your case study

#### Exploring the process

- Design thinking – five key steps
- Tips on how to brainstorm effectively
- Facilitating 'brainwriting' and 'braindump' sessions

#### Framing the issues

- Writing a problem statement
- Doing a root cause analysis
- Drawing a 'why-why' diagram

#### 16 creativity techniques

- Understanding how to use the techniques
- Using the techniques on your case studies
- Reviewing the effectiveness of the techniques

Register online at [britishcouncil.sg/corporatetraining](https://britishcouncil.sg/corporatetraining)

“

I am glad I joined this workshop as I have gained a lot of insights. Definitely will recommend to my peers.

”

Participant  
Project Management Essentials



# PRODUCTIVITY AND PERFORMANCE

## ASSERTIVENESS: ACHIEVING WIN-WIN

**PUBLIC TRAINING DATES**  
 FEB 20  
 MAR 20  
 APR 10  
 MAY 29  
 JUL 31  
 AUG 28  
 SEP 30  
 OCT 23  
 DEC 4

This workshop is designed to help you be more assertive in challenging interpersonal situations at work. It's about feeling confident, building rapport with your colleagues and customers and working together to achieve win-win solutions.

Through quizzes, discussions and role plays you will learn how to apply the powerful 'WIN' process to all of your challenging workplace interactions.

### Who should attend?

Anyone who wants to communicate with confidence and build strong and lasting relationships with others.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- explain the differences between aggressive, passive and assertive behaviour
- use various ways to influence others, especially when raising issues
- deal with criticism more effectively

**COURSE FEES**  
 \$668.75 (incl. GST)

**LENGTH**  
 1 Day

### COURSE OUTLINE

#### Introduction and overview

- Defining assertiveness
- How assertive are you?
- What makes people passive or aggressive?
- Introducing the WIN process

#### Wants and needs

- Defining and analysing wants and needs
- A difficult situation from your workplace

#### Influencing

- The 3 Vs of assertive communication
- Giving negative feedback assertively

#### Neutralising

- Controlling your emotions
- Using three assertiveness techniques
- Assertiveness role plays

#### Achieving win-win

- Your assertiveness case study
- Planning ahead

Register online at [britishcouncil.sg/corporatetraining](http://britishcouncil.sg/corporatetraining)

## INCREASE YOUR PERSONAL PRODUCTIVITY

**PUBLIC TRAINING DATES**  
 AUG 21  
 OCT 9  
 DEC 4

Do you have a 'to-do' list that never seems to get any shorter? Do you sometimes feel overwhelmed at work and don't know where to begin? Would you like to 'work smarter, not harder'? If so, this workshop is for you.

Through reflective exercises and activities you will learn ways to better manage yourself, your tasks and your priorities so that you can increase your personal productivity.

### Who should attend?

Anyone who would like to be more productive at work.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- identify your blockers to working productively
- use a range of techniques to prioritise tasks and remain focused
- achieve more at work and in your free time

**COURSE FEES**  
 \$668.75 (incl. GST)

**LENGTH**  
 1 Day

### COURSE OUTLINE

#### Introduction and overview

- Defining personal productivity
- How to be more productive
- Are you balanced?
- Your productivity blockers

#### Managing yourself

- Productivity and emotional intelligence
- Can stress be helpful?

#### Stress and resilience

- Digital distractions and detoxification

#### Managing your workload

- Working smarter
- Planning and protecting your time
- Eliminating waste

#### Staying focused

- Using four productivity techniques
- Productivity apps
- Reflection and action plan

Register online at [britishcouncil.sg/corporatetraining](http://britishcouncil.sg/corporatetraining)

## INCREASE YOUR RESILIENCE UPDATED



**PUBLIC TRAINING DATES**  
MAR 13  
JUL 10

This workshop, delivered in partnership with Roffey Park, provides you with a deeper understanding of the nature of resilience and its vital role in your successful navigation of the changes and challenges of work.

**COURSE FEES**  
\$741.51 (incl. GST)

Each participant will receive a personal Resilience Capability Index (RCI) report with practical pointers to strengthening resilience. Additionally, you will gain a better understanding of team resilience, and your role in growing and sustaining it.

**LENGTH**  
1 Day

**Who should attend?**  
New and experienced managers, supervisors and team leaders.

**LEARNING OUTCOMES**  
After taking this workshop you should be able to:

- understand what resilience is, and its vital role in our effectiveness at work
- have a range of choices to grow and sustain your personal resilience
- know practical steps to enable your team to maintain its resilience through periods of change

### COURSE OUTLINE

**Why resilience?**

- The need for resilience at work
- The demands of change and complexity

**Understanding resilience**

- Exploring the five dimensions
- Resilience as a process not an attribute
- Your personal Resilience Capability Profile

**Resilience building choices**

- Reframing perspective
- Strengthening EQ
- Pursuing purpose and applying strengths
- Breadth and depth of relationships
- Physical energy

**Team resilience**

- What makes a team a team?
- Four enablers of team resilience
  - Learning orientation
  - Positive relationships
  - Sense of purpose
  - Team processes

## NETWORKING AND RELATIONSHIP BUILDING FOR SUCCESS

**PUBLIC TRAINING DATES**  
JUN 19  
SEP 25  
DEC 11

This workshop will help you to network with anyone, anywhere and at any time!

