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## Our Professional Development Hubs in Asia

## How to Find Us
MSF has worked with the British Council since 2013 on our WISE (Write in Simple English) project which has grown and developed through the years. The purpose of WISE is to help our staff communicate our policies and programmes more effectively with members of the public and stakeholders. We also want our staff to demonstrate empathy in their writing to clients who could be facing difficult circumstances.

The project currently includes the following elements:

- Writing workshops for Support Staff, Executives, Assistant Directors and Deputy Directors
- Reviewing and redeveloping MSF correspondence and key documents
- Thematic Workshops on report writing, grammar, emails, replying to difficult clients, minute writing and transforming correspondence
- Lunchtime talks
- Guided Action (community of practice) – writing clinics and facilitated sessions with MSF professionals to edit and transform their correspondence
- Weekly tips on WISE, demonstrating empathy and EQ in responses
- Liaison with an external media company to coordinate contests, EDMs, skits and production of videos to highlight the success of MSF’s work in this area

All of the above run on a regular basis and the British Council has appointed a dedicated project manager to ensure there is one point of contact and communication flows smoothly. This has included flow charts of all activities detailing timings and involvement of other departments in MSF. The project records have been outstanding and a great asset to tracking the impact and success of all areas of the WISE programme in MSF.

The British Council has been instrumental in driving this project, delivering outstanding service and high-level consistent quality of WISE outcomes. The Community of Practice sessions have enabled staff to work closely with British Council staff and receive specific feedback on current correspondence on an ongoing basis. We have been very happy with the scope of the project and level of engagement provided by the British Council. Feedback from the participating staff has been excellent and it has given them the skills to write efficiently and engage their target audiences effectively.

I thoroughly endorse the work and attitude of British Council and believe they will make an excellent contribution to your design, development and delivery of services to develop case specific writing capabilities.

Mr Napoleon Yeo
Senior Assistant Director and Assistant Quality Service Manager
Communications and International Relations Division
Ministry of Social and Family Development
Welcome to our
2018 Corporate Training Directory

The Professional Development Centre (PDC) at the British Council has been operating in Singapore for over thirty successful years. Quality and variety are at the centre of our products and services.

We are very proud to announce 3 major partnerships this year with quality UK providers: Roffey Park, Chartered Management Institute (CMI) and CIPD. Through these partnerships we will be expanding our facilitated workshops and qualifications:
• Compassionate leadership, Resilience at Work, Dynamic Facilitation
• First Line Management Award and Management Communication Awards
• CIPD Diploma in HR Practices (Level 3)

Complementing our face to face training, are our online blended learning courses through our portal. These are face to face 2 hour modules with extensive on-line learning incorporated also. Get in touch if you would like to know more about what we have in digital learning.

For Senior Management and Leaders, we have Executive Coaching which offers innovative coaching programmes following the Integral method, neuroscience approach or skills based coaching. Coaches are fully qualified, experienced and hold ICF (International Coaching Federation) accreditation. Our 1:1 coaching is popular and a great way to fast track talent and provide instant support and direction for your leadership team members.

We continue to offer over 60 training workshops in 9 suites, including leadership, written communication and interpersonal communication. Each course is unique, relevant for today’s workplace and focuses on a fun and active approach to learning.

Our public courses provide a relaxed and engaging atmosphere where employees from different companies can network and share experience and understanding across the workplace in Singapore and beyond.

If you would like a more tailored approach for specific issues in your company, contact us for a meeting with one of our Assistant Directors who all excel in quality, individualised client management and product understanding. We can also service your offices in other global locations – just ask.

Are you looking for a quick “bite” of training for your staff? Perhaps a Lunch n’ Learn? Go no further than our Bitesize modules. There are over 60 titles in areas such as Change, The Connector, The Well You, The Thinker, The Communicator, The Teamster, The Influencer and more and all are highly interactive.

Please join our experienced trainers at our fabulous training centre, level 9 of the HDB Hub; a great environment to reflect and learn away from the office.

Regards

Amanda Moody
Director, Professional Development
Professional Development Centre
AMANDA MOODY
DIRECTOR | PROFESSIONAL DEVELOPMENT CENTRE

QUALIFICATIONS

Master of Education
Bachelor of Music
PG Diploma in Education
Certified Facilitator
Professional Certified Coach with New Ventures West
Accredited coach with the ICF (International Coaching Federation)
Accredited in a number of psychometric and 360-degree assessments including TMS®, QO2®, SEI EQ/360 Assessor, VITAL, Workplace Big 5
Integral 360 Leadership Profile

PROFILE

Amanda is the Director of the Professional Development Centre, Singapore. She leads a dynamic team of trainers and business development specialists and manages clients from a range of companies and government agencies in Singapore, wider Asia and globally. She has facilitated training in the UK, Australia, Asia, Europe and the Middle East.

In Australia, Amanda was instrumental in leading change programmes for a Statutory Board for the South Australian Government in assessment and curriculum. This involved coaching, mentoring and training staff in their understanding of assessment and examination processes. She also consulted widely and supported disadvantaged groups, including refugees in vocational programmes. Amanda also worked in education in a variety of leadership roles.

In Japan, Amanda worked for Monbusho, Mitsubishi Electric and Kawasaki Industry developing educators and clients in language and communication programmes. She is also recognised as a highly engaging speaker and was regularly invited to speak for public audiences in Japan.

In Singapore, Amanda managed a broad range of clients in her role as Assistant Director and developed and trained global products for the British Council. Her strong leadership was evident in the Singapore Prime Minister’s Project (PSD) where she led the team in re-vamping and training written correspondence across 36 government agencies. This 18 month project utilized her high level strategy, execution and project management skills. As a result, government ministries have changed the way they approach their communication and relationships with customers and clients nationwide.

Amanda is a qualified and experienced coach, accredited with the International Coaching Federation (ICF). She has successfully coached clients at all leadership levels from a variety of international organisations. She has developed global coaching products for leaders within the British Council and also coaches internally in the network and executive coaching for external clients.

Amanda’s training and development experience focuses on developing global leaders’ skills through workshops on key leadership topics, such as change management, coaching, mentoring, EQ and relationship management and leadership qualities.
ALAN WILSON
ASSISTANT DIRECTOR

QUALIFICATIONS

MSc in Psychological Assessment in Organisations
MSc in Change Agent Skills and Strategies
PG Diploma in Personnel Management
ILM Level 7 Diploma in Executive Coaching and Leadership Mentoring
Chartered Fellow of the CIPD (FCIPD)
Professional Certified Coach with New Ventures West
Accredited in a number of psychometric and 360-degree assessments including OPQ, Saville Wave, 16PF, Leadership Versatility Index, MBTI

PROFILE

Alan joined the British Council in 2016 where he leads a team of highly capable trainers and manages a diverse range of client organisations.

He has worked in the UK and internationally for almost 25 years in a range of Talent Development roles, both in-house and as an external consultant. Most recently, he spent seven years leading on Leadership Development, Succession Planning and Performance Management for an Oil and Gas company in Qatar.

Alan’s work interests and experience cover the areas of assessment, coaching and training and development.

He has designed, implemented and trained others on a wide-range of assessment methods for the selection and development of people. These include assessment and development centres, 360-degree assessment, selection interviewing, competency frameworks and psychometrics. The results of these assessments have provided valuable information for organisational and individual feedback and development planning.

This experience ignited a passion for coaching, which led to Alan completing a coaching accreditation with the International Coaching Federation (ICF). He has coached clients at all leadership levels from chief officer to first-line supervisor for a diverse range of organisations internationally.

Much of Alan’s classroom training and development experience centres on developing leaders skills through workshops on key leadership topics, such as, coaching, mentoring and performance management. He has also developed strategic approaches to developing leaders, including developing and executing a four-year roadmap of training and on-the-job learning for supervisors in a manufacturing facility.

Away from work, Alan enjoys reading and travelling. He is married with three grown-up children.
Karen Dyas
Assistant Director

**Qualifications**

- MSc (Master of Science in Management with specialism in Marketing)
- BA (Hons) Human Resource Management, Management and French
- PRINCE2® Project Management Accredited Practitioner
- Investors in People (IiP) Accredited Practitioner
- NLP (Neuro Linguistic Programming) Accredited Practitioner and Master Practitioner
- Cambridge Certificate in Teaching English to Speakers of Other Languages (CELTA)
- Chartered Fellow of the CIPD (FCIPD)
- Team Management Systems – TMS® Accredited Trainer
- Qualified Buzan Instructor – Mind Mapping®
- Motivational Maps® Accredited Trainer

**Profile**

Karen, an Organisational Learning and Development specialist brings a wealth of personal experience gained in senior roles in both the private and public sectors. She has considerable experience working in some of the UK’s best known organisations, helping to turn around organisational practice and achieve cultural change.

Her work within London Underground enabled a shift from a public to private sector culture where she led a range of employee engagement and development projects. Other companies have included the former Marconi Radar and Cable & Wireless where she led on strategic development for organisation wide learning and leadership development.

As an experienced Quality Standards practitioner she has led several organisations towards successful accreditation in Investors in People (IiP) as well as Quality Standards.

Her experience in working with different client groups to negotiate and influence enables her to engage people and to create a safe space for exploring hands-on learning activities. Karen uses a practical, coaching approach to learning that encourages participants to develop their skills through review, practice and reflection. She also draws on her experience in consultation, design and delivery across a range of engagement and performance management programmes, as well as on evaluation methodologies.

Before joining the British Council, Karen worked as an Organisational Development and Change Specialist with the UK Foreign and Commonwealth Office where she led a key People Change programme that achieved organisational UK IiP Standard accreditation. In addition she planned and led on organisational development within UNICEF and advised on best practice, which earned them its ranking on The Times 100 Best Companies Standard.

Most recently, Karen has worked with the Institute for Adult Learning (IAL) Singapore, supporting their research division on government projects linked to national career development practices and policy changes.

Since joining the British Council Karen has delivered a range of workshops for clients, drawing on both her industry experience and academic research from her MSc studies to give context and real-life perspectives for participants.
QUALIFICATIONS

BScEcon (Hons) International Politics and Strategic Studies
Cambridge Diploma in Teaching English to Speakers of Other Languages (DELTA)
Graduate Diploma in Management
Post-Graduate Diploma Communication in Professions and Organisations
Cambridge Certificate in Teaching English to Speakers of Other Languages (CELTA)
Team Management Systems – TMS® Accredited Trainer
Team Management Systems – QO2® Accredited Trainer

PROFILE

Sean has been teaching and training in Singapore and Indonesia since 1992 and has been with the British Council since 1997. He transferred to the Professional Development Centre (PDC) of the British Council Singapore in 2000.

He often customises courses for clients’ particular requirements. Sean is also the author of a number of the PDC workshops which are delivered to the public on a regular basis. These workshops have received extremely positive feedback from our clients and course participants.

Sean has substantial experience in delivering Communication courses, from presentation skills to improving team performance. He has delivered training across many industries, from manufacturing to banking, and IT to publishing. In particular, he has worked with many Government ministries and statutory boards and has customised workshops and materials for MOM, LTA, CPF, URA, NTUC, BCA, IDA, PUB, NEA, MSF and IE Singapore.

He has also produced the Starwood Hotels Group internal training module ‘Communication Excellence for the Ambassador Service Team’. This compulsory workshop is delivered worldwide to all call centre staff on the Starwood Preferred Guest programme.

Sean has trained many of the leadership and team building workshops for the Professional Development Centre. He is fully accredited in TMS and QO2 profiling tools and integrates these in an interesting and lively way in his training.

He has been an examiner for Cambridge General English and Business English examinations and for IELTS, the entrance examination for British and Australian Universities. He has also written, coordinated and delivered a wide range of university preparation courses.

Sean has studied with the University of Wales, Leicester University in the UK and Macquarie University in Australia. He also holds a teaching diploma from the Royal Society of Arts.

He is married with three children.
JAMES CHOLES
ACADEMIC MANAGER

QUALIFICATIONS

MA English Literature
BA (Hons) English and Philosophy
Cambridge Diploma in Teaching English to Speakers of Other Languages (DELTA)
Certified DiSC trainer
Buzan Mind-Mapping Instructor

PROFILE

James joined the Professional Development Centre (PDC) in 2015, and has been a corporate trainer, course writer and manager for over 10 years. He believes in a learner-centred, ‘communicative’ approach to training, where participants develop their skills through interaction, self-reflection and fun.

