



Leaders Speak!

Date: **10th November 2009**

Venue: **outLOUD Academy, Damansara Perdana, P.J.**

WORKSHOP DESCRIPTION

In many organizations, confident communications and presentations are not executed to achieve maximum value. It often perceived as not important for the organization to communicate effectively. This results in the lack of confidence and many a times misaligned vision towards the organization's leadership. Additionally, this also reflects the leader poorly to stockholders, employees, customers, suppliers and government entities.

This one-day session will educate participants on how to Create a Strategic Communications & Public Speaking Skills in order to improve leadership influence and trust, increase productivity, encourage confidence in the people, and improve employee morale and retention.

WORKSHOP OBJECTIVES

- To learn International Best Practices in Creating Strategic Communication & Public Speaking Ability
- To learn the most effective ways to brand and market Authentic Leadership through presence
- To identify the characteristics of effective communicators with good judgment – both formal and informal – at all levels of the organization
- To use key presentation techniques to Set and Manage Expectations
- To identify the proper and suitable approach when speaking to the target audience
- To improve participants' individual presentation & communications skills

WHO SHOULD ATTEND?

Top-tier Leadership, Directors and Senior Managers, Strategic Organizational Planning Team Members, Senior Communications Team Members, Entrepreneurs



Facilitated by Ernie Chen
Chief outLOUD
Group CEO
ATCEN International Group

Ernie Chen is an internationally certified speaking professional, renowned global public speaking champion and acclaimed trainer. He is better known as the "Guru of Confidence" for his enthusiasm and confidence in building a community of confident people and one of the most powerful and dynamic speakers from Asia. Ernie has an MA in Communication, BA in Mass Communication and BA in Theatre from America. He is presently pursuing his DBA in Marketing Management and has more than 20 years of experience working with mass communication, people development, entertainment, education and training.

Ernie is an expert, well-known persuasive communication strategist and practitioner. He is also a world traveled speaker with a proven track record in leading speaking engagements and a frequent speaker at national and international conferences. In the last 8 years, he has inspired motivated and trained thousands of people to reach personal and professional fulfillment and career transformation. Utilizing individual, group, and executive coaching, workshops, and consultations to organizations; he coaches his clients to prosper in their career, advancing them up the corporate ladder. In addition, he has worked with a number of leading education and training institutions, top advertising agencies and production houses, and has written and acted in film and television productions.

LEADERS SPEAK WORKSHOP

WORKSHOP OUTLINE

Introduction to LEADERS SPEAK!

- Understanding Leaders Speak and reviewing its effects on an organization's values, its short- and long-term mission and objectives and the perceptions of leadership
- Identifying the risks, challenges and benefits of Inspiring vs Perspiring Presentations
- Building authentic and sincere speaking strategies: The 4 Key Strategies
- Action Idea: Profiling and identifying leaders presentation styles

Strategy 1: Branding Leaders and their Messages

- Developing & Marketing authentic leadership "brands" – The Brand: YOU
- The 3 Must Haves to Develop Solid Credibility: Expertise, Enthusiasm & Experience
- The 3 Key Elements to Develop Positive First Brand Impressions – Appearance, Body Language & Voice Tone
- Action Idea: Developing Branded & Key Messages

Strategy 2: Knowing Your Target Audience

- Identifying your audiences (stockholders, stakeholders, employees, communities, partners, suppliers, customers, between teams, at every level of the company)
- Identifying audience(s) expectations based on cultural, generational and level/position differences – considering the emotional and motivational
- Developing & Organizing the Presentation Structure and Flow: The Introduction, Body and Conclusion
- Action Idea: Mind Mapping to Generate Ideas and Linkages

Strategy 3: Building Powerful Public Speaking & Presentation Skills

- Develop Confident Body Language & Vocal Techniques to Speak Like an Award Winning Speaker
- Developing Body Language: Pleasant Eye Contact & Facial Expressions, Hand Gestures, Body Posture and Movement
- Developing Confident Vocal Techniques: 5 Vocal & Voice Development Workout
- Action Ideas: Method Acting – Act Like a Great Speaker

Strategy 4: Strategic Presentation & Communication Strategies

- Building Executive linkages to all areas of the Organization
- Developing Standardized methods for cascading information and Testing for Understanding
- Creating incentives and rewards for Communications Quality Circles for continuous improvement in communications
- Action Ideas: Designing a Consistent & Continuous Method in Delivery

REGISTRATION FORM

LEADERS SPEAK WORKSHOP

10TH NOVEMBER 2009, OUTLOUD ACADEMY, DAMANSARA PERDANA, P.J.

Delegate 1

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Delegate 2

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Delegate 3

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

WORKSHOP INVESTMENT - RM 1900 PER PARTICIPANT

*The investment includes lunch, refreshments and training materials. **The program is PSMB claimable.** Subject to PSMB approval.*

Group Discount of 10% for 3 or more participants who register for the program at the same time and are from the same organization.

WAYS TO REGISTER

All cheques are to be made payable to **outLOUD Studios Sdn Bhd** and mail payment together with this registration to:

**D-05-11, Ritze Perdana Business Centre,
Jalan PJU 8/2, Damansara Perdana 47820 PJ,
Malaysia.**

Tel : +603 7728 4098 Fax : +603 7728 2620

Enclosed is our cheque for the event

RM _____

HUMAN RESOURCE / APPROVING MANAGER: _____

Job Title: _____ Email: _____

Company Name: _____

Address: _____

Tel: _____ Fax: _____

Authorized Signature : _____ Invoice Attention To (Mr/Ms): _____

Company Stamp Chop:

TERMS & CONDITIONS

1. Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend the conference or training program.
2. Payment is required with registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 days prior to event commencement. However a substitute is welcome at no additional charges
5. If cancellation occurs 7 days prior to the event commencement and there is no substitute, the organizer reserves the right to charge 50% of the total investment from your organization.
6. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
7. The organizer reserves the right to make any amendments and/or changes to the program, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.

HOW DID YOU KNOW ABOUT THESE EVENTS?

Kindly tick (✓) your choice(s)

- From Email Notification
- From Colleague, Management, HR or Training Department
- Others: _____

Version 1.2

For Office Use Only

Contact Person: _____

Invoice Number: _____

Remarks: _____