**COURSE FEES**  
\$668.75 (incl. GST)

You will be introduced to tips and techniques to increase your confidence so that you can enjoy networking and do it more successfully. You will take part in interactive activities and role plays to immediately put into practice what you learn. You will also discover how social media can help you to build lasting relationships with your contacts.

**LENGTH**  
1 Day

**Who should attend?**  
Anyone who needs to gain confidence in making new contacts and developing long-term relationships.

**LEARNING OUTCOMES**  
After taking this workshop you should be able to:

- feel more confident in a variety of networking situations
- build rapport in business and social situations
- create a mutually beneficial network of contacts

### COURSE OUTLINE

**Introduction and overview**

- What is networking?
- Understanding your networking needs
- Examining your existing network

**Prepare to network**

- Striking up a conversation
- Continuing the conversation

• Asking good questions

• Remembering the people you meet

**The networking event**

- Dealing with nerves
- What do you have to offer?
- Networking etiquette
- Ending the conversation

**Relationship building**

- Connecting with your contacts
- Adding value with social media
- Building lasting relationships

## SHARPEN YOUR MEMORY



**PUBLIC TRAINING DATES**

- MAR 1
- JUN 12
- AUG 21
- OCT 9



**COURSE FEES**  
\$741.51 (incl. GST)



**LENGTH**  
1 Day

Do you struggle to remember people's names? Do you sometimes forget things on your 'to-do' list? Do you find that your memory is getting worse as you get older?

If you answered yes to any of these questions then this workshop, delivered in partnership with Buzan Asia, is for you. Through discussions, video clips, games and team activities you will be introduced to memory techniques that should lead to enhanced recall both at your workplace and in your personal life.

**Who should attend?**

Anyone who needs to sharpen their memory to stay ahead in their job.

**LEARNING OUTCOMES**

After taking this workshop you should be able to:

- feel more confident in your ability to remember important information
- strengthen your medium and long-term recall
- know how to keep your brain active and healthy



**COURSE OUTLINE**

**Introduction and overview**

- Getting to know you memory task
- Core memory principles
- You and your memory

**Background**

- Types of memory
- The importance of memory
- Why do we forget?
- Brain food
- Time, recall and interest

**Buzan memory techniques**

- Remembering names
- The link system
- Brain breaks
- The Roman Room and Memory Palace

**Strengthening long-term memory**

- Recall after learning
- Review with repetition

Register online at [britishcouncil.sg/corporatetraining](http://britishcouncil.sg/corporatetraining)

## TIME MANAGEMENT



**PUBLIC TRAINING DATES**

- FEB 1
- MAY 8
- JUL 3
- SEP 4
- OCT 16
- NOV 13



**COURSE FEES**  
\$668.75 (incl. GST)



**LENGTH**  
1 Day

This workshop will help you to better manage your time at work. You will be introduced to a range of techniques for prioritising tasks, dealing with time wasters and managing yourself and others.

You will participate in a series of questionnaires, games, discussions and video clips that relate the time management techniques to your daily life.

**Who should attend?**

Anyone who would like to be work more efficiently and effectively.

**LEARNING OUTCOMES**

After taking this workshop you should be able to:

- schedule your working day more effectively
- analyse and prioritise your workload
- focus on your key tasks and avoid distractions



**COURSE OUTLINE**

**Introduction**

- A typical working day
- What kind of time manager are you?
- Organising and focusing

**Manage your tasks**

- 'To-do' lists
- Prioritising your tasks

- Covey's priority matrix
- Your body clock and 'prime time'

**Manage yourself**

- Your workspace
- Your inbox
- Your work patterns

**Manage others**

- Handling interruptions
- Saying 'No'
- Delegating

Register online at [britishcouncil.sg/corporatetraining](http://britishcouncil.sg/corporatetraining)



## WORKING WITH EQ



### PUBLIC TRAINING DATES

- APR 1 - 2
- JUN 17 - 18
- JUL 25 - 26
- SEP 19 - 20
- OCT 17 - 18
- NOV 18 - 19
- DEC 12 - 13



### COURSE FEES

\$1229.43 (incl. GST)



### LENGTH

2 Days

Emotional Intelligence (EQ) is about being smarter with feelings. It is a critical skill for success in today's workplace.

In this workshop you will learn more about EQ and how emotions affect your behaviour. You will also explore techniques to gain greater choice over how you respond to challenges at work. Each course participant will receive a personal EQ report from Six Seconds® giving an in-depth analysis of your strengths and areas for development.