After beginning his career at Lloyds Bank in the UK James moved to China in 2007. There he taught Business English at a range of organisations (e.g. Alibaba, BP Sinopec and Four Seasons) as well as leading a multicultural team of trainers and sales staff. In 2013 James joined the British Council in Sri Lanka as a Professional Skills Trainer. As well as delivering soft skills workshops he also developed a range of customised ‘training solutions’ for his clients. These included, most notably, a high-profile programme for the International Cricket Council designed to improve the communication skills and cultural awareness of elite cricket umpires.

James spent his first two years in Singapore delivering workshops from our Written and Interpersonal Communication and Customer Management suites. He also designed several writing programmes for the Ministry of Social and Family Development and was an approved trainer for Singapore Airlines cabin crew.

In 2017 James took on the role of Academic Manager. He now focuses on the ‘3 Ps’ of academic quality: developing people, improving products and establishing effective processes. He regularly reviews feedback from clients and course participants and uses this to enhance the overall customer experience at the PDC.

James is also one of the British Council’s Green Champions, and is constantly looking for more sustainable ways of working.
QUALIFICATIONS

- MA Digital Technologies, Communication and Education (ongoing)
- B.Sc. Electrical Engineering
- Cambridge Diploma in Teaching English to Speakers of Other Languages (DELTA)
- Cambridge Certificate in Teaching English to Speakers of Other Languages (CELTA)
- IH Certificate in ELT Management

PROFILE

Amin has been in the field of education since 1999 and joined the Singapore office in 2017 after having worked for more than 3 years with the Professional Development Centre at British Council Malaysia. Some of the clients he worked with in Malaysia include Bank Negara, Royal Bank of Canada, Media Prima, Ministry of Finance, HRDF, Prime Minister’s Department, Johor Corporation and AIA Malaysia.

Amin has a particular interest in management and worked as a teacher training programme manager, head of department, director of studies and school manager before joining the British Council. He has also delivered customised business and management skills courses and workshops for various clients in private and public organisations.

Coming from an engineering background, Amin has extensive experience in delivering workshops in technical and engineering contexts and has delivered courses and developed workshops for the IT, electrical, electronic, mechatronic, aviation and mechanical professionals.

Amin is also an examiner for various examination bodies; and has developed and delivered preparation courses for exam candidates in various settings for more than 15 years. He also used to train English language teachers to deliver exam courses.

He is a validated Core Skills Trainer and a British Council E-Moderator and has trained teachers on online teacher development programmes. He is passionate about blended learning and specialises in finding e-learning solutions to meet training needs. He believes technology is an enabler in education and gives talks at international conferences on digital technologies in education and leadership.

He is also a ‘Green Champion’ and works towards ensuring the sustainability of a greener organisation.
OUR TRAINERS

ANDREW COLLER
TRAINING CONSULTANT

QUALIFICATIONS

Bachelor of Education
Graduate Certificate in Linguistics
Certificate in Middle Management
International Baccalaureate accredited teacher
Team Management Systems – TMS® Accredited Trainer
Intercultural Fluency accredited trainer
EQ Practitioners Certification

PROFILE

From Sydney, Australia, Andrew first moved to Singapore in 2005. He joined the British Council in 2009.

Performing in leadership and senior executive roles in education since 1992, Andrew is highly experienced in managing and coordinating projects and workplace operations. This includes vision and policy formation, organisational auditing, curriculum design, development and implementation, staff performance reviews and professional development. As a founding member of two professional support associations in Singapore, he has demonstrated a keen developmental focus with colleagues.

Andrew has facilitated a range of courses. Leadership Across Cultures was presented to Singapore Airlines. Success with Presentations was conducted for Casio and OCBC. Interpersonal Communications Skills has been facilitated for the International Air Transport Authority.

Facilitation of courses for diversity and inclusion includes Intercultural Fluency, for which Andrew is an accredited trainer. This course has been conducted with Hanban, China. Andrew has also trained written communications courses for Singapore Academy of Law, various government ministries, OCBC and the Monetary Authority of Singapore.

Andrew has presented the global Researcher Connect program in China and the Middle East. Through this experience he assisted academics to plan strategy for taking their work forward in the competitive market place.

Andrew passionately believes in empowering leaders to articulate vision with clear goals and process definition. To support this he is a strong advocate for informed and relevant change management, underpinned by on-going personal and professional development.

Accreditation as a practitioner of EQ has allowed Andrew to further develop people in the critical areas of optimal decision-making and emotional self-awareness.

Andrew has also undertaken clinical pastoral care in two Sydney hospitals, and aid and development work through a global NGO.
QUALIFICATIONS

BA News-Editorial (Summa cum Laude)
Cambridge Certificate in Teaching English to Speakers of Other Languages (CELTA)

PROFILE

Eileen is a communications specialist who joined the British Council in 2017 as a training consultant.

She has led communications management teams for multinational companies, international non-profit organisations, government agencies, and local Small Medium Enterprises (SME). With her background in journalism, communications, and education, she brings more than 20 years of professional and practical experience to the classroom.

Prior to joining the British Council, Eileen was on the leadership team of a non-profit organization committed to education, human capital, and capacity building in Asia, where she was responsible for conceptualizing and implementing its public affairs strategy.

As a writer and journalist, she worked with Singapore Press Holdings’ Schools division to create educational content for primary and secondary students. The publications, Little Red Dot and IN, are internationally acclaimed, award-winning initiatives that encourage children to develop English language skills and develop social awareness through the news. Eileen was also a regular contributor to Hong Kong’s South China Morning Post through commissioned articles on key issues in medicine and public health.

As a communications professional, Eileen has led and executed public relations campaigns targeting multiple stakeholders, including media, for the Singapore government’s Land Transport Authority. She was involved in numerous national initiatives such as the launch of the Electronic Road Pricing (ERP) system, the North East MRT line, the Kallang-Paya Lebar Expressway (KPE), and many other road and rail projects. She was also a senior member of Singapore’s public relations team for the inaugural Summer Youth Olympic Games, one of the largest, most complex events ever held in Singapore (2010). She has also managed regional marketing communications for a division of French telecommunications giant, Alcatel.

Eileen has served as executive director for a local SME that sought to modernise and expand its operations. In addition to management, marketing, and business development responsibilities, Eileen also developed and delivered training workshops for its employees to upgrade their written and spoken communications and customer relations skills.
QUALIFICATIONS

Bsc (Hons) Chemistry
CIPD Diploma
PGCE
Cambridge Certificate in Teaching English to Speakers of Other Languages (CELTA)
CELTA YLX
Trainer the Trainer and Group Trainer Awards

PROFILE

Fiona has a wealth of teaching and training experience gained over 20 years in a variety of sectors including retail, leisure, hospitality and management. She has worked in both Europe and Asia and joined the BC in 2013.

After graduating with a Bsc Hons in Chemistry she joined the Marks and Spencer graduate trainee management programme. Here she had the opportunity to work in a highly innovative, diverse and multicultural environment, recruiting and training staff to deliver the highest standards of service excellence. She was instrumental in developing their competency based performance management standards and was actively involved in training and embedding this into the business. Following an enriching year of foreign travel she returned to set up the Training Division of a large UK furniture retailer. This involved a detailed job and skills analysis, creation and training of SOPs and the coaching and mentoring of staff to develop the necessary skills for business success.

This was followed by 10 years as a HR and Training Manager at Center Parcs, the leader in UK short break holidays. She created a wide range of bespoke training courses and a graduate trainee management development programme to meet the current and future needs of the business. Courses included; negotiation skills, problem solving, conflict and crisis management, stress management and financial skills amongst others. She also spearheaded the company’s successful accreditation to “Investors in People.”

In 2007 Fiona moved with her family to Germany and then to Asia in 2011, during which time she successfully completed a post graduate degree in teaching, and the Cambridge accredited CELTA for adults, and also for young learners. She has effectively utilised these skills to teach primary English and English as a Foreign language at several International schools, and has delivered a wide variety of written communication skills courses at the British Council.

Fiona is very effective at quickly establishing rapport with people, monitoring, supporting and guiding them to build confidence and maximise their potential. At the heart of all her training she focuses on utilising real life examples so that students can apply their learning directly to the workplace.

She believes in ‘a healthy body a healthy mind’ and is a keen cyclist and tennis player.
Gina gathered extensive experience in professional development from her roles in Human Resources from 2005 to 2015 at Siemens, a German multinational corporation. During this time, she worked with managers and employees including Senior Management levels across different business units such as industrial solutions, infrastructure and transportation, airport logistics, postal automation and building technologies.

Gina designed, organised and moderated a diverse range of Leadership Development and Talent Management programmes ranging from 3-day workshops to 18-month modular programmes. This included managing the ‘CEO / CFO Network’, a flagship 6-month global talent management programme sponsored by a member of the Siemens Central Board. As the programme manager of the ‘Networking Circle’, Gina worked together with internal and external speakers and trainers and hosted 3-day modules covering topics such as Intercultural and Change Management, Leadership and Innovation.

At Siemens, Gina trained line managers on leadership and communication skills such as recruiting and interviewing, observing participants and giving feedback in assessment centres.

After completing her training in 2015, Gina set up her own business as a Counsellor and Career Development Consultant, supporting her clients to resolve their personal and professional issues. In one-on-one sessions, Gina worked with her clients on a broad range of issues including career transition, workplace communication and conflict.

When it comes to training, Gina supports participants in transferring concepts and methods back to day-to-day working life. She is experienced in providing differentiated performance feedback in an empathic and constructive manner.

Gina is a fluent German speaker and also taught Business English at multi-national companies such as Siemens, Fujitsu and Osram in Germany.

Originally from the UK, Gina has lived and worked abroad in Germany, USA and Singapore for the last 16 years gaining extensive experience working in multicultural teams and in various roles in HR Business Consulting, Talent Management, Leadership Development and Professional Development Training.
QUALIFICATIONS

MBA (Master of Business Administration) with distinction

BA (Hons) Theatre Arts and Performance Studies

EQ Certified and Accredited Trainer by 6 Seconds International (USA)

Certified SEI EQ Assessor, Certified SEI 360 Assessor and Leadership Vital Signs Assessor

PRINCE2® Project Management Accredited Practitioner

Team Management Systems – TMS® Accredited Trainer

Team Management Systems – QO2® Accredited Trainer

PROFILE

Imogen Maresch
TRAINING CONSULTANT

Imogen, a specialist in interpersonal communication and change management, brings a wealth of personal experience gained in senior roles in both the private and public sectors. Her knowledge and skills mean she can support, challenge and help people discover new opportunities at different stages of their development cycle. She has worked with leaders, senior management teams and support staff, in both the private and public sectors.

Imogen spent eight years working in some of the UK’s leading outsourced marketing agencies, where she specialised in the design and implementation of communication strategies for clients including Mitsubishi and GE Capital. She went on to spend two years as a management consultant for the Royal Navy, where she led the organisation through several successful, and highly-acclaimed, change programmes.

Prior to joining the British Council, Imogen worked at the heart of UK Government. As a Change Agent in an internal consultancy team at Her Majesty’s Treasury, Imogen provided expert advice and facilitated workshops on performance improvement throughout the Public Sector.

Most recently, Imogen held a senior role working in the Cabinet Office. Her role involved forming and sharing new ideas and practices to raise the standards of communication in UK Government. During this time she led several high-profile programmes, including creating and championing a strategy to increase Employee Engagement in the UK Civil Service. She also chaired the Government-to-Government Communicator’s Network.

Since joining the British Council in 2008, Imogen has delivered workshops for clients across a range of subjects from emotional intelligence to public speaking. She has also designed many new workshops for the Professional Development Centre, most recently Executive Presence. She also draws on her management experience as well as her academic research gained through her MBA studies.
JACQUELINE FISHER
TRAINING CONSULTANT

QUALIFICATIONS

BA Media Studies
Graduate Diploma in Information Services
Certificate English Language Testing
Cambridge Certificate in Teaching English to Speakers of Other Languages (CELTA)

PROFILE

Jacqueline was born and educated in Melbourne, Australia and has lived and worked in Singapore since 1993. Throughout her working life, she has had the opportunity to develop skills in diverse areas.

