

SPEAK LIKE A PRO!



Introduction

Business depends on communication. In business, we communicate for ONLY one reason: to INFLUENCE someone to think or behave in a particular way. No matter if we communicate to plan products, hire, train and motivate co-workers; co-ordinate manufacturing and delivery; persuade customers to buy or even bill them for the sale, we do so only for a reason – to make business work!

To increase the chances of success of any important business activity, the ability to ARTICULATE a clear purpose, the desired outcomes and to EXECUTE methods and CONVEY messages that will work best with audiences that need to be reached.

Being successful in your career also requires a high level of competency in public speaking skills. You may have asked yourselves the following questions when speaking in public:

- **Do I have the impact I intend, when presenting information in public?**
- **Why do I struggle in deciding what information to include or omit in overviews and briefings?**
- **Do I establish rapport with audience immediately, and am I able to link that rapport to the action I want my audience to take or information they needed to retain?**

If you are frequently plagued by these questions, then you are NO DIFFERENT from a majority of business professionals who also experience such predicaments.

Workshop Leader

A Master holder in the Teaching of English as a Second Language (TESL) from the University of Malaya, Selina Rogers, has been in the field of education and training for the past 10 years. She holds certificates in Power Writing and Effective Supervision from Arizona State University, USA. To further consolidate her experience in education and 'satisfy her hunger' for academia, she is currently pursuing her PhD, specialising in TESL, in the National Science University Malaysia.

Selina has compiled numerous modules as well as conducted training on Business English as well as Business Communication to professionals from various multinational companies. She believes in making various Business Communication modules 'alive' during training sessions through role-plays, simulations, brainstorming sessions, real-life problem-solving material and songs where participants are able to personally experience and relate with. She has had experience in conducting various ESP (English for Specific Purposes) programmes such as English for Customer Service, English for Hospitality and Tourism, as well as Technical Writing in English.

Selina is also a teacher-trainer in several national universities where she introduces TESL Methodologies to in-service teachers. She has been a certified examiner for the International English Language Tests (IELTS) since 2002.

Who should attend:

- **Business professionals who appreciate the importance of self-esteem and confidence as effective communicators and speakers**

Objectives:

- **Organise ideas for impact**
- **Use effective openings, closings and "finishing touches"**
- **Plan for the body of the presentation**
- **Speak with a dynamic style**
- **Distinguish the do's and don'ts of body language**
- **Build rapport with your audience**
- **Handle questions and answers appropriately**



Master Consultant for:



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2-day Workshop



SPEAK LIKE A PRO! is a 2-day programme that is designed to help you build or fine-tune your public speaking skills so that you will not only be able to be a confident speaker but also one who can handle challenging questions with finesse.

This programme shows that all of us are potentialists. Participants will be encouraged to acknowledge their strengths and unique qualities and use them in any situations that require them to speak in public. Above all, this programme recognises the commitment required to change speaking habits and acquire the rhetorical skills that will enable the participants to communicate their message more effectively with their audience.

This interactive programme incorporates a workshop that provides ample opportunities, practice and feedback from peers and trainer. Participants will be able to evaluate their peers as well as themselves through the use of audio and visual recording. With its focus on instructions, delivery skills, visual design and question-and-answer models, participants will certainly benefit from this programme.

Methodology:

All participants will be encouraged to work through the usual 'nerve-wrecking' experiences of speaking in front of an audience through multiple opportunities for practice. As it is believed that people learn best by doing, measuring and doing again, practice sessions are structured to allow for maximum practice time reinforced by brief discussions, professional coaching and supervised feedback.

Participants will also be provided with opportunities to brainstorm as a group as well as work independently while organising their information and planning for their public speaking stint.

Part 1: The 3-Step process in Planning

- Plan, Write, Complete

Part 2: Approaches in Public Speaking

- Types of Information
- Kinds of Audience
- Status of Speakers

Part 3: Developing An Audience Profile

- Gender, Age, Occupational Endeavour

Part 4: Ways to Overcome Nervousness

- Positive Visualising, Practice, Positive Feedback

Part 5: The Art of Persuasion in Public Speaking

- Appealing to the Interest of Audience
- How to Highlight Benefits to Audience
- Creating Credibility

Part 6: Handling Questions

- The Importance of Remaining Calm
- How to Deal with Challenging Questions



Wrap-up and...
Certificate Presentation

If you take care of your customers, they will take care of your business!