### Who should attend?

Anyone who wants to build stronger relationships and deliver better outcomes at work.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- understand and be able to develop the core EQ competencies
- better recognise how pressure affects you, and know some techniques to manage in challenging situations
- build better relationships and deliver better outcomes in the workplace



### COURSE OUTLINE

#### Introduction and overview

- What is emotional intelligence?
- EQ vs IQ
- How EQ can help you at work

#### The core competencies of EQ

- A model for EQ in action
- The 8 competencies of EQ
- Exploring your Six Seconds profile

#### Know yourself

- Enhancing emotional literacy
- Exploring Plutchik's wheel
- Recognising your patterns and 'triggers'

#### Choose yourself

- Applying consequential thinking
- Navigating your emotions
- The six second pause
- Exercise optimism

#### Give yourself

- Increasing empathy
- Pursuing noble goals
- Your mission statement and EQ action plan

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The participants enjoyed the programme immensely. The activities were engaging and encouraged open communication and sharing.



Claudine Chan  
Singapore Association of the Deaf



# INTERPERSONAL COMMUNICATION

## ADVANCED PRESENTATION SKILLS

**PUBLIC TRAINING DATES**  
 APR 25 - 26  
 JUL 22 - 23  
 OCT 1 - 2

**COURSE FEES**  
 \$1122.43 (incl. GST)

**LENGTH**  
 2 Days

Are you an experienced presenter? Would you like to increase your influence and impact with your stakeholders? If so, this advanced workshop will help you to create and deliver more powerful presentations.

In an action-packed two days you will explore techniques to enhance your skills as a presenter. You will also receive comprehensive feedback to help take your presentations from good to great!

### Who should attend?

Experienced presenters who want to take their skills to the next level, or participants who have already attended our *Success with Presentations* course.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- feel more credible, confident and connected to your audience when presenting
- know different ways to structure your presentation according to audience needs
- deliver more powerful presentations

### COURSE OUTLINE

#### Introduction

- What makes a presentation powerful?
- Powerful presenters in action
- Personal goal setting

#### Becoming a powerful presenter

- Overcoming nerves
- Building confidence
- Creating connection

#### Planning your message

- Identifying your theme
- Organising your ideas
- Storyboarding your content

#### Engaging your audience

- The art of storytelling
- Communicating with impact
- Harnessing the right media

#### Staying flexible but focused

- Contingency planning
- Dealing with interruptions
- Handling difficult questions

## CONSULTATIVE SELLING NEW

**PUBLIC TRAINING DATES**  
 JUN 17 - 18  
 SEP 9 - 10  
 NOV 4 - 5

**COURSE FEES**  
 \$954.44 (incl. GST)

**LENGTH**  
 2 Days

A consultative selling approach means building value, identifying needs and, ultimately, serving as a trusted advisor to your customers.

This workshop introduces you to the 3 Cs of consultative selling and a simple six-step process that you can follow in all of your sales conversations. You will apply this to a work-related case study and practice your consultative selling skills throughout the course.

### Who should attend?

Anyone who would like to gain a deeper understanding of their customers and develop longer-term, more meaningful relationships with them.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- follow a six-step process to structure your sales conversations
- use SPIN questions to uncover customer circumstances and needs
- better connect, convince and collaborate with your customers

### COURSE OUTLINE

#### Introduction and overview

- What is consultative selling?
- Are you a consultative seller?
- The 3 Cs of consultative selling
- Your sales case study

#### Building trust with your customers

- What is trust?
- Creating an environment of trust
- What causes trust to break down?

#### A consultative selling process

- A six-step selling process
- Identifying potential prospects
- Deciding how to make contact

#### You and the face-to-face meeting

- Creating a positive first impression
- Preparing for the meeting and planning for success
- Making an impact with the 'POW' approach

#### Understanding your customers

- Using SPIN questions to understand needs
- Knowing what buyers really want
- The empathy effect

#### Managing the sales conversation

- Selling benefits not features

- Dealing with different behaviours
- Handling objections and concerns
- Identifying (and avoiding) key traps

#### Closing the conversation

- Recapping and ways to close
- Identifying actions and gaining commitment
- Following up in writing

#### Bringing it all together

- Role playing your case study
- Feedback and action plan

## EFFECTIVE NEGOTIATION SKILLS

### PUBLIC TRAINING DATES

- JAN 24 - 25
- FEB 27 - 28
- MAR 25 - 26
- APR 29 - 30
- MAY 27 - 28
- JUN 27 - 28
- JUL 22 - 23
- AUG 22 - 23
- SEP 23 - 24
- OCT 21 - 22
- NOV 25 - 26

### COURSE FEES

\$954.44 (incl. GST)

### LENGTH

2 Days

This highly practical workshop introduces you to the skills needed for effective negotiations. You will learn about the five negotiating styles and practice using a simple but effective process for conducting negotiations at all levels.

Over the two days you will watch video clips, discuss real-life experiences and take part in a variety of role plays and simulations to immediately put the skills you learn into practice.