After completing her university studies, she joined Singapore’s broadcasting industry (now Mediacorp) and spent eight years creating hit local television programmes such as Under One Roof and PCK Pte Ltd and winning three Asian Television awards, and a Bronze medal for sitcom at the New York Film Festival in 1996.

She then joined Singapore’s National Library Board as part of the team tasked with setting up the region’s first performing arts library, the library@esplanade and later the new national library, the Lee Kong Chian Reference Library.

In 2004, she successfully completed the Cambridge University accredited CELTA training and obtained employment in Melbourne, Australia. She joined the British Council in Singapore in 2005 and has taught general, academic and exam English.

Jacqueline has a particular fondness for business English and has trained working professionals for almost ten years. She has worked both with groups and private students including senior executives from countries as diverse as Cuba, Japan and Slovakia.

Most of all, Jacqueline enjoys training participants from Singapore and has become somewhat of a specialist in training Singaporean professionals, particularly in grammar, writing, speaking and pronunciation. Having worked for local companies in both the private and government sectors, Jacqueline has an inside understanding of the language needs of working Singaporeans and of Singapore’s work culture.

Her years in the TV industry have also given her a good grasp of Singlish and she really enjoys helping Singaporeans to hone their skills in switching effortlessly from Singlish to standard English.
QUALIFICATIONS

Master of Education –
Specialising in Leadership,
Policy and Change
Management Monash,
Melbourne, Australia

Bachelor of Education
– Victoria, Wellington
New Zealand

Cambridge Certificate in
Teaching English to Speakers
of Other Languages (CELTA)

EQ Practitioner Certification
– Six Seconds

Certificate in Psychosynthesis

PROFILE

Jacquie is originally from New Zealand and has been in the training industry since 2000.

Jacquie started her career as a Consultant for the Sichuan Education Department in China after completing her Bachelor of Education at Victoria University in Wellington, New Zealand. She spent six months travelling around the Sichuan Province training teachers and creating new curricula. She then spent two years in an International School outside Chengdu, as the Head of Human Resources for International Staff. On completion of her contract in China, Jacquie worked on Business English and Exams Training with adults in Nan Tou and Changhua, Taiwan.

In 2004 Jacquie moved to Singapore with a training focus on General English, Exams (specifically IELTS) and Business Training and Development. Jacquie was also involved in curriculum development for new courses British Council launched between 2005 and 2007. In 2007 Jacquie was recruited on a one year contract in Mozambique, South East Africa to train business development and was involved in a successful change management project. Jacquie also line managed fulltime and part-time staff, focusing on their professional development correlating with client satisfaction through coaching and mentoring. Jacquie continued her internal staff development work upon returning to Singapore, line managing and training colleagues.

At the Professional Development Centre in Singapore, Jacquie trains leadership, soft skills and writing courses. Her extensive experience includes training all levels of staff in organisations such as SIA, OCBC, Republic Polytechnic, Supreme Court, Prudential and BHP Billiton. Her passion is guiding professionals to realise their own true potential. Jacquie does this by using coaching skills in her training, with an emphasis on showing participants how to increase their own level of self-awareness. Participants are then able to realise the improvements this has on business relationships and performance.
JELENA KRSTAJIC
TRAINING CONSULTANT

QUALIFICATIONS

PhD in Plant Molecular Biology and Genetics
MSc with Distinction in Biology
International policy trained: UN Committee on World Food Security, UNFAO
Trained in science communications

PROFILE

Jelena has over fifteen years’ experience in education, working extensively in Singapore, Italy, Belgium and Serbia.

Jelena started working for the British Council in 2008 in Milan, Italy. While working in Milan, she gained considerable experience conducting workshops at universities and companies including Enel, Dompè and UniCredit. After a successful period in Italy, Jelena moved to Singapore in 2009 and rejoined the British Council later that year.

Since 2012, Jelena has delivered a large number of corporate training sessions within the Professional Development Centre with clients such as SUTD, OCBC, DBS, Deloitte, Singapore Airlines and AXA. This is across a range of subjects including interpersonal communication skills, stakeholder engagement, negotiation skills and presentation skills. Jelena is particularly passionate about promoting and enhancing awareness of the benefits of global scientific research and development. She is actively supporting the global British Council Researcher Connect programme that promotes the development of excellent communication skills for international, multicultural academic contexts. In 2017, Jelena successfully delivered Research Connect training courses in countries such as Kuwait, Qatar and Russia.

In 2014, Jelena started additional postgraduate studies at SOAS, University of London, to gain further insight into managing knowledge and communications. In 2014 and 2015, she was actively involved in managing communications across Europe with clients such as DSM, Cargill, Mars, Stora Enso and Solvay. Her responsibilities included communications audits and campaigns, media relations, editing and publishing articles, news items and press releases as well as social media, events and community management.

Furthermore, in 2014 Jelena was also actively involved in fostering and coordinating partnerships with heads of states and UN bodies during two high-level intergovernmental meetings at the UNFAO in Rome: CFS41 (Committee on World Food Security) and ICN2 (International Conference on Nutrition).

Between 2005 and 2008 Jelena completed her Ph. D. studies at the University of Milan and conducted a course in Genetics at the Department of Medical Biotechnology. She also supervised work on graduation thesis of three undergraduate students.
QUALIFICATIONS

BA (Hons) Performing Arts

Teaching English as a foreign language (TEFL)

PROFILE

Joanna has over 16 years experience in the training industry. Her passion is creating an enriching and inspiring environment where potential and growth can be recognised.

Following graduation, Joanna worked in the performing arts industry in London for 5 years as a speech and drama teacher, professional actor and for 3 years, a co-manager of a co-operative acting agency responsible for marketing and working for clients within the Theatre, TV and film industry. Before moving to Singapore, Joanna built a career in teaching and training both Children and Adults.

Joanna’s professional theatre works include acting on both stage and TV, presenting, voice overs, writing and directing. Her work within the performing Arts arena is international and taken her across the world, she has been present in the Acting scene in Singapore since 2007.

In 2006 Joanna moved to Singapore, in 2007 she founded her own company “Take A Bow Pte Ltd” providing speech and drama programs to public and private institutions and production related consultancy services. The Take A Bow portfolio expanded to include corporate training courses. She has extensive experience in corporate training which includes many of the soft skills programmes including communication skills, speech and delivery, leadership, presentation and customer service programmes. These programmes have been delivered to many financial institutions including Goldman Sachs, GIC, Deutche Bank, HSBC. She has also previously collaborated with DUKE and many others. In addition, Joanna designed and conducted a programme for SGX focused on Communication skills.

Joanna joined the British Council in 2017 and has to date delivered a variety of the courses that the British Council offer.
QUALIFICATIONS

BMus (Hons): Music

Cambridge Certificate in Teaching English to Speakers of Other Languages (CELTA)

Postgraduate Certificate: Marketing

PROFILE

Jonathan has been in training for 10 years. He began his career working as a training consultant for multinational companies in the banking and telecommunication sectors including Bank of Spain, Santander Bank and Orange.

He later opened and managed his own training centre in Madrid focussed on state sector civil servants needing accreditation in language skills for public sector positions across Spain and Portugal. This provided him with invaluable experience in course development, marketing and promotion – specifically SEO (search engine optimisation), web design and e-commerce.

Jonathan then moved further into learning and development in the educational publishing sector working for Macmillian Education and Cambridge University Press. He gave conference workshops and key-note presentations, as well as tailor made training courses to support the marketing and promotion of educational materials. Audiences ranged from 100-300 participants from major institutions and government organisations such as La Salle University Group, Ministerio de Educación Madrid and Generalitat Catalunya. Events and conferences he spoke at were Europe-wide including: TESOL Spain, APPI Portugal and IATEFL UK.

Jonathan joined the British Council in Singapore as a Training Consultant. Drawing on his experience and expertise he has worked with a range of organisations including Resorts World Sentosa, OCBC, ACCA, IATA, NLB and the National Assembly of Vietnam.

He has also developed courses in the ‘Bitesize’ suite including Entrepreneurial Spirit and Storytelling.

He is passionate about helping people to build confidence and develop their professional skills through life-long learning.
QUALIFICATIONS

- BSc (Hons) English and Psychology
- Intercultural Fluency accredited trainer
- Cambridge Certificate in Teaching English to Speakers of Other Languages (CELTA)
- Team Management Systems – TMS® Accredited Trainer

PROFILE

Lisa trained in Japan, Italy, Germany and the UK before arriving in Singapore in 2009. As a trainer, she has worked in a range of multinational companies across a wide range of industries including, banking, retail, automotive, chemical and customer service.

In Italy, Lisa provided in-company training to clients at FIAT and its subsidiary IVECO, the major banks: Banca Intesa and Sao Paulo. The courses focused on business communication skills such as negotiating, telephoning, email writing and presenting.

In the UK, Lisa started an English language training service which provided tailored courses to individuals and groups. Lisa and her training team provided customised training to a range of companies in London. With her experience as a director of her own company and extensive cross-cultural training experience in the corporate world, she has developed an excellent understanding of what skills are required to be an effective communicator in a wide range of business settings.

In Singapore, Lisa has trained a wide variety of public courses at the Professional Development Centre at Toa Payoh, including the writing courses, such as Better Emails and a variety of soft skills courses, such as Interpersonal Communication Skills. Her passion and expertise lies in the Customer Service Management suite courses in which she has written both the Delivering and Managing Service Excellence 2-day workshops.

Lisa has extensive experience training at Singapore Airlines, Marina Bay Sands and Direct Asia. Her feedback is always positive and the participants enjoy her knowledgeable and innovative approach to her training.
QUALIFICATIONS

BA (Double Hons) Modern Languages: French/German
Cambridge Certificate in Teaching English to Speakers of Other Languages (CELTA)
EQ certified and accredited trainer by 6 Seconds International (USA)
Certified SEI EQ assessor by 6 Seconds International (USA)
Team Management Systems – TMS® Accredited Trainer
Team Management Systems – QO2® accredited trainer
Motivational Maps© Accredited Trainer
Intercultural Fluency accredited master trainer

PROFILE

Liz has a passion for professional development and has been teaching and training in Singapore and France for eighteen years. Liz believes in diversity of ideas, EQ and a learner centred approach to training to facilitate better engagement, communication and performance.

In France, Liz began her career in Business English teaching before moving into training. She coordinated a team and developed language and soft skills programmes for the training centre at Siemens Automotive for six years. Following this, she gave training courses in multinational companies in the aeronautical, banking, consulting, pharmaceutical, telecommunications, hotel and leisure sectors.

She worked at ESSEC Business School, the top ranked business school in France training academic staff as well as executives and senior directors from international companies. This included specialised programmes in areas such as advanced presentation skills, vocal communication and long term personal development programmes. During her time in France she also conducted soft skills workshops for master’s level students at several top ranked engineering schools.

Liz started in Singapore working with university students on academic English programmes. She then joined the British Council working across a range of soft skills areas specialising in communication skills and leadership. During her time at the British Council she has applied her extensive experience to train staff at all levels in organisations such as OCBC, SIA, Monetary Authority of Singapore, AVA, Public Service Division, MSF and Changi Airport Group. She was also part of the PSD ‘Transform your Agencies Correspondence’ project working with over 35 ministries and statutory boards to revamp written communication to the general public.

She was a lead writer in the flagship British Council Researcher Connect global training programme which has now been rolled out to over 30 countries. Through Researcher Connect, Intercultural Fluency and delivering highly customised workshops for clients, Liz has gained extensive experience across the region training a range of diverse audiences.

