



Date: 11th November 2009

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

WORKSHOP DESCRIPTION

In many organizations, communications is reviewed late therefore does not add maximum value. It often is assigned to lower levels of the organization rather than being considered in the executive suite during strategic planning. This results in missed targets and vision that is not focused. Additionally, the inconsistent messaging reflects the leader poorly to the employees.

This one-day session will educate participants on how to Create a Strategic Organizational Culture in order to achieve operational goals, improve leadership influence and trust, increase productivity, realize greater profitability (stronger bottom line), manage change, encourage innovation & creativity and improve employee morale and retention. It will focus on realizing Executive and Organizational success through building better strategies, leaders, tools and communication.

WORKSHOP OBJECTIVES

- To learn International Best Practices for creating a Strategic Organizational Culture cascading through the organization and to all stakeholders and affected communities
- To enhance leadership influence and trust, to employee morale & retention, and to the credibility of leaders
- To learn the most effective ways to develop Leadership Communication
- To identify the characteristics of effective communicators with good judgment – both formal and informal – at all levels of the organization
- To use Communications to Manage Change and to Set and Manage Expectations
- To identify tools appropriate for effective communications

WHO SHOULD ATTEND?

Top-tier Leadership, Directors and Senior Managers, Strategic Organizational Planning Team Members, Senior Communications Team Members, Human Capital/ Resources Directors and Senior Managers, 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 COMMUNICATE WORKSHOP

WORKSHOP OUTLINE

Introduction to LEADERS COMMUNICATE!

- Defining the new Workplace Realities and reviewing its effects on an organization's mission and objectives and the perceptions on leadership
- Identifying the risks, challenges and benefits of Dream Careers vs Extreme Careers
- Learning international best practices for building strategic communication into the strategic planning processes
- Building authentic and sincere strategies -- avoiding gimmicks, "spin" and quick-fixes: The 4 Key Strategies

Strategy 1: Capture the Heart: Unleash the Fun!

- Understanding Heart Power and How it can Benefit an Organization
- Develop and Live a Compelling Vision that is Meaningful
- Learning and Designing a Platform to Balance Work and Family
- Celebrate and Have Lots of Fun All the Time: Ideas and Tools
- Action Ideas: International Best Practices Case Studies & Examples

Strategy 2: Open Communication: The Power of Human Connection

- Understanding Human Connection – High Tech vs. High Touch
- Building and Developing a Need for Connections to Gain Commitment from the employees as family members
- The 4 Key Strategies to Connect Everyone
- Action Ideas: International Best Practices Case Studies & Examples

Strategy 3: Create Powerful Partnerships: To Share & To Serve

- Understanding the Critical Importance of Partnership to Create a Sense of Ownership
- The 5 Key Strategies to Create Partnerships With the Team
- Action Ideas: International Best Practices Case Studies & Examples

Strategy 4: Inspire Learning: To Learn Is to Produce

- The Only Way Sustain an Organization's Competitiveness is to Drive Learning
- Understand and Then Kill the 3 Myths of Learning & Training
- The 3 Key Strategies to Inspire Learning and to Achieve Long Term Commitment of Your Employees to Ensure Organization's Competitiveness
- Action Ideas: International Best Practices Case Studies & Examples

REGISTRATION FORM

LEADERS COMMUNICATE WORKSHOP

11TH 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: _____