### Who should attend?

Managers, executives, buyers and anyone else who negotiates.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- apply a systematic approach to having a negotiation
- achieve 'win-win' outcomes by collaborating with your negotiating partners
- feel more confident when negotiating

### COURSE OUTLINE

#### Introduction and overview

- Are you already a negotiator?
- What makes an effective negotiator?
- Bargaining vs trading
- Negotiating styles

#### A negotiation process

- Introducing PODD
- Role play negotiation – PODD in action

#### Prepare

- Positions vs interests
- Giving value to your interests

- Your ideal outcome, bottom line and BATNA
- Criteria for fairness

#### Open

- Laying the foundations
- Effective questioning – opening up
- Negotiating across cultures

#### Discuss

- Generating options
- The science of persuasion
- Reading body language

- The power of listening
- Overcoming blocks in a negotiation

#### Decide

- Effective questioning – closing down
- Gaining their commitment
- Closing the deal

#### Bringing it all together

- Role play negotiation – case studies
- Self-reflection and action plan

## EFFECTIVE PUBLIC SPEAKING

### PUBLIC TRAINING DATES

- FEB 21 - 22
- APR 4 - 5
- MAY 30 - 31
- JUL 15 - 16
- SEP 5 - 6
- OCT 31 - NOV 1
- DEC 2 - 3

### COURSE FEES

\$1122.43 (incl. GST)

### LENGTH

2 Days

This workshop will help to build your confidence and skills in giving speeches. You will explore techniques for planning and delivering talks, as well as ways to engage your audience in a range of public speaking situations.

During the workshop you will develop and deliver a speech on a topic of your choice. You will receive detailed feedback on your performance from the other course participants and your trainer.

### Who should attend?

Anyone who would like to be better at public speaking.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- plan, structure and deliver short speeches
- use your speeches to engage, motivate and inspire others
- give impromptu speeches at work when the situation demands it

### COURSE OUTLINE

#### Introduction and overview

- Public speaking situations
- Speaking practice – introducing someone
- Speeches vs presentations
- What makes a memorable speech?

#### Planning your speech

- Asking questions about your speech
- Researching your topic
- Planning what to say and how to say it
- Using a framework

#### Building your speech

- Good introductions
- Creating interest in your speech
- Using rhetorical devices
- Language for speeches

#### Preparing yourself

- Dealing with stress
- Understanding and overcoming fear
- The power of positive visualisation

#### Delivering a speech

- Projecting a confident, credible image
- Using your voice effectively
- Keeping your audience engaged
- Delivering a speech written by someone else

#### Expecting the unexpected

- Giving impromptu talks
- Managing your emotions
- Handling questions
- Speaking practice – 'thank you' speech

## HANDLING DIFFICULT COLLEAGUES AND CUSTOMERS



### PUBLIC TRAINING DATES

- JAN 14 - 15
- FEB 18 - 19
- MAR 18 - 19
- APR 11 - 12
- MAY 9 - 10
- JUN 6 - 7
- JUL 4 - 5
- AUG 1 - 2
- SEP 2 - 3
- OCT 1 - 2
- NOV 4 - 5
- DEC 5 - 6

This workshop will help you to handle difficult colleagues and customers in a more assertive, confident and constructive manner.

As well as learning about the nature of conflict and why it arises you will gain a better understanding of how you react in stressful situations. You will also be given a set of tools and techniques to help you manage challenging real-life interactions with your colleagues and customers.

### Who should attend?

Anyone who has to deal with difficult colleagues, customers or clients.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- be more conscious of and better manage your own reactions in challenging situations
- feel more confident when dealing with conflict at work
- communicate more effectively with your colleagues and customers



### COURSE FEES

\$954.44 (incl. GST)



### LENGTH

2 Days



### COURSE OUTLINE

#### Understanding the nature of conflict

- Identifying your difficult situations and people
- Defining conflict
- Understanding the root causes of conflict
- Assumptions about behaviour

#### Understanding yourself and others

- Physical reactions in difficult situations
- Exploring your 'hot buttons'

- Understanding and adapting your communication style

#### Conflict management

- Acknowledging diversity
- Psychological contracts
- Applying conflict management techniques
- Identifying creative solutions to routine problems

#### Managing yourself and others

- Helping others to remain calm
- Reacting to criticism

- Using 'I' statements
- Building your resilience

#### Communication skills

- Understanding the power of listening
- Showing empathy
- Adapting your language

## INTERPERSONAL COMMUNICATION SKILLS UPDATED



### PUBLIC TRAINING DATES

- JAN 21 - 22
- FEB 21 - 22
- MAR 21 - 22
- APR 15 - 16
- MAY 13 - 14
- JUN 13 - 14
- JUL 8 - 9
- AUG 5 - 6
- SEP 5 - 6
- OCT 3 - 4
- NOV 4 - 5
- DEC 2 - 3

Would you like to build more effective relationships with your colleagues, clients and managers? Are you struggling to get your ideas heard? Do you want to communicate in a more professional way?