She has always been valued for her professionalism, flexibility, creativity and ability to listen. She believes in building confidence and motivating people to bring out the best of each participant’s potential.
QUALIFICATIONS

Certificate in English Language Teaching for Adults (CELTA)

Teacher of English to Speakers of Other Languages (TESOL)

Advanced Certificate in Training and Assessment (ACTA)

PG Cert Behaviour Analysis and Investigative Interviewing (PG Cert)

MSC in Communication, Behaviour and Credibility Analysis (in progress)

PROFILE

Mark has over 25 years of corporate experience gained in Singapore and the UK where he has both consulted and worked for many multi-national organisations across the financial and retail sectors. His most recent corporate roles have included Vice President at DBS Bank and Vice President at Bank of America.

Prior to moving to Singapore in 2006, Mark had over 15 years’ consulting experience in the UK where his client list included consultancies Hewlett Packard, Capgemini, Xansa and corporations Barclays Bank, Cooperative Bank, Nomura Bank, Barclaycard and Sainsburys.

Mark is also a continuous learner. He is currently studying for a Master’s Degree in Communication, Behaviour and Credibility Analysis. This includes specialisms in forensic linguistics, cyber info. comms. and criminology. He has also recently completed a PG Cert. in Behaviour Analysis and Investigative Interviewing with distinction including research papers on psychophysiology and police interviewing. This included training and certification in EtaC (Evaluating Truth and Credibility), FACS (Facial Action Coding System), SCAnR (Six Channel Analysis Realtime).

Mark brings extensive vendor, customer, project and change management experience to the PDC gained from managing strategic business change, operational process change and Information Technology projects. These projects have encompassed data warehousing with data analytics, innovation programs, customer management, customer marketing, business development and financial systems.

Mark is experienced in developing innovation and business improvement training. He co-developed an in-house education program that demonstrated a measured uplift in customer satisfaction and customer experience through team and individual based innovation training courses, workshops and mentoring.

Mark is fully committed to utilising the corporate and training experience that he has brought to the British Council PDC to support participants in developing their own effective business skills and leverage his corporate experience to reinforce their training through real life examples.
## QUALIFICATIONS

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<td>BA (Hons) in Fine Art</td>
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<td>Postgraduate Diploma TESOL</td>
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<tr>
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## PROFILE

Martin has been a teacher and trainer for over 25 years, and has worked for the British Council since 1994. He joined the British Council Professional Development Centre in Singapore in September 2014.

Martin is a trainer and course writer for language and communication skills courses. He brings a range of international experience to the PDC. Before coming to Singapore he worked in Spain, Portugal, Italy, Angola, Turkey, Saudi Arabia, South Korea, Sri Lanka, Egypt and Vietnam. He has also conducted communication skills and teacher training courses in Libya, Syria, Thailand, Pakistan, the Maldives and the Philippines.

He has extensive experience in teaching spoken English, business writing, and presentation skills. Martin has written and delivered English language and communications skills courses for a variety of companies in Europe, Africa and Asia. These include organisations as HSBC, Chevron, Kraft, Aventis and Glaxo Smith-Kline. He has also taught courses for ministries, national banks, and NGOs in several countries. In addition, he has delivered customer service training for British Council employees and for other organisations.

Martin is an experienced teacher trainer. He is a main course tutor for the Cambridge ESOL CELTA teacher training qualification, and he has trained teachers in a variety of countries and contexts. He has conducted training for secondary and university teachers in Italy, Egypt, Vietnam and South Korea. He also has experience in teaching academic English and exam preparation for examinations such as IELTS and the Cambridge Exams. He has also advised and trained teachers of exam preparation classes.
PRAKASH MATHUR
TRAINING CONSULTANT

QUALIFICATIONS

MBA (IT Management)
Advanced Graduate Diploma in Management
Teacher of English to Speakers of Other Languages (TESOL)
Team Management Systems – TMS® Accredited Trainer
Team Management Systems – QO2® Accredited Trainer
Certified SEI and 360 EQ Assessor
Six Seconds Leadership Vital Signs Accredited Trainer
Motivational Maps© Accredited Trainer

PROFILE

Prakash joined the Professional Development Centre in 2007. He leverages his experience to help executives and professionals develop leadership and emotional intelligence skills. He is a certified EQ trainer and 360 Assessor with Six Seconds. He has delivered a large number of specialised leadership, team work, EQ, change management, negotiation, written and interpersonal communication courses for a range of organisations including MSF, MOM, LTA, PUB, OCBC, SIA, SIM, Shell and Marina Bay Sands. Across the border in Johor Bahru, Malaysia Prakash worked with one of the largest developers, EcoWorld, to help their marketing and sales force develop skills to international standards in interpersonal communication and presentations. He has managed and delivered training in India, China, Middle East and SEAsia.

Prior to this, Prakash has worked in Europe and North America in Information Technology Management for the retail, manufacturing and health sectors for over thirty years. He worked for Deloitte Consulting in New York as a Consultant Manager and several large organizations around the world including Sony Corp in UK; Royal Victoria Hospital-McGill University and Cadbury Schweppes in Canada; Saudi Business Machines (SBM-IBM) and King Fahd Hospital in Saudi Arabia. He was also a consultant to the World Health Organization in Bangladesh and worked with the British Council in New Delhi as a specialist trainer in business Communication and IELTS trainer.
QUALIFICATIONS

MA (Hons) International Education
BA (Hons) Business management
Cambridge Diploma in Teaching English to Speakers of Other Languages (DELTA)
Cambridge Certificate in Teaching English to Speakers of Other Languages (CELTA)
P&G Global Communication Skills Certified Trainer
New Ventures West – Coaching to Excellence

PROFILE

Rich began his career in business management working as a duty manager at a De Vere five star hotel. He then managed the opening of a Café Rouge restaurant near Cambridge in the UK in which he led a four week training programme for the entire team which covered areas such as customer service, health and safety, corporate procedure and local marketing initiatives.

He has been teaching, training, coaching and facilitating in Asia for 20 years. Initially in Japan, Rich taught English at a large language school where he instructed a variety of learners, both in-house and for large corporations such as P&G, Tsutaya, and Sumitomo Mitsui Banking Corporation. He later moved into teacher training where he became the head trainer for the central region of Japan. Next, in senior leadership he set up and managed an academic project team responsible for the design and roll out of new educational initiatives across Japan. With this role, he delivered regular facilitation meetings and training sessions to school leaders and teaching staff in both English and Japanese nationwide. He also worked as a translator during his time in Japan.

In 2008, he worked with the British Council in Seoul, as a teacher and delivered a number of corporate courses in areas such as customer service, written communication and business soft skills. He also worked as a regional tutor for the Bell DELTA programmes.

In Singapore, Rich’s work with the Professional Development Centre has largely focused on developing business writing, interpersonal communication, and customer service skills of company executives at government bodies, Singaporean companies and major MNCs. He has coached a number of senior executives at P&G, Accenture, Astra Zeneca, Johnson & Johnson and Facebook across the ASEAN region. Currently, Rich’s major clients include OCBC, P&G where he is a certified Global Communication Skills trainer, Accenture, and Singapore Institute of Management.

He has a keen interest in blended learning working as Lead Content Developer and Educator for the British Council and University of Sheffield’s highly successful How to Succeed in the Global Workplace MOOC partnership project.

Rich is a dynamic and energetic trainer who likes to focus on each attendee’s specific needs to help them become better and more confident at what they do.
SHALINI SRINIVASAN
TRAINING CONSULTANT

QUALIFICATIONS

BSc (Hons) Chemistry with Maths and Physics
Post Graduate Diploma in Business Administration
Post Graduate Diploma in Systems Management
Cambridge Diploma in Teaching English to Speakers of Other Languages (DELTA)
Cambridge Certificate in Teaching English to Speakers of Other Languages (CELTA)
RELC Specialist Certificate in Oral Communication Skills Training
Intercultural Fluency accredited trainer

PROFILE

Shalini has been teaching and training in Singapore since 2004 and has been with the British Council since 2015. She brings considerable experience gained in English language teaching and corporate roles in Singapore and India.

Since joining the PDC, Shalini has delivered workshops across a range of suites including Creativity and Innovation, Written and Interpersonal Communication. Some of the clients she has trained are Monetary Authority of Singapore, A*Star, OCBC, Tan Tock Seng Hospital, DBS, Deloitte, Boehringer Ingelheim, and Singapore Power, from whom she has consistently received good feedback. Shalini often customises courses for clients’ particular requirements and contributes to material development at the PDC.

Prior to joining the PDC, Shalini held roles in marketing and educational management. In the academic sector, she has worked with university students and business professionals on a variety of programmes such as Business and Academic English. As Senior Teacher at Navitas English Curtin Singapore, she was responsible for several aspects of academic administration including teacher development, resource coordination, curriculum planning and development, and student counselling. A notable accomplishment was receiving the Navitas English Outstanding Contribution Award 2012. She also brings industry insights from her experience in marketing roles in India.

Shalini encourages an interactive and dynamic learning environment in her classrooms. She believes in building confidence and developing learner autonomy to help participants achieve their potential.
QUALIFICATIONS

Train the Trainer Certification
Advanced Certificate in Training and Assessment (ACTA)
EQ Certified and Accredited Trainer by 6 Seconds International (USA)
Certificate in Education
Team Management Systems – TMS® Accredited Trainer
Team Management Systems – QO2® Accredited
‘Making the Stage’ Advanced Training Certification
Qualified Teacher

PROFILE

Susan has over 25 years’ experience in the training industry. Her passion is to help people achieve their highest potential through quality training programmes and services that foster understanding, integrity, caring and knowledge.

Before moving to Singapore, Susan built a career in teaching and training adults which included training volunteers for Victim Support, a voluntary organisation that supports victims of crime. She was the Chairwoman of Victim Support in Leeds, England for a number of years.

Susan arrived in Singapore in 2001 and worked for a multi-national training organisation. After a three year period with them, she branched out to create her own successful training company, King’s English.

During her 10 years as an entrepreneur in Singapore, Susan led a number of projects in training and media which included the creation and management of a new English Language Programme at an international university. As a result of this programme, hundreds of students have since been able to pursue their undergraduate and graduate degrees.

Her media work includes researching, writing and editing for magazines and authors; designing and developing websites and web pages; and editing audio-visual packages, announcing for radio and proof-reading for computer software.

Susan has extensive experience in corporate training which covers communication skills, leadership and customer service as well as train the trainer programmes. Her reputation has led to her being asked to lead a range of training programmes which has included designing and delivering a major programme called ‘Excellent Communication Skills’ that trained customer service operators for one of the largest banks in Singapore.

Susan joined the British Council in 2012 and since then has trained clients across the world from a range of industries including government, banking, technology, airlines, manufacturing, medical and oil & gas. Her recent projects include ‘Transforming Correspondence’ with more than 35 government departments, and being a lead writer and trainer on the global ‘Researcher Connect’ programme which supports academics around the world with communication and collaboration skills.
THE TEAM MANAGEMENT PROFILE™

Assigning the wrong person to a task, ignoring important tasks or failing to resolve conflict can have costly consequences. The Team Management Profile is a personalised report, which gives individuals valuable insights into the way they prefer to work and their preferred role within a team. This feedback will help to improve team processes and performance, which will in turn improve motivation and job satisfaction.

The Team Management Profile highlights an individual's major and related areas of work preference, including information focused on:

• Work Preferences
• Decision Making
• Leadership Strengths
• Interpersonal Skills
• Team Building
• Management Style

APPLICATION

• Team Building and Development
• Executive Team Coaching
• Conflict Resolution
• Team Analysis
• Improving Team Processes
• Leadership Development Programmes
• Graduate Programmes

The Personal Discovery Workbook is a standard inclusion with every Team Management Profile.

Designed to take individuals through the concepts of TMS, the workbook contains theory, activities and a learning log to foster a greater understanding of work preferences and how they impact individuals and teams.

BENEFITS

• Provides a practical model for effective teamwork in any context
• Gives an overview of how balanced the team is
• Promotes mutual understanding and respect
• Provides an opportunity for more open communication
• Gives guidance for personal and career development
• Highlights the importance of understanding and managing diversity
• Gives insights into how to resolve conflict
• Provides a complete approach to building and maintaining balanced, high-energy teams differently at work.

