



**Asia Masters Center**

# Advanced Communication, The Art of Persuasion and Influence



**Kuala Lumpur – Malaysia**

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## Advanced Communication, The Art of Persuasion and Influence

### Course Objective

The Advanced Communication, the Art of Persuasion and Influence course provide to participant:

- An understanding of how to plan and execute communication
- Awareness of one's communication style
- How to read and adapt to feedback and body language
- How to skill in presenting, questioning, listening and observing
- An understanding of how to practice and confidence in delivering communications
- How to Plan to communicate and choosing the right way
- How to use Creative and systematic approaches
- How to use gain self-awareness of communication style
- How to read other people and managing their perceptions
- How to use gain presentation skills explained
- How to deliver your message
- Handling conflict, understanding differences and building confidence

## ➔ Target Audience

- People who supervise others and wish to improve their communication skills
- People who lead teams and wish to do so more effectively
- People who have been identified as having potential for leadership roles
- Executives who want to develop capabilities in motivating and inspiring people
- Anyone who wishes to see a dramatic improvement in their professional (and personal) communication skills. Level within the organisation is less important than keenness to learn and apply new skills of communication in the workplace.

## ➔ Course Outline

### **DAY 1**

- What is Communication?
- Types of Communication
- How to listen, really listen...
- Reading People
- Developing Your Awareness
- Sharpening-up Active Listening; Giving Feedback
- Paying attention to words and body language
- Controlling ourselves so we can learn from others
- Asking good questions and listening to answers
- Checking understanding and reframing
- Keeping feedback timely and motivating

## **DAY 2**

- Self-awareness and Emotional Intelligence
- Communication Styles
- Para-language
- Understanding the Power of Your Voice and Posture
- Positive and Negative Language
- Giving & Receiving Feedback
- Building Relationships Based on Trust; Creating Respect for Others; Enabling Collaboration
- Building truthfulness, responsiveness, consistency, loyalty and capabilities
- Encouraging openness and willingness to share ideas and information
- Developing a collaborative culture within our team
- Rewarding accountability and collaboration

## **DAY 3**

- Keeping people committed to the team
- Giving opportunities to succeed
- Focussing on positive outcomes for all parties
- Aiming for commitment, not just agreement
- Key responsibilities of the meeting chair
- Maintaining interest and participation during meetings
- The Range of Non-Verbal Communications
- Body Language
- Communicating in Meetings
- Written Communications Outlined

## **DAY 4**

- Preparing to Present
- Planning What to Say (*and what not to*)

- Structuring presentations so key points are understood and remembered
- How to include a call to action that leads to change
- A positive image: body language, dress code and voice
- Using Q&A Sessions to Your Advantage
- Changing Your Emotional State for Success
- Presentation Practice and Feedback
- Building rapport with the audience

## **DAY 5**

- Avoiding pitfalls: stage fright, hostile questions, yawning and other problems
- Developing a personal action plan
- A Model of Persuasion - *Push vs. Pull*
- Understanding Conflict and Its Positions
- Who do you think you are (and come across)?
- Talking Organisationally
- Cross Cultural Communication
- Planning to Make a Difference

## **➤ The Feature Of Asia Master Training And Development Center**

- we pick up the customer from the airport to the hotel.
- we give the participant training bag includes all the necessary tools for the course.
- Working within groups to achieve the best results.
- All our courses are confirmed and we do not postpone or cancel the courses regardless of the number of participants in the course.
- We can assist you in booking hotels at discounted prices if you wish to book through us.

- We offer the certificate from Asia Masters Center for Training and Administrative Development.

**➔ The Cost Of The Training Program Includes The Following:**

- 1) Scientific article on flash memory.
- 2) Training Room.
- 3) Training.
- 4) Coffee break.
- 5) The training bag includes all the tools for the course.

**Price (2950 USD)**

**The details of the bank account**

**Bank name: CIMB Bank Berhad**  
**Account name: Asia Masters Center SDN. BHD**  
**Bank account number: 80-0733590-5**  
**Swift code: CIBBMYKL**  
**IBAN: Null**