This workshop will help you to develop the skills you need to communicate effectively in the modern workplace. You will learn more about communication styles and discover easy-to-use tools and techniques to help you build positive relationships and achieve your professional goals.

### Who should attend?

Anyone who wants to communicate more effectively at work.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- understand your communication style and be able to adapt it when necessary
- build rapport with colleagues, clients and superiors to help you get things done
- have the skills to improve a key relationship at your workplace



### COURSE FEES

\$954.44 (incl. GST)



### LENGTH

2 Days



### COURSE OUTLINE

#### Introduction and overview

- What are interpersonal communication skills?
- A key relationship you'd like to improve

#### Building self-awareness

- Your communication strengths and challenges
- Understanding how people communicate
- Discovering your communication style
- Communicating more effectively with other styles

#### Communicating with impact

- Exploring the 3 Vs of communication

- Self-assessment, strengths and areas for development
- Communicating your key qualities

#### Communicating visually

- Using body language to create connection
- Aligning your visual communication with the people you work with
- Matching how you communicate visually to your message

#### Communicating vocally and verbally

- Exploring the elements of voice
- Effective questioning
- The power of positive language

#### Listening skills

- Listening – the missing half of communication?
- Levels of listening
- Building rapport by paying full attention

#### Showing empathy

- Understanding how others feel
- Communicating empathy
- Giving feedback in an empathetic way

#### The communication skills project

- Case studies and role plays
- Improving your key relationship
- Personal action plan



## INTERVIEWING SKILLS FOR MANAGERS

- IN-HOUSE ONLY**
- COURSE FEES**  
On Request
- LENGTH**  
1 Day

This essential one-day workshop focuses on developing your skills and knowledge around the interview process. As well as being introduced to an effective interviewing framework you will also learn tips and techniques about how to recruit using a competency-based approach. This will ensure that you always choose the best candidate for the job!

### Who should attend?

Anyone who has to conduct interviews as part of their job.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- manage the recruitment process more effectively
- interview candidates with confidence
- select the right person for the job

### COURSE OUTLINE

#### Introduction

- Preparing yourself for the role
- What makes an effective interviewer?

#### Preparing for the interview

- The interviewing panel
- Good practice in recruitment interviewing
- Your responsibilities during the interview process

#### The interview

- Using the S.T.A.R. approach in competency-based interviews
- Establishing rapport with the candidate
- Asking the right questions
- Being fair and transparent

#### Communicating effectively

- Effective communication using the 3 Vs
- Active listening
- Body language
- Opening statements to candidates
- Practice – role play an interview

#### After the interview

- Making the right decision

## POSITIVE INFLUENCING SKILLS UPDATED

- PUBLIC TRAINING DATES**  
FEB 7 - 8  
MAR 11 - 12  
APR 4 - 5  
MAY 6 - 7  
JUL 29 - 30  
AUG 29 - 30  
OCT 3 - 4  
NOV 28 - 29
- COURSE FEES**  
\$954.44 (incl. GST)
- LENGTH**  
2 Days

This workshop shows you how to positively influence others at work so that you get the outcomes you want. These include selling your ideas, winning resources and getting others to take action.

Through interactive scenarios, self-reflection and a range of practical activities, you will explore ways to influence and better communicate with others, even in challenging situations.

### Who should attend?

Anyone who has to influence or persuade others at work.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- use a variety of techniques to positively influence others
- build trust and rapport with all of the people you work with
- get the results that you want

### COURSE OUTLINE

#### Introduction and overview

- What are positive influencing skills?
- Why, when and who do you need to influence?
- Barriers to influencing others

#### Principles of influencing

- What makes a great influencer?
- Discovering your influencing style
- Mapping your sphere of influence
- Influencing without authority

#### Planning your influence approach

- Clarifying goals and priorities
- Focusing on the other person

- Identifying currencies of exchange
- Achieving a win-win

#### Relationship skills

- Building trust and rapport
- Persuading, not manipulating
- Reciprocity and emotional bank accounts
- Building effective working relationships
- Push or pull

#### Influencing outcomes

- Using questions and active listening to probe
- Selling your ideas with AIDA

- Getting others to take action with WIIFM
- Using simple persuasion tactics
- Influencing online and on social media

#### Politics, influence and you: understanding your work context

- Managing up - influencing your manager
- Influencing your peers and subordinates
- Overcoming office politics
- Playing hardball - using tougher strategies

## PRESENTATION SLIDE ESSENTIALS

### PUBLIC TRAINING DATES

JAN 23  
MAR 27  
MAY 29  
JUL 24  
NOV 1

### COURSE FEES

\$668.75 (incl. GST)

### LENGTH

1 Day

This workshop will show you how to prepare memorable, understandable and attractive slides that add depth to the message of your presentation. You will use a range of techniques to create your own set of slides during the workshop and present these to the group.