THE QUESTIONNAIRE

• 60 Items
• Takes approximately 15 minutes to complete
• Available electronically or paper based
• High face validity
• Written in straightforward, positive language
• Reviewed by the British Psychological Society

The Team Management Profile was adapted for the workplace from the original work of Carl Jung. Unlike other psychometric instruments, which look at an individual's total behaviour, including their home life, the Team Management Profile Questionnaire reflects research that shows that people often behave very differently at work.
“The Personal Team Management Profile is easy to use, easy to interpret, and has lasting value for our teams. Our team members and leaders use the Team Management Profile to help solve real issues with team mates and key stakeholders.”
SEI EMOTIONAL INTELLIGENCE ASSESSMENT

TOOLS

DEVELOPMENT FOCUSED

- Straightforward model
- Created by the experts in learning and teaching EQ
- Detailed reports with specific techniques, exercises and strategies
- Extensive range of proven curriculum and related tools that improve performance

STATISTICALLY RELIABLE

- Embedded self-correcting indices increases objectivity
- Strong psychometric properties including over 100 items, 14 different norms used in each assessment
- Scores on the SEI predict 54.79% of a combination of Quality of Life, Relationship Effectiveness, Health, and Personal Effectiveness (based on forward stepwise regression against self-reported outcomes. See the white paper “Emotional Intelligence and Success”).

CONVENIENT

- Fully-automated online administration and scoring (paper available) Option for clients to instantly receive reports or for consultant (or both) Turnkey packaged with proven, in-depth training materials developed by world-class curriculum designers.

FULL RANGE

- A complete range of assessment tools and reports for practitioners. Huge array of support materials, curricula, and training modules.

BENEFITS

- Professional and personal development
- Training and coaching (e.g. leadership, teamwork, performance management, stress, communication, people-skills for project management, etc)
- Selection, talent management
- Pre/Post assessment and research

The Six Seconds Emotional Intelligence Assessment (SEI) is a suite of effective tools that measure EQ and equip people with a framework for putting emotional intelligence into action. The tools are used for a broad range of training, coaching, selection, and development needs. SEI is best-in-class because of the blend of strong psychometrics, easy practicality, and global relevance.

Where several other tools provide meaningful feedback, the SEI is unique because it’s not JUST feedback, it delivers a process framework that equips people to actually USE emotional intelligence. The SEI also links EQ to real life; it includes two questionnaires, an assessment of current “success factors” (e.g. effectiveness and relationships) and the EQ measure. This puts EQ in the context of important work and life outcomes, providing the “so what?” to make EQ relevant.
MOTIVATIONAL
MAPS

Motivational maps are a unique way to improve our engagement at work through understanding our motivational drivers.

Motivational maps help:
• individuals to make good career decisions
• managers and leaders to improve team performance
• organisations to reduce sickness and improve staff retention

They can also be used to:
• recruit the best candidate for a role
• develop leadership and coaching skills
• demonstrate improvements in motivation and measure the impact in terms of improved performance

WHAT IS A MOTIVATIONAL MAP?

A motivational map is an ISO accredited online self-perception inventory that focuses on motivation rather than personality. Through the 12-minute online assessment, participants can find out which of the nine motivational drivers are in play for them. The nine drivers are:

Searcher: Meaningful and purpose in work
Spirit: Freedom and autonomy
Creator: New ideas, innovation and change
Director: Power control and greater influence
Builder: Money, competition and possessions
Expert: Learning mastery and specialisation
Defender: Security and stability
Friend: Fulfilling relationships at work
Star: Public recognition and praise

The maps identify how strong each of the preferences above are in relationship to each other. They also allow individuals and managers to use that knowledge to improve their career decisions, management skills and team cohesion.

Managers can use the maps to see how motivated their team currently is and where there are specific motivational issues with individual team members. They can also find potential areas of conflict between team members who may have different motivational preferences.
APPLICATION

Each year, more than a million people worldwide use Everything DiSC to inspire, energise, empower, and transform their workplaces. You will learn about your motivators and stressors, how to ‘flex’ to other behavioural styles, as well as various strategies to solve problems, reduce tension and better connect with others.

DiSC

INTRODUCTION

Have you ever wondered why you work well with some people but not others? Or thought ‘I cannot even begin to know what my boss needs – even when I ask her, I still don’t know.’

Most of us have felt that way at one time or another! The good news is that there’s a simple tool designed to help you better understand yourself and others.

Everything DiSC® is not a test, it’s a personality assessment. It will help you to establish a common language that elevates the effectiveness of communication and teamwork.

THE QUESTIONNAIRE

Wiley has been researching and analysing DiSC for over 40 years – in fact, their DiSC® Classic Paper Profile was the first DiSC assessment ever.

As technology has evolved, so has DiSC. Wiley’s online DiSC questionnaires use the most advanced assessment method (adaptive testing) to quickly analyse your responses and provide the most personalised DiSC feedback possible. And it only takes about 15 minutes to complete!

The initial DISC model comes from Dr. William Marston, a physiological psychologist, in his book Emotions of Normal People, published in 1928. Marston didn’t create an instrument from his theory, but others did. Look for the lowercase ‘i’ in DiSC® to be sure you’re looking at the assessment tool researched, validated, and published by Wiley.

BENEFITS

A Wiley Everything DiSC profile can:

• provide a common language to help teams understand one another and work better together
• act as a springboard for conversation and team building
• improve employee and workplace communication
• help you to understand people who aren’t like you…or are too much like you
• reduce conflict and avoids misunderstandings
INTRODUCTION

Today’s business world puts a huge emphasis on performance and demands more skills than ever before.

Yet far too many managers don’t get the guidance they need to tackle their challenging roles. In fact, only 1 in 5 managers has benefited from a formal qualification or training.

CMI, in partnership with British Council Singapore, offers practical, proven solutions for managers and employers. Their mandate is to create better led and managed organisations - that’s why over 100,000 managers and 450 employers use their services to improve performance.

WHAT IS THE CMI?

Founded in 1947, The Chartered Management Institute (CMI) is an accredited professional institution for management based in the United Kingdom.

CMI LEVEL 3 AWARD IN FIRST LINE MANAGEMENT

Developed for supervisors and first line managers who have operational responsibility for a defined area of activity, this qualification gives junior managers the communication and motivational skills to help improve operational efficiency.

The CMI Level 3 Award in First Line Management provides an introduction to the skills, roles and responsibilities of this management area. It will also develop your basic knowledge by focusing on the development of specific management skills.

THE COURSES WE OFFER

To gain the CMI Level 3 Award in First Line Management you need to take either of the following courses:

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<th>Self-study Time (hours)</th>
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<tr>
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</tr>
<tr>
<td>Management Communication</td>
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<td>60</td>
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</tbody>
</table>

All CMI participants will also receive access to Management Direct, a complete online library of comprehensive and up-to-date material that addresses current management practice, supports studying and those looking to develop their skills.
INTEGRAL 360° PROFILES AND COACHING

THE INTEGRAL MODEL
The Integral Leadership and Management Framework is based on a fourquadrants theory which translate into;

• people leadership
• transformational/visionary leadership
• task/performance management
• strategic goal management

This is reflected though the Head, Heart, Hands and Spirit model and covers all aspects of leadership and management capabilities.

OUR PROFILE MEASURES

• 4 Major Functions Of Leadership and Management
• 8 Roles Of Leadership and Management Processes
• 12 Authentic Self Questions
• Customised Vital Organisational Questions
• Outcome/impact Questions
• Open Ended Comments
• Development Workbook
• Comparison Norm

THE AUTHENTIC SELF

• Maintaining optimism, openness and honesty
• Managing stress, health and wellbeing
• Personal integrity and professional conduct
• Open to experiences and learning
• Having a clear set of principles and values to guide actions
• Being fair and equitable
• Thinking clearly and making intelligent decisions

INTEGRAL COACHING
All 360° profiles include a 1.5-hour coaching session and developmental workbook. Integral Coaches are highly experienced and have varied backgrounds to suit individual’s needs and styles.
THE QO² PROFILE™

THE QUESTIONNAIRE

- Contains 50 items
- Available electronically or paper based
- Takes approximately 15-20 minutes to complete
- Rigorously researched and validated
- Written in straightforward, positive language

At work, it is important to have ‘balance’ - people who focus on the opportunities without seeing potential obstacles can make hasty decisions, whereas those who focus too much on the obstacles may never give the go-ahead to new projects or ventures.

The Profile provides personalised feedback on how an individual will see and respond to new situations and changes, solve problems, whether they sustain their focus on goals, how they handle risk and whether they take a broad view that encompasses past, present and future.

The Risk-Orientation model is the basis of the QO² concept and defines five subscales that are used to calculate the QO²:

- MTG Energy – how much energy you put into ‘Moving Towards Your Goals’
- Multi-Pathways – the extent to which you find ways around obstacles
- Fault-Finding – how good you are at seeing potential obstacles
- Optimism – the extent to which you expect positive outcomes
- Time-Focus – a measure of your psychological time and your orientation to the past, the present or the future

BENEFITS

- Helps people to see why they might be critical towards change
- Offers a measure of caution to those who are too eager to embrace change
- Helps overcome conflict between people with varying QO² scores
- Establishes confidence for the introduction of change
- Generates greater focus on the future of the organisation
- Helps people understand their own fears and motivation
- Creates a better understanding of what motivates others
- Helps prevent impulse decisions resulting from ignoring potential obstacles
- Instills greater objectivity in risk taking

Included with the QO² Profile is the QO² Development Guide, a workbook that summarises the theory and concepts behind the model. This can be used as a personal development tool to help the individual understand their behaviour at work and some of the problems they may face.
BLENDED/ eLEARNING
BLENDED/eLEARNING

The British Council’s Professional Skills Network has developed a new, state of the art eLearning platform. This platform is being used globally by a range of organisations to enhance face-to-face training with either blended learning or fully online modules.

Our online, self-study, modules use articles, video clips, games and quizzes to introduce the key workplace skills and concepts. Course participants can also interact with each other in chat forums. These are moderated by an experienced trainer who will answer questions, guide discussions and give feedback. Our modules also include an end of module assessment for participants to track their progress and review the areas they need to work on.

Our blended courses include trainer-led sessions, which can be carried out face-to-face or by webinar, to suit your needs. Our webinars are highly interactive and replicate a training room environment with discussions, pair tasks and group activities to ensure you get the most out of the programme. The courses begin and end with an assessment of each participant’s skill level so you can easily measure improvement. Participants will also complete an action plan saying how they are going to implement the learning at work and how they are going to continue to improve.

Organisations and individuals can also become members of the Professional Skills Learning Community, which brings a range of additional support and resources. Members can participate in events, competitions, sharing sessions as well as access an eLibrary. This is a handy ‘one-stop shop’ for the latest information on trends in workplace skills development and advice on how to develop them in staff and yourself.

Contact us to find out more about how the Professional Skills Network’s eLearning platform can enhance your in house training programmes.
“Excellent. Clear, concise and delivered in a manner which helped me absorb the course and thoroughly enjoy the training.”

Participant
Tanglin Trust School
Building Rapport

- good eye-contact
- focus
- anticipation

-
BITESIZE WORKSHOPS
In our busy and hectic work environment with constant emails, phone calls, SMS messages and meetings, it can be difficult to find time for a two-day, or even a one-day training course. The Professional Development Centre’s Bitesize Programme has been designed to enable learning and development in 90 minute chunks.

We have chosen the following Bitesize units to help you solve your work issues, as well as providing you with skills, techniques, tips and strategies which will be beneficial at work now and in the future.

