

HARNESS THE POWER OF YOUR COMMUNICATION



Learn to master the 8 most common challenges in organizations:

- Motivating Self and Team
- Handling Conflicts
- Persuasion
- Defensiveness
- Building Relationships
- Presentations
- Controlling Nervousness
- Situational Leadership

LIVE 4TH & 5TH OCTOBER 2012
9am - 5pm
Dr. Ethan F. Becker



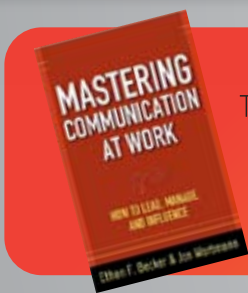
President of The Speech Improvement Company, Senior Coach and Trainer



Communication is a make or break skill for leaders and managers in every industry and workplace. The "Harness the Power of Your Communication" workshop delivers the skills you need to build your confidence, motivates your people, and ultimately enact measurable change throughout your organization.

There are many workshops that promise to teach you presentation skills and good communication. So how do you know which one you should sign up for? The biggest test is the test of time. The Speech Improvement Company Inc. is the oldest speech coaching and training firm in the US and we have the son of the founders of that firm, Dr. Ethan F. Becker returning to Malaysia to deliver his signature workshop. Ethan and his firm's methods, educational and motivational style comes from research and work with over half a million clients across 5 decades of coaching. Ethan has helped leaders and managers around the world to become powerful communicators. He too has helped private organizations in Malaysia for years and is now available to help the general public in this 2-day exclusive high-impact workshop.

You know you must communicate well if you want your voice heard when it matters, if you want to inspire others and have them share your vision, if you want your team to deliver. This workshop will ground you on that path. It is designed to help ensure you not only acquire new skills, you will also get a chance to practice and test them in a non-intimidating manner. In no time, you will learn how to powerfully enlist teams, reduce stress, garner trust, deliver memorable presentations, and if you are in business, this is important – satisfy clients.



To help you practise beyond this workshop, you will be given a copy of Ethan's best-selling "Mastering Communication at Work: How to Lead, Manage and Influence".

Original signed copy for every participant!

WORKSHOP OUTLINE

Day 1

- **Building Relationships:**
The impact of relationships in business and in communication
- **Controlling Nervousness:**
Where does it come from, and how do we control it?
- **Presentation Skills:**
Of Steps, Reasoning and Persuasion
- **Motivation:**
Between attitude and human communication

Day 2

- **Conflict:**
Dealing with diffuse and avoidance of conflict
- **Defensive Persuasion:**
Learn how to diffuse when another person is defensive
- **Handling Objections**
- **Problem Solving**
- **Leadership Styles:**
Application to Communication
Help Seat (a chance to ask for guidance about your specific situation)

WHY SHOULD YOU ATTEND?

HERE ARE 8 REASONS.

1. MOTIVATING SELF AND TEAM

How amazing does it feel when others are striving to accomplish their goals? When others are motivated, they work harder and smarter. Leaders motivate through powerful communication. That skill doesn't happen overnight or by learning a quick phrase out of a book. True motivation comes from learning how to read your listeners and how they think, then matching the right communication to know just what to say.

2. HANDLING CONFLICTS

Conflicts happen. Does it paralyze you? When it gets out of control, productivity comes to a grinding halt. The best managers in the world know how to masterfully diffuse conflict and keep teams moving forward.

3. PERSUASION

Have you ever wondered why others just don't seem to get your ideas? The ability to persuade others to see your point of view is a crucial skill for all levels in organizations. Learn the oldest and most powerful modes of persuasion as taught like never before. For over 2000 years, human beings have been persuading. Learn how leaders of countries use Aristotle's theory of persuasion to move the world and how simple managers use the same theories to move their teams.

4. DIFFUSE DEFENSIVENESS

Did you know that your words and tone of voice can dictate if another person is going to be defensive? When people become defensive, they stop listening, communication breaks down, relationships weaken and productivity stops. Learn what thousands of leaders and managers around the world have been learning and mastering. Whether it's talking with a family member, customer or colleague, you will learn the most powerful techniques to diffuse defensiveness in any situation.