The emphasis is on the design of slides rather than the technicalities of using presentation software. However, your workbook will contain 'how to' guides which demonstrate various PowerPoint tools.

### Who should attend?

Anyone who needs to prepare presentation slides at work.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- create slides with increased visual impact
- communicate your key messages more clearly
- transform dry data into meaningful images

### COURSE OUTLINE

#### Make it memorable

- Knowing your purpose and outcome
- Understanding your audience's WIIFM
- Exploring presentation structures
- Planning your slides
- Some alternatives to PowerPoint

#### Slide design

- Structuring your slides
- Using bullet points
- Selecting your key words
- Creating contrast using fonts, background and colour

#### Diagrams and data

- Selecting the best diagram
- Creating effective graphs and tables
- Displaying large amounts of data

#### Images and animation

- Using images effectively
- Animating text and objects

#### Bringing it all together

- Present your slides
- Workshop review and action plan

## SAY IT CLEARLY!

### PUBLIC TRAINING DATES

JAN 30 - 31  
APR 1 - 2  
MAY 2 - 3  
JUL 11 - 12  
SEP 12 - 13  
OCT 10 - 11  
NOV 11 - 12  
DEC 12 - 13

### COURSE FEES

\$954.44 (incl. GST)

### LENGTH

2 Days

Are you ever misunderstood by your colleagues or clients? Do you find it difficult to pronounce certain words? This workshop looks at all aspects of Standard English pronunciation, with a particular focus on problem areas for Singaporean speakers.

You will take part in a variety of pronunciation activities, such as using the British Council's interactive phonemic chart and making recordings of your voice. Feedback on your strengths and areas for development will ensure that you immediately improve your pronunciation.

### Who should attend?

Anyone who wants to speak more clearly and be understood by others.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- know the standard pronunciation of commonly mispronounced words
- speak with improved clarity and fluency
- be more easily understood by others

### COURSE OUTLINE

#### Introduction and overview

- Words at work
- Your pronunciation strengths and areas to improve

#### Sounds and spelling

- Introducing the phonemic alphabet
- Phonemic spelling

#### Vowel sounds

- Short and long vowel sounds
- Two problem sounds for Singaporeans
- Producing diphthongs (double vowels)
- Confusing pairs of words

#### Consonants

- Voiced and unvoiced consonants
- Voicing practice - problem consonants
- Consonant clusters
- Word endings

#### Stress

- Syllables and word stress
- Weak sounds: un-stressed syllables
- Sentence stress

#### Pace, pausing and intonation

- Effective pacing and pausing

- Using intonation to create interest
- Intonation, stress and meaning

#### Delivery

- Relaxing your voice
- Projecting your voice
- Developing clearer speech

#### Bringing it all together

- Giving your final talk
- Writing a personal action plan

## SINGLISH TO ENGLISH

**PUBLIC TRAINING DATES**  
 MAR 6  
 JUL 17  
 SEP 30

**COURSE FEES**  
 \$668.75 (incl. GST)

**LENGTH**  
 1 Day

What are the differences between Singlish and Standard English? And why does 'knowing the difference' matter anyway? This fun and revealing one-day workshop gives you the answers.

You will take part in role plays, discussions, quizzes and games to learn how to switch more effectively between Singlish and Standard English.

### Who should attend?

Anyone who wants to know the differences between Singlish and Standard English and how to switch between the two.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- say how Singlish and Standard English are different
- use Standard English in situations that require it
- communicate more effectively in a global environment

### COURSE OUTLINE

#### Introduction

- What is Singlish? What is Standard English?
- The Speak Good English Movement

#### Vocabulary

- Recognising Singlish vocabulary
- Rewriting into Standard English
- Numbers and dates

#### Grammar

- Common Singlish errors
- Redundant and different prepositions
- Using 'yet' and 'already'
- When to use '-ing' verbs
- Having something done

#### Directness and questions

- Direct or indirect?
- Question forms
- Singlish to English – switching practice

## STRATEGIC BUSINESS STORYTELLING

**PUBLIC TRAINING DATES**  
 FEB 18 - 19  
 JUN 3 - 4  
 AUG 13 - 14  
 OCT 10 - 11  
 NOV 7 - 8  
 DEC 9 - 10

**COURSE FEES**  
 \$954.44 (incl. GST)

**LENGTH**  
 2 Days

Business storytelling engages audiences and drives them to take a desired action. This workshop demonstrates the profound impact of storytelling on others as well as the uses and benefits of storytelling in a corporate environment.

You will learn how to prepare and structure your story to communicate your main message clearly and with confidence. You will tell your story, and receive feedback on your strengths and areas for improvement as a storyteller.