- Better connect with your team, clients, staff or colleagues and build stronger, more positive relationships
  - Counselling in the workplace
  - Coaching in the workplace
  - Flexing your communication style
  - Listening skills
  - Overcoming communication barriers
  - Understanding communication styles
  - You and your voice
  - Effective networking

- Better manage your own emotions and reactions in the workplace
  - EQ – Knowing yourself
  - EQ – Managing your behaviour
  - Increase your empathy
  - Mindfulness
  - Managing your stress
Enhance your ability to motivate and enthuse your staff as well as deal with conflict when it arises
- Forming your project team
- Getting support for your project
- Motivating your project team
- Setting up a project successfully
- The multi-generational team

Develop skills, strategies and ideas to overcome difficult situations and cope with challenges and change in the workplace
- Dealing with difficult people
- Learn to facilitate

Better influence those around you and build more positive relationships
- Mentoring in the workplace
- Positive influencing skills
- Building rapport
- Building trust
- Negotiation skills

Make the most of yourself and your skills. Enhance your performance, increase your productivity and feel good about what you are doing
- Assertiveness
- Coping with Criticism
- Overcoming fear of public speaking

Improve your creative thinking, lateral thinking and problem solving skills
- Better brainstorming
- Problem solving - Unlocking the problem
- Unlock your creativity
- Storytelling

Develop your communication skills to speak with greater confidence in any situation and better understand others
- The art of asking questions
- Successful public speaking
- Assertive communication
- Making meetings work
- Giving constructive feedback
- Understanding verbal and non-verbal communication

Better influence those around you and build more positive relationships
- Positive influencing skills
- Building rapport
- Building trust
- Negotiation skills

Develop skills, strategies and ideas to overcome difficult situations and cope with challenges and change in the workplace
- Having difficult conversations
- Managing your work-life balance
- Managing your time
- Optimistic thinking
EQ – KNOWING YOURSELF

Objectives:
After taking this unit, you should be able to:
– define EQ and its relationship to IQ
– explain why emotional intelligence is important in the modern workplace
– identify key emotions in yourself and others

PUBLIC TRAINING DATES
JAN 26
JUL 27

COURSE FEES
$107.00 (incl. GST)

LUNCH WILL BE PROVIDED

Register online at britishcouncil.sg/corporatetraining
MINDFULNESS

Objectives:
After taking this unit, you should be able to:
- say what mindfulness is and how it could help you at work
- name some techniques to help increase awareness
- use these techniques to achieve some ‘headspace’

PUBLIC TRAINING DATES
FEB 23
AUG 31

COURSE FEES
$107.00 (incl. GST)

LUNCH WILL BE PROVIDED

- Define what Mindfulness is
- Explain how you think Mindfulness could help you
- Watch a Ted Talk to further explain what Mindfulness is
- Become aware of the present moment
- Gain techniques on how to achieve “headspace”
- Apply techniques learned using a Mindfulness exercise
- Practice a Mindfulness technique for ‘headspace’
- Reflect on how you can use Mindfulness in your daily life
THE ART OF ASKING QUESTIONS

Objectives:
After taking this unit, you should be able to:
– recognise the six main types of questions
– explain the funnel approach to questioning
– use questions more effectively at work

• Discuss what sort of questions you ask at work

• Evaluate the points made in a video on asking the right questions

• Explore the six different types of questions

• Brainstorm why the golden rules of asking questions are what they are

• Explain ways in which you can ensure you follow the rules

• Reflect on how you can use the strategies learned in this training in your workplace in the future

Register online at britishcouncil.sg/corporatetraining
HAVING DIFFICULT CONVERSATIONS

Objectives:
After taking this unit, you should be able to:

– state the goals of your conversations and the outcomes you want to achieve
– identify your key message and how to deliver it without being affected by the reactions of your listeners
– handle difficult conversations more confidently

PUBLIC TRAINING DATES
APR 27
OCT 26

COURSE FEES
$107.00 (incl. GST)

LUNCH WILL BE PROVIDED

• Explain the last time you had to have a difficult conversation at work
• Discuss how you felt about it before and after

• TED talk – Ash Beckham – Approaching difficult conversations from a place of compassion and empathy
• Discover why people avoid difficult conversations
• Learn techniques on how to have difficult conversations

• Explore several scenarios designed to practise difficult conversations

• Reflect on how you will use the techniques to deliver key message without being affected by emotions of your listeners
ASSERTIVENESS

Objectives:
After taking this unit, you should be able to:
- say what assertive behaviour actually is
- identify three assertive communication techniques
- apply one of these techniques to a work-related situation

Define
- Define as a group what you understand by assertiveness
- Discuss how it could benefit you individually and as a team

Inform
- Explore assertiveness and how it is distinguished from aggression and passivity
- Ascertain assertive behaviour and communication techniques
- Gain assertive communication tips

Connect
- Analyse some situations with colleagues, customers or clients where you have found it difficult to be assertive
- Discuss in pairs and decide what you could do differently

Resolve
- Reflect on how you could be more assertive in the future

Register online at britishcouncil.sg/corporatetraining
THE MULTI-GENERATIONAL TEAM

Objectives:
After taking this unit, you should be able to:
– define the terms ‘generation’ and ‘generation gap’
– state which generation you belong to and describe your preferences
– better relate to colleagues from different generations

PUBLIC TRAINING DATES
JUN 29
DEC 14

COURSE FEES
$107.00 (incl. GST)

LUNCH WILL BE PROVIDED

• Describe the consequences of not understanding each other

• Explain what a generation is
• Be introduced to the four generation workforce and the challenges it provides
• Examine insights you have gained into different generations and how you think about them

• Experience putting yourself in a different generation’s shoes
• Decide on agreements you will make to other generations in order to help understand them better in future working situations

• Reflect on ways in which you can improve inter-generational communication
WHAT ARE YOUR AIMS & EXPECTATIONS OF THE COURSE?
FOR RESEARCHERS
RESEARCHER CONNECT

In an increasingly competitive and global market, researchers and the institutions they represent need to communicate their research effectively to an international audience. Researchers need the communication skills to enable them to publish in international journals and present at conferences in English; apply for funding to national and international bodies; communicate with the wider public and policy-makers; and build international collaborations to further their research.

Researcher Connect has a flexible design to meet different institutional needs. It is made up of one core and seven optional modules:

- Core Module: Know your audience
- Module 2: Presenting with Impact
- Module 3: Persuasive Proposals
- Module 4: Abstracts
- Module 5: Academic Collaboration
- Module 6: Effective Emails
- Module 7: Academic Writing
- Module 8: The Digital Researcher

The key professional skills covered on the programme are:

- Understanding yourself and others
- Listening, fostering trust and building rapport
- Communicating effectively in speaking and writing
- Developing effective teamwork in face-to-face and virtual academic teams
- Motivating and persuading; getting funding and being published

The programme will be customised to meet your institution’s development needs.

Researcher Connect is a series of short interactive modules for researchers at any stage of their career and from any academic discipline. It is a professional development course that focuses on the development of excellent communication skills and will enable learners to communicate their research effectively with a range of audiences in appropriate academic and/or professional styles. It will also help researchers develop professionally in key areas.

Researcher Connect is available as a series of modules delivered in workshop format by experienced and quality assured trainers. In addition there is an online learner community seeded with related activities and resources.

Register online at britishcouncil.sg/corporatetraining
“Fantastic!”

Supervisor
International Security Company
LEADERSHIP AND MANAGEMENT
ADVANCED TEAM LEADER

This rewarding workshop provides you with a better understanding of yourself and your team members. You will learn techniques to improve relationships, motivate your team and lead more effectively.

You will also receive a personalised 4,000-word Team Management Profile (TMS®). This powerful psychometric tool highlights your work preferences and the implications of these when working with others. You will use your profile to reflect on your strengths and identify opportunities to improve the way you lead your team.

Who should attend?
Managers and team leaders who want insights into their behaviour at work so that they can understand others and develop their leadership skills.

BENEFITS
• Understand why people behave in certain ways at work
• Have an in-depth awareness of your leadership strengths and opportunities for improvement
• Be able to increase the level of engagement in your team

COURSE OUTLINE
Understanding types of work
• The 8 essential work functions
• You and the work functions
• Your team and the work functions

Understanding preferences
• The 4 types of work preferences
• Your work preferences
• Your Team Management Profile

Analysing your team
• Identifying your team’s work preferences and strengths
• Dealing with skills gaps
• Allocating the right work to the right people

Leading your team
• Assessing relationships within your team
• Developing your team members
• Identifying what motivates your team

Register online at britishcouncil.sg/corporatetraining
CMI AWARD: INTRODUCTION TO FIRST LINE MANAGEMENT

Combining self-study with face-to-face training, this in-depth and fascinating course from the Chartered Management Institute (CMI) gives junior managers the foundation skills and knowledge needed to manage their teams more effectively. As you work towards this Award you will also have access to Management Direct, CMI’s complete online library of comprehensive and up-to-date material that addresses current management practice.

Who should attend?
Supervisors and first line managers who have operational responsibility for a defined area of activity.

BENEFITS
• Become aware of the skills and knowledge required by first line managers
• Better understand your stakeholders and their needs
• Develop and maintain effective working relationships with your team

Course Outline
The role of the first line manager
• Describe the role and responsibilities of the first line manager
• Explain the skills and knowledge required of the first line manager
• Compare own existing skills and knowledge with those required

Stakeholders and their needs
• Identify the first line manager’s immediate stakeholders and their needs
• Describe the data and information available to the first line manager on stakeholder needs
• Develop a plan to meet existing and potential needs of stakeholders

Personal development plan
• Construct a personal development plan that supports and develops existing and required skills and knowledge

Developing and maintaining working relationships
• Explain methods to develop and maintain working relationships

Managing team performance
• Describe methods of identifying and supporting the performance of team members

Register online at britishcouncil.sg/corporatetraining
CMI AWARD: MANAGEMENT COMMUNICATION

In management the ability to communicate clearly and effectively both in speaking and writing is important for successful, productive work. Combining self-study with face-to-face training, this in-depth and fascinating course from the Chartered Management Institute (CMI) helps junior managers understand the principles, methods and effectiveness of management communication techniques.

As you work towards this Award you will also have access to Management Direct, CMI’s complete online library of comprehensive and up-to-date material that addresses current management practice.

Who should attend?
Supervisors and first line managers who have operational responsibility for a defined area of activity.

BENEFITS
• Be able to communicate more clearly in both speech and writing
• Choose the right communication channel for each situation
• Create a more engaged and effective team

COURSE OUTLINE

Principles of management communication
• Describe the role of communication in the management environment
• Identify the effects of communication on management practice
• Describe the communication principles that support team activities

Achieving your management objectives
• Describe the processes for conducting a team briefing
• Identify the stages of organising and leading a formal management meeting
• Describe the structure of a written management report

Reviewing the effectiveness of your communication
• Identify feedback methods to determine impact of communication
• Evaluate the feedback to determine achievement of the management objectives
COACHING FOR GROWTH AND PERFORMANCE

This transformative workshop provides managers with the skills to support, challenge and motivate their team members through coaching.

Coaching helps you to develop strong relationships with colleagues, promotes a strategic, action-based approach to dealing with issues and encourages reflection and growth for both the coachee and the coach. This course aims to build confidence in coaching through tips, techniques and feedback on practical coaching sessions.

Who should attend?
Managers who want to support and develop their staff through coaching.

BENEFITS
- Apply a range of frameworks to your coaching conversations
- Use powerful questions to help coachees with their creative thinking and motivation
- Help your colleagues to grow and develop professionally

Course Outline

The coaching context
- Which 'hat' am I wearing?
- Defining coaching
- Coaching ethics, boundaries and benefits

Making a start
- Qualities of a successful coach
- Why should anyone be coached by me?
- Being clear and precise before you start
- Practicing the pre-coaching qualification

The coaching conversation
- Building coaching presence
- Why good listening matters
- Exploring coaching frameworks
- Powerful questioning
- Coaching in action

Motivating your coachee
- Empathy vs sympathy
- Conditions for growth and development
- Challenging perceptions and assumptions
- Deeper questioning

Moving forward
- Recapping key points
- Acknowledging emotions and gathering feedback
- Their journey forward

Register online at britishcouncil.sg/corporatetraining
Coaching, counselling and mentoring are all about focusing on others. They are three of the most effective skills a manager has to improve team effectiveness, boost morale and increase productivity. This insightful workshop explores the skills and attitudes you will need to coach, counsel or mentor your direct reports.

This is a hands-on course which uses role plays, case studies, discussions and interactive tasks to practise the three core skills.