5. BUILDING RELATIONSHIPS

There is no doubt about it. With stronger relationships you can take your team to a whole new level of productivity. The stronger the relationship is, the higher the quality of communication. The more information you communicate with fewer words, the more productive you can be. Learn how to develop and repair relationships to ensure your communication goes well.

6. PERFECT PRESENTATIONS

Have you suffered from boring presentations? Dr. Ethan F. Becker has helped thousands to develop presentation styles and ensure their messages are received with clarity and power. You will learn best practices in creating and delivering powerful and effective presentations.

7. CONTROLLING NERVOUSNESS

Have you ever felt nervous when you need to speak? Whether it's a formal presentation or a one-on-one communication, the fear of public speaking is one of the top fears in the world. For some people it's a slight discomfort while others experience terror. Learn where the fear comes from and most importantly, how to control it!

8. SITUATIONAL LEADERSHIP

What do the most powerful leaders in the world have in common? The ability to adapt their communication based on the situation at hand. Situational Leadership is a skill. Learn how situational leadership translates into communication.

WHO SHOULD ATTEND?

CEOs, VPs, Directors, General Managers, Managers and Executives, Team Leaders or Heads of Departments from across functions and industries, Government officers, and any other professionals who want to learn the secrets of today's greatest communicators.

THE SPEAKER

Dr. Ethan F. Becker is a second generation Speech Coach and Trainer with THE SPEECH IMPROVEMENT COMPANY, INC. He is co-author of the Best Selling book 'Mastering Communication at Work: How to Lead, Manage and Influence', published worldwide by McGraw-Hill. He holds two degrees in communication and an honorary doctorate from Fitchburg State University. He and his firm has taught at ivy league schools such as Harvard University, Boston College, Boston University, North Eastern University, Bobson College, MIT and other institution of higher learning.

When living in Malaysia with his family in 2011, Ethan has worked with organizations such as Telekom Malaysia, Kenanga Investment Bank, Maybank, Ambank and SuriaKLCC to name a few.

Ethan and his colleagues are specialists in Communication. All techniques and lessons taught are based on research and the experience of working with hundreds of thousands of clients worldwide. As a Speech Coach, Ethan works intimately with individuals around the world to help them become more comfortable and more confident in their communication. Topics of expertise range from the mechanics of speaking to the psychology of communication. Ethan has developed and delivered powerful customized motivational training programs worldwide. In addition to group work, Ethan serves as trusted advisor and Coach to thousands of clients around the world.



“Ethan changed my life by helping me to see how the best leaders communicate. When working with talent such as Beyonce, Jay Z, Kanye West, communication skills help ensure relationships remain strong and healthy. Those relationships are a big part of keeping EMI on top.”

- Big Jon Platt, President EMI Publishing

PRIVATE WORKSHOPS AND PERSONAL COACHING

If you are looking for a more customised workshop for your organization, or if you prefer a personalized learning process, Ethan will design, develop and deliver interventions specific to your needs. As days are limited, we encourage you to call now for booking.

HARNESS THE POWER OF YOUR COMMUNICATION | 4TH & 5TH OCTOBER 2012.
HILTON PETALING JAYA, No 2 Jalan Barat, Petaling Jaya, 46200 Malaysia. TEL: 60-3-7955 9122

Registration Fee: RM 2,800 per participant, including in-workshop meals

REGISTRATION FORM

Full Name: _____ Position: _____

Full Name: _____ Position: _____

Full Name: _____ Position: _____

Company: _____

Address: _____

Tel: _____ Fax: _____

Email: _____ Contact Person: _____

Payment Mode (RM2800.00)
Cheque in favour of: INTERLOG MALAYSIA SDN BHD
Bank Transfer - CIMB Bank
Acc No: 1246-0004863-058
(Please provide us with banking slip)

I/We confirm that all information provided by me/us above is true and correct.

Signature: _____ Date: _____

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

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



TEL: 60-3-7886 0624 / 60-3-8317 0140 | Fax No: 60-3- 7886 0624 | Email: team@ Interlogmy.com

Conference Secretariat : INTERLOG MALAYSIA SDN BHD(879008-V) B801,8th Floor, Block B,Kelana Square,
Jalan SS 7/26,Kelana Jaya,47301 Selangor, Darul Ehsan MALAYSIA.