### Who should attend?

Anyone who wants to communicate their messages more effectively and inspire and influence others.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- plan, structure and deliver an effective business story
- match a suitable storytelling technique to your purpose
- better engage your audience and inspire them to act

### COURSE OUTLINE

#### Everyone loves a good story

- Your storytelling situations at work
- A video story
- What's your story?
- Why personal stories matter

#### Making sense of our business world

- Persuasion and the power of story
- Tools to combine stories with data
- Planning your strategic business story

#### Creating a good story

- Structuring your story
- Four storytelling techniques
- Choosing the right technique

#### Developing your story

- Deciding on your key message
- Developing characters and tension
- Describing emotions and feelings

#### The storyteller

- Starting strategic business story
- The narrative technique
- Using your voice for atmosphere
- Telling your story visually

#### Telling your story

- Tell your story
- Feedback and action plan

## SUCCESS WITH PRESENTATIONS

### PUBLIC TRAINING DATES

FEB 13 - 15  
 MAR 13 - 15  
 APR 15 - 17  
 MAY 13 - 15  
 JUN 12 - 14  
 AUG 5 - 7  
 SEP 9 - 11  
 OCT 16 - 18  
 NOV 11 - 13

### COURSE FEES

\$1671.34 (incl. GST)

### LENGTH

3 Days

This workshop will show you how to prepare for, structure and deliver successful presentations. You will learn how to engage your audience, open and close your talk memorably and use your voice for maximum impact.

Over the three days you will work on your own case study presentation. This will be recorded so that you are able to identify how to improve your performance when you get back to work.

#### Who should attend?

Anyone who would like to build their confidence and skills as a presenter.

#### LEARNING OUTCOMES

After taking this workshop you should be able to:

- plan and deliver presentations with more confidence
- communicate your key messages more clearly to your audience
- use your presentations to get the results you want

### COURSE OUTLINE

#### Introduction and overview

- Diagnostic presentation and feedback
- What makes a successful presentation?
- Choosing your case study

#### Planning your presentation

- What's your purpose?
- Knowing the outcome you want
- What's in it for your audience?

#### Organising your material

- Structuring a presentation logically
- Brainstorming and organising content
- Opening and closing effectively

#### Your visual delivery

- Positive body language
- PowerPoint – best (and worst) practice

#### Your vocal delivery

- Pace and pausing
- Intonation, pitch and volume
- Emphasising key words

#### Fine-tuning your language

- Signalling transitions
- Asking rhetorical questions
- The rule of threes
- Using contrast for effect
- Handling interruptions

## TRAIN THE TRAINER: ESSENTIAL SKILLS

### PUBLIC TRAINING DATES

MAR 20 - 22  
 MAY 22 - 24  
 JUL 8 - 10  
 AUG 5 - 7  
 SEP 16 - 18  
 NOV 6 - 8  
 DEC 9 - 11

### COURSE FEES

\$1671.34 (incl. GST)

### LENGTH

3 Days

Do you need to create or deliver training sessions for your staff? Would you like to incorporate training into your meetings or other team events? If so, let us share our 30 years of corporate training experience with you!

Through a series of learner-centred activities, you will learn how to plan, prepare and deliver training sessions that meet the needs of your trainees and engage them from start to finish. On the final day, you will work in teams to prepare and deliver a training session and receive feedback on your performance.

#### Who should attend?

For current or aspiring trainers, managers, team leaders and HR professionals.

#### LEARNING OUTCOMES

After taking this workshop you should be able to:

- select the best methods and activities for your group
- deliver well-structured training sessions that achieve their aims
- know how to engage trainees and keep them focused

### COURSE OUTLINE

#### Introduction and openings

- What makes a successful training session?
- Your current skills as a trainer
- Starting a training session

#### Planning and preparation

- Using energisers
- Understanding the needs of trainees, sponsors and stakeholders
- Planning your training session
- Writing SMART training objectives

#### Methodology

- Structuring your training session
- Using a learner-centred approach
- Getting participation in the training room
- Grouping and regrouping trainees

#### Activities

- Using sensory learning preferences
- Making your sessions interactive

- Giving clear instructions
- Asking questions and correcting errors

#### Feedback and endings

- Giving constructive feedback
- Delivering your training session
- Ending your sessions
- Post-course evaluation and action plan

# CUSTOMER SERVICE





## DELIVERING SERVICE EXCELLENCE

**PUBLIC TRAINING DATES**  
 MAR 18 - 19  
 AUG 19 - 20  
 DEC 5 - 6

**COURSE FEES**  
 \$954.44 (incl. GST)

**LENGTH**  
 2 Days

Would you like to develop your customer handling skills so that you are able to exceed your customers' expectations? If so, this workshop will give you the tools that you need.

As well as examining your customers' journey and how to improve it you will also practice key communication skills for frontline staff such as listening actively, using customer-focused language and dealing with complaints.