**Who should attend?**
Managers, supervisors and team leaders.

**Benefits**
- Coach colleagues with greater confidence and purpose
- Use basic counselling techniques to help colleagues overcome emotion-based problems affecting their work
- Understand the role of mentor and the skills and knowledge required

**Course Outline**
- Definitions and the learning cycle
  - Defining coaching, counselling and mentoring
  - Matching the skill to the situation
  - Kolb’s learning cycle
- Coaching
  - The GROW model
  - Case study: The Helping Hand
  - Effective questions
  - Active listening
  - Coaching session
- Feedback
  - Four approaches
  - Positive and critical feedback
  - Challenging situations
- Counselling
  - Their problem, their solution?
  - Information vs advice
  - Empathy – the empty chair
  - Counselling session
- Mentoring
  - What mentors do
  - Mentoring gains and rules
  - Case studies
COACHING
1:1

How is Integral Coaching different from other coaching programmes?
This method involves looking at all aspects of the client and their world - including what the client is aware of and also their potential.

The coaching focuses on the client’s habits, relationships with body, quality of care and energy necessary to take on change. The method looks at the individuality of the client, their emotions, thoughts, beliefs and intentions. The coaching can focus on either an issue or an area that the client wants to develop further competence in. The program involves deep change and is suitable for executive coaching and personal coaching.

What is involved in the coaching programme?
1. Introductory meeting - building rapport, explaining the coaching methodology, programme outline and starting discussion on the possible area of coaching.
2. Intake session - exploring the issue or area of development through a range of questions covering 4 domains
3. The coach will make an assessment of the client and design an individual coaching programme, including a range of practices, readings and practical work to assist with embodying the change.
4. First Coaching session - presenting and explaining the assessment and design to the client and discussing the issue or developmental area.
5. Ongoing sessions with the client with check-in on the development of the practices and discussions on their issue or area of development.

Who should attend?
Managers, supervisors, team leaders, executives – anyone with an area they would like to develop.

AIMS
• Long-term excellence
• Ability to self-correct
• Competence in being self-generating

Please contact us if you are interested and we will be happy to discuss our coaching programme further.

Register online at britishcouncil.sg/corporatetraining
Organisations today are increasingly concerned with the human dimension of management: how can we create better working environments and develop warmer interpersonal relationships - which in turn support greater engagement and lead to better business results?

This one-day workshop, delivered in partnership with Roffey Park, offers insights and practical guidance on how to combine compassion and care with holding people accountable for achieving results.

Who should attend?
Leaders, managers and team leaders who are keen to deepen their leadership and managerial capabilities.

BENEFITS

• Understand the key characteristics and benefits of compassion at work
• Build the foundations for greater engagement, enhanced productivity and better organisational results
• Develop an action plan for improving your own compassion and fostering a more compassionate workplace

Stop, start and continue

• What does your organisation do well?
• What could you stop? What could you continue?
• Developing an action plan for a more compassionate workplace

What is compassion?

• The five constructs of compassion
• Compassion and self-compassion
• Empathy vs compassion

How compassionate are you?

• Using the Compassion in the Workplace tool
• Reflecting on your results
• Taking action to enhance or improve your compassion

Mini-case studies from Singapore and elsewhere

• Organisational compassion – how it happens
• What works best?
• Bringing compassion into organisational systems and processes

Register online at britishcouncil.sg/corporatetraining
CREATING EXECUTIVE PRESENCE

Do you feel confident and credible in your role? Do people stop and listen when you speak? When a leader with executive presence speaks, people pay attention, feel inspired and are moved to act. But can these skills be taught? The good news is yes!

This workshop is ideal for those new to leadership positions who want to craft their personal leadership style. It is also recommended for experienced leaders who want to enhance their level of influence and personal reputation.

Who should attend?
New and experienced leaders or managers who want to learn how to communicate their personal brand with impact and convey presence at work.

BENEFITS
• Understand the key characteristics of executive presence
• Project a more confident image in the workplace
• Strengthen your ability to connect with others and establish rapport

What is executive presence?
• Presence in practice
• How can we enhance our executive presence?
• The 3 Cs of executive presence

Establishing credibility
• You and your brand, character and legacy
• The power of story
• Building your narrative

Building confidence
• Poise under pressure
• Increasing presence in meetings
• Keeping calm in challenging situations
• Communicating your message clearly
• Navigating challenging conversations

Creating connection
• A full mind or mindful?
• The empathy effect
• Mood contagion

Register online at britishcouncil.sg/corporatetraining
EFFECTIVE MENTORING

This valuable one-day workshop introduces the core skills and attitudes needed by managers to help their staff grow and achieve their full potential.

You will explore the structures needed to build an effective mentoring relationship as well as the issues that can arise during the process. You will also practice key mentoring discussions through role plays, case studies and simulations.

Who should attend?
Managers, supervisors and team leaders.

BENEFITS
- Understand your role as mentor
- Be able to better develop potential in others
- Use your communication skills to make the relationship more meaningful

 COURSE OUTLINE

Preparing for the role of mentor
- Your role model
- What is mentoring?
- What mentors do
- Benefits of mentoring

First meeting
- Tips for the first meeting
- Your mentee’s background
- Establishing rapport
- First meeting topics
- The mentoring contract
- Role play

Moving forward
- Dealing with issues
- Keeping up momentum
- Mentoring techniques
- Barriers to successful mentoring

Register online at britishcouncil.sg/corporatetraining
ESSENTIAL SKILLS FOR MANAGERS

This absorbing workshop gives you an in-depth insight into your managerial style. It concentrates on developing your skills through an experiential approach that will enable you to better understand, communicate with and manage your team.

You will receive a personalised 4,000-word Team Management Profile highlighting your work preferences by Team Management Systems™. You will reflect on these preferences and take part in a series of case studies, discussions and hands-on activities designed to help you maximise your strengths as a manager.

Who should attend?
New managers, managers who want an opportunity to develop themselves further and those aspiring to management positions.

BENEFITS
• Increase your self-awareness and understanding of your team’s strengths and areas for development
• Be equipped to manage both people and tasks better
• Develop key areas of management such as interpersonal skills, team building and decision making

COURSE OUTLINE

Team Management Profile overview
• The eight critical work functions
• Different work preferences
• Your TMS profile

Leadership
• Comparing leadership and management
• Identifying when to use each style
• Understanding your team

Interpersonal skills
• Giving feedback
• Improving communication skills
• Building relationships

Team building
• Selecting a team
• The stages of team development
• Assessing team performance

Decision making
• Divergent and convergent thinking
• Decision making tools – Edward de Bono’s 6 thinking hats
• Creativity and decision making
LEADING ACROSS CULTURES

This eye-opening workshop will help you to examine your leadership style and its effectiveness in complex, diverse contexts. You will also learn strategies for intervening effectively when cross-cultural challenges arise.

Based on current academic thinking, this highly practical course builds on the British Council’s unrivalled experience of cultural relations and daily intercultural engagement.

Who should attend?
Leaders working in multi-cultural environments or with multi-cultural teams.

BENEFITS
- Understand, engage and retain diverse staff members
- Adapt your leadership style to successfully build trust, motivate team members and create optimum conditions for team performance
- Feel confident and resourceful to take action, even when faced with conflicting or uncertain information

LEADING ACROSS CULTURES

PUBLIC TRAINING
DATES
APR 11
JUN 1
AUG 1
DEC 5

COURSE FEES
$706.20 (incl. GST)

MAXIMUM
GROUP SIZE
16

LENGTH
1 Day

Culture and you
- My approach to leadership
- Eight features of culture
- Personal, cultural, global
- Preferences and views tool

Leading multicultural teams
- Leading inclusively
- Multicultural teams and their contexts

Effective interventions
- Managing challenging situations

Bringing it all together
- Your case study
- Cultural leadership competencies
- My learning journey

Register online at britishcouncil.sg/corporatetraining
LEADING EFFECTIVE CHANGE

Change, according to the philosopher Heraclitus, is the only constant. But leading change programmes can be challenging. As a leader, how can you make sure that your transformation goals are successful?

This brand new workshop, which draws upon the British Council’s expertise in delivering change programmes, will help you to lead more effectively during periods of change. You will learn more about your own reactions to change and how to support, communicate with and encourage your team though the transition period.

Who should attend?
Leaders and managers who need to implement change at work.

BENEFITS
• Gain deeper insights into your own and others’ reactions to change
• Engage and motivate your team throughout the change process
• Be better able to achieve your transformation goals

COURSE OUTLINE

Change and you
• Your personal experience of change
• Change, conflict and you
• Putting people first

Reactions to change
• Who are your ‘people’?
• How will they react?
• Using emotion curves

Managing transitions
• Empathically engaging your team
• Preparing for change
• Action workshop – what can I do now?

Communicating change
• Putting stakeholders at the heart of your strategy
• Selecting a communication channel
• The communication escalator
• Action workshop – your communication plan

Building resilience
• How resilient are you?
• Roffey Park resilience capabilities
• Action workshop – strengthening resilience in others

Register online at britishcouncil.sg/corporatetraining
LEADING WITH EQ

This compelling workshop provides you with a deeper understanding of your own emotional intelligence in relation to your leadership role. It will enable you to facilitate deeper learning conversations with your team and lead with awareness and choice.

Each participant will receive a personal SEI Emotional Intelligence Assessment by Six Seconds®. Your accredited trainer will use your assessment to determine your current ‘success factors’ and how you can use these to optimise your work and life outcomes.

Who should attend?
Managers, supervisors and team leaders.

BENEFITS
• Be able to lead with greater emotional intelligence
• Conduct learning conversations at a deeper level through empathetic listening and powerful questioning
• Handle challenging conversations more effectively

COURSE OUTLINE

Introduction
• What is EQ?
• EQ and leadership
• The power of disclosure and vulnerability

The de-brief conversation
• Structuring a learning conversation
• Powerful questions
• Deep and empathetic listening

Expanding your conversation tool-kit
• Having difficult conversations
• Fears, blocks and overused strengths
• When do we run?

Exploring EQ
• Know yourself – what we do
• Choose yourself – how we do it
• Give yourself – why we do it

Understanding your Six Seconds® profile
• The three domains of EQ
• The eight competencies of EQ
• Your personal EQ profile
LEARNING TO LEAD

This highly practical workshop equips aspiring and newly appointed leaders with the skills to lead and motivate teams to deliver powerful results. Focusing on the essential skills of leadership, you will discover how to create a climate of trust, deliver through others and facilitate change in your team.

Who should attend?
Aspiring leaders or those new to leadership roles.

BENEFITS
• Know the essential skills of effective leaders
• Enhance employee engagement in your team
• Lead with credibility and confidence, even in times of change

COURSE OUTLINE

The role of leader
• Leaders vs managers
• Your leadership brand
• Situational leadership model

Creating trust
• What does trust feel like?
• The trust equation
• Reciprocity
• The emotional bank account

Delivering through others
• Stages of team development
• Creating a cohesive team
• Teamwork in action – you’re hired!

Motivating your team
• Motivation models
• Intrinsic vs extrinsic motivation
• Strategies for increasing motivation
• Career orientations

Facilitating change
• What does change feel like?
• Lewin’s change model
• The impact of engagement
• Ways to increase engagement

PUBLIC TRAINING DATES
MAR 15-16
MAY 3-4
JUL 12-13
SEP 20-21
NOV 22-23

MAXIMUM GROUP SIZE
16

LENGTH
2 Days

COURSE FEES
$1,068.93 (incl. GST)

Register online at britishcouncil.sg/corporatetraining
MAXIMISE YOUR TEAM’S PRODUCTIVITY

Could your team do more with the available resources? Improving organisational productivity is crucial to success in today’s competitive and globalised workplace.

This interactive, hands-on workshop is an essential productivity ‘health check’ for any team or organisation. Through activities, discussion and practice you will gain practical tools to help increase performance and enhance employee engagement.

Who should attend?
Managers, supervisors and team leaders.

BENEFITS
• Understand how to measure organisational or team productivity
• Discover techniques to help you get the best from your team
• Lead your team more confidently through a process of change

Introduction and overview
• What is productivity?
• Why does productivity matter?
• What helps and hinders productivity?
• Establish a productivity improvement process

Prepare
• What is your mission and vision?
• Setting aligned goals
• Three-step goal realisation process
• Anticipating potential challenges

Assess
• How productive is your organisation or team?
• Establishing a baseline
• Identifying opportunities for improvement

Design
• Has your team got the skills it needs?
• Improving human performance
• Creating a productivity plan

CORPORATE TRAINING DIRECTORY
Register online at britishcouncil.sg/corporatetraining
PROJECT MANAGEMENT ESSENTIALS

Successful projects require good organisation, detailed planning and strong controls. But these skills alone are not sufficient to ensure success as projects, ultimately, are about people.