### Who should attend?

Anyone in a customer-facing role who would like to deliver service excellence.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- understand your customers' journey, and have some specific ways to improve it
- better deal with challenging customer interactions, such as handling complaints
- have more confidence in your ability to deliver service excellence

### COURSE OUTLINE

#### Introduction and overview

- Defining service excellence
- Customer service in Singapore
- Recognising 'Wow' brands and their features

#### The customer journey

- Understanding the customer journey
- Mapping and analysing your journeys
- Shep Hyken's 'Moments of Magic'

#### Consistent customer service

- Defining your service mission and values
- Meeting customer needs and expectations
- Consequences of dissatisfied customers

#### Communicating with your customers

- The 3 Vs of communication
- The importance of visuals – facial expressions and body language
- Active listening
- The conversation cycle

#### Handling complaints

- Complaints and service recoveries
- What complainants want
- Tips for handling complaints

#### Customer service language and stress

- Dealing with stressful customer interactions
- Using appropriate customer service language
- Saying 'no' in a friendly way

#### Bringing it all together

- Role play a challenging customer interaction

Register online at [britishcouncil.sg/corporatetraining](http://britishcouncil.sg/corporatetraining)

## HANDLING ANGRY, HOSTILE AND ABUSIVE CUSTOMERS UPDATED

**PUBLIC TRAINING DATES**  
 FEB 11 - 12  
 APR 8 - 9  
 JUN 3 - 4  
 AUG 15 - 16  
 OCT 10 - 11  
 NOV 25 - 26

**COURSE FEES**  
 \$954.44 (incl. GST)

**LENGTH**  
 2 Days

Anyone who works on the frontline has, at some point, had to deal with exceptionally challenging behaviour from their customers. This workshop gives you practical tips and techniques to deal with these situations in a calm, assertive and professional manner.

Through discussions, case studies and role plays you will learn why people react angrily, how to manage your own emotions and how to handle hostile and abusive behaviour.

### Who should attend?

Customer service professionals, executives and managers who want to build confidence in dealing with extremely challenging customers.

### LEARNING OUTCOMES

After taking this workshop you should be able to:

- better understand your customers' anger and your own reactions
- know how to stay calm and think straight in stressful situations
- use a range of strategies to deal with hostile and abusive customers more assertively

### COURSE OUTLINE

#### Understanding yourself and others

- Knowing yourself
- Physical responses to challenging situations
- Dealing with stress

#### Anger and its causes

- The anger escalator
- Discovering the root causes of anger
- Case studies – handling angry customers

#### Managing conflict

- Using a 'decision tree' to manage an angry exchange
- Strategies to handle personal criticism
- Being assertive

#### Showing empathy

- Sympathy vs empathy
- Empathising with agitated customers
- Role plays

#### Handling refusals and complaints

- Refusing requests and offering alternatives
- Explaining policy using assertive techniques
- Tone in complaint handling

#### Dealing with hostile or abusive customers

- Identifying hostile or abusive customers
- 5 strategies to deal with hostile 'bait'
- Final role plays and feedback


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## OUR PROFESSIONAL DEVELOPMENT HUBS IN ASIA

### MALAYSIA - PENANG

Wisma Great Eastern  
Suite 3A.1 & 3A.2, 25 Light Street  
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## HOW TO FIND US

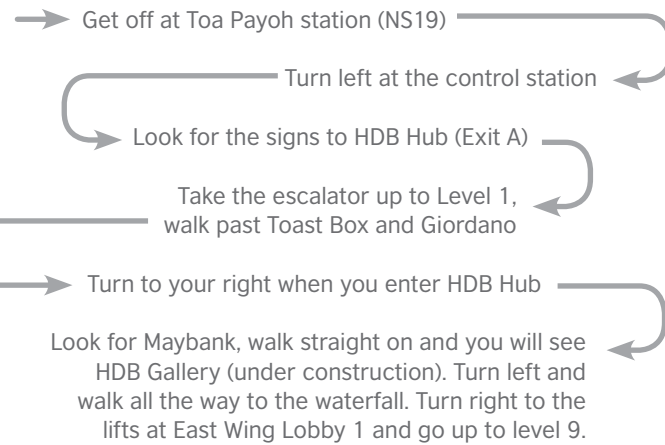


### BY BUS

8, 26, 28, 31, 73, 88, 90, 139, 142, 143, 145, 155, 157, 159, 163, 231, 232, 235, 238



### BY MRT



### BY CAR

The nearest parking space is in the basement of HDB Hub. Entrance to the carpark is at 480 Toa Payoh Lorong 6. Carpark charges apply.

Carpark charges:

- Monday to Saturday 7.00am to 6.00pm: S\$0.50 per half hour
- After 6.00pm: S\$1.00 per entry
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**Toa Payoh Centre**

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Singapore 310480  
T 65 6439 2131  
F 65 6397 2242

**OUR CENTRES****Napier Road Centre**

30 Napier Road  
Singapore 258509  
F 65 6472 1010

**Marsiling Centre**

1 Woodlands Street 31  
#04-01 Fuchun Community Club  
Singapore 738581  
F 65 6368 4643

**Tampines Centre**

11 Tampines Concourse  
#01-02/03/04  
Singapore 528729  
F 65 6783 4509

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