This practical workshop focuses on the main stages of a project life-cycle. It provides you with tips and techniques to build team cohesion, overcome people-related obstacles and deliver better outcomes for your stakeholders.

Who should attend?
Anyone who wants to improve the success rate of their projects. Both Project Managers and project team members will benefit.

BENEFITS
• Be able to gain and maintain support for your projects
• Help your project team to work better together
• Gain tools to prioritise and manage stakeholder communication

COURSE OUTLINE

Introduction and overview
• Why do some projects fail?
• Creating the right balance
• Types of teams

Starting your project
• Planning pitfalls
• Articulating your aims
• The AIDA formula

Managing your project
• Managing team communication
  - Tuckman’s stages of team development
  - Building commitment, trust and rapport
  - Effective delegation
• Managing conflict
  - Sources of interpersonal conflict
  - Giving feedback
  - Maintaining momentum

• Managing stakeholder communication
  - Identifying, analysing and mapping stakeholders
  - Planning your communication approach

Closing your project
• Closing a project successfully
• Celebrating success
RESILIENCE AT WORK | NEW

This practical and insightful workshop, delivered in partnership with Roffey Park, provides you with a deeper understanding of the nature of resilience and its vital role in your successful navigation of the changes and challenges of work.

Each participant will receive a personal RCI (Resilience Capability Index) report with practical pointers to strengthening resilience. Additionally, you will gain a better understanding of team resilience, and your role in growing and sustaining it.

Who should attend?
New and experienced managers, supervisors and team leaders.

BENEFITS
• Understand what resilience is, and its vital role in our effectiveness at work
• Have a range of choices to grow and sustain your personal resilience
• Know practical steps to enable your team to maintain its resilience through periods of change

PUBLIC TRAINING DATES
JAN 17
FEB 7
MAR 14
APR 9
JUN 27
AUG 29
OCT 17
DEC 11

COURSE FEES
$706.20 (incl. GST)

MAXIMUM GROUP SIZE
16

LENGTH
1 Day

COURSE OUTLINE

Why resilience?
• The need for resilience at work
• The demands of change and complexity

Understanding resilience
• Exploring the five dimensions
• Resilience as a process not an attribute
• Your personal Resilience Capability Profile (Roffey Park)

Resilience building choices
• Reframing perspective
• Strengthening EQ
• Pursuing purpose and applying strengths
• Breadth and depth of relationships
• Physical energy

Team resilience
• What makes a team a team?
• Four enablers of team resilience
  - Learning orientation
  - Positive relationships
  - Sense of purpose
  - Team processes

Register online at britishcouncil.sg/corporatetraining
STAKEHOLDER ENGAGEMENT

Engaging the right people at the right time and in the right way is critical to the success of any project. Perhaps your organisation is going through a period of change, or maybe you want to understand how to make your products or services more relevant to your customers. If so, this fully updated workshop is for you!

You will explore the impact of successful stakeholder engagement and be introduced to a range of tools and techniques to help you create powerful engagement in your projects.

Who should attend?
This workshop is ideal for those new to stakeholder management, or managers and leaders looking to hone their skills of engagement.

BENEFITS
- Understand the key elements of stakeholder engagement and its importance for all projects and campaigns
- Strengthen your ability to connect with and influence a wide range of stakeholders
- Learn a framework to help you plan, implement and monitor engagement

COURSE OUTLINE

An introduction to stakeholder engagement
- What is stakeholder engagement?
- The business case for engagement
- Stakeholder engagement: a 5 step process

Step 1: Set the intent
- Critical questions for setting the intent
- The SMART test
- Practice task: setting the intent

Step 2: Identify and analyse
- Identifying and analysing stakeholders
- Prioritising stakeholder communication
- SWANS and OWANS

Step 3: Plan and prepare
- Strategies for reaching stakeholders
- A case study example
- Planning your engagement approach

Step 4: Engage
- Building trust with stakeholders

Step 5: Monitor and evaluate
- Consulting through change
- Positioning requests: the behavioural communication model
- Dealing with emotions to change
- Effective engagement of blockers and saboteurs

Step: Evaluating for success: critical questions
- Evaluating your own engagement activity

PUBLIC TRAINING DATES
- FEB 5-6
- APR 12-13
- JUN 4-5
- AUG 27-28
- OCT 25-26
- NOV 8-9

COURSE FEES
$908.43 (incl. GST)

MAXIMUM GROUP SIZE
16

LENGTH
2 Days

Register online at britishcouncil.sg/corporatetraining
This workshop focuses on how you speak and how you listen through presence.

Developing your skillfulness, you learn to assess your unique trigger patterns and how to avail your qualities at crucial times. This interactive and experiential workshop is designed for you to enquire and begin practising the somatic requirements of leadership.

As individuals, duos and group, awaken invaluable insights, inspiration and a cross-functional skill set of self-awareness and self-correction.

**Who should attend?**
Individuals, mid and upper level executives, those with coaching and mentorship roles who want to develop big-picture thinking, intuition and creativity. Teams who want to excel collaboratively through a shared non-verbal language.

**BENEFITS**
- **Team Building:** Enhance somatic intelligence and apply it creatively as a leader to engage and motivate your team more effectively
- **Self-Management:** Be more self-aware of your own tendencies and blind spots and how they influence your impact/effectiveness
- **Organisational change:** Strengthen the ability to navigate under stress, strong inner states and outer challenges

**COURSE OUTLINE**
- **Influence possibility**
  - Explore the possibilities of the body as influencer
  - Discuss inclusiveness in leadership
  - What does this look like?
  - Identify what gets in the way?
  - Understanding the science of embodiment: Muscle groups, hormones and the nervous system
- **Listening for big-picture**
  - Understand big-picture listening
  - Build inclusiveness and presence
  - Practise Attuning
  - Cultivate Presence
  - Identify personality and centre: Who’s listening for what?
  - Identify your embodied listening patterns
- **Practise embodying Inclusiveness**
- **Advocating with integrity**
  - Explore powerful speaking as part of leadership
  - Apply self-awareness
  - Evoke power
  - Identify types of conversations
  - Develop skills in conversation and speaking patterns
  - Advocate with support and obstacles
“The course was excellent with a good balance between theory and practice.”

Manager
International Design Company
DIVERSITY AND INCLUSION
MULTI-GENERATIONAL WORKING

A fundamental challenge for people working in teams is how to deal with difference. One point of agreement is that training can help us to recognise and move away from negative judgements while embracing a culture of respect and cooperation.

This thought-provoking workshop will challenge your assumptions about colleagues from different generations. It will also help you to adapt to others and take personal responsibility for managing diversity in your workplace.

Who should attend?
Anyone who would like to gain a better understanding of their multigenerational colleagues and work more effectively together.

BENEFITS
• Gain a deeper understanding of your multigenerational colleagues
• Communicate more effectively with your team
• Enjoy better quality of relationships at work

INTRODUCTION AND OVERVIEW

Introduction and overview
• A trip down memory lane
• The four generations (Traditionalists, Baby Boomers, Gen X and Millennials)

We are the same, and different
• Things we have in common
• Our differences
• What is a generation?
• Diversity and today’s workplace

From my shoes to your shoes
• What’s the fundamental problem?
• Where do we want to get to and why?
• How do we get there?

Shifting emotions and attitudes
• The generations and their characteristics
• What other generations think about you

Shifting action
• Acknowledge feelings; do something different
• Getting to know, appreciate and learn from the person
• Building relationships that transcend difference
• Communicating together
UNCONSCIOUS BIAS

Even the most open-minded people have unconscious biases. These happen when our brains make quick assessments of people and situations and can have both positive and negative consequences.

This revealing workshop will help you to discover the biases in your unconscious mind and how they affect your decision-making and performance at work. You will also learn techniques to manage these unconscious biases for personal success.

Who should attend?
Anyone who wants to learn more about their unconscious biases and how to manage them more effectively.

BENEFITS
• Understand how unconscious biases are formed
• Consider how bias can influence your decision making, leadership and communication at work
• Develop strategies to actively manage your biases

COURSE OUTLINE

Introduction and overview
• Defining unconscious bias
• The origins of bias and fast thinking
• Fast vs slow thinking in action

How biases are formed
• We’re hard-wired for bias
• How thinking pathways are formed
• Decision making based on quick thinking
• The ladder of inference

Projecting our bias
• How do we transfer our ideas?
• Justifying and giving feedback

Unconscious bias in action
• Bias in the workplace
• What biases do I have?
• Unconscious bias tips

Register online at britishcouncil.sg/corporatetraining
UNDERSTANDING YOURSELF AND OTHERS

This dynamic workshop will help you to better understand your own work preferences and the way you relate to others. Your unique Team Management Systems (TMS) profile will also give you valuable insights on how you gather and use information, how you make decisions and how you organise yourself and your team.

This is a fun course which involves plenty of group interaction and self-reflection.

Who should attend?
Anyone who wants to know why people behave as they do at work, including themselves!

BENEFITS
• Know yourself better
• Understand the factors that influence the way people behave at work
• Communicate more effectively by adapting your style to others

COURSE OUTLINE

Understanding TMP
• Work functions
• Review RIDOs
• Understanding role preferences

Understanding yourself
• You and your work functions
• Work preferences snapshot
• The 4 Ps
• Reviewing your performance

Understanding others
• Who do you work with?
• Share your profile
• A communication case study
• Your colleague’s RIDO

Managing your relationships
• Pacing skills
• Pacing to you and with your colleagues

Managing your career
• Career coaching
• Job match

Register online at britishcouncil.sg/corporatetraining
INTERCULTURAL FLUENCY ESSENTIALS

This revealing workshop asks you to reflect on your values and behaviours and consider how these may impact your working relationships in multicultural environments. It also introduces you to a range of tools and techniques to help you better understand how people from other cultural backgrounds prefer to work.

Your accredited trainer will take you through a range of strategies you can use immediately to enhance relationships, build rapport and communicate with confidence across cultures.

Who should attend?
Anyone who needs to work with colleagues, customers or clients from different cultural backgrounds.

BENEFITS
• Build relationships and overcome differences in multicultural and global situations
• Respond more flexibly to new and complex cultural contexts
• Feel comfortable and at ease in unfamiliar cultural settings

COURSE OUTLINE

Building good foundations and rapport across cultures
What is culture?
• A description of culture

Culture and you
• Who are you?
• What are your preferences?
• What’s on and under the surface: organisational culture
• Personal, cultural, global

Building rapport across cultures
• Insights or stereotypes?
• Four behaviours and rapport
• Observing and being responsive
• My case study

Communicating across cultures

Multicultural meetings
• Cultural moments in meetings

Communicating with style
• Four communication styles
• Communication challenge
• What’s your communication style?
• Adapting your style
• Responding to the context

Multilingual situations
• Multilingual contexts
• Techniques to avoid miscommunication

Bringing it all together
• My communication case study
• My learning journey progress

Register online at britishcouncil.sg/corporatetraining
WRITTEN COMMUNICATION
The British Council has been our strong partner in staff development especially in the area of written and oral communications.

Their professional facilitators are always willing to go the extra mile for the participants in ensuring that they have learned and benefited from the programmes. One particular thing which we like is their training methodologies which they will adopt creative ways to help the participants to learn and remember better. Hence we always receive very positive feedback from our staff on their training programmes.
Learning has never been as fun and innovative with the engagement of British Council facilitators!

Cheyanne Sih
Senior Manager, Training
Gardens by the Bay
ADVANCED BUSINESS WRITING

Are you a competent business writer? Would you like to enhance your credibility and effectiveness at work by taking your writing skills to the next level?

This brand new workshop considers the more challenging areas of modern business writing. Looking at a range of document types, you will discover how to build lasting relationships, get others to do things and handle difficult messages. There is a writing activity after each section of the course where you can immediately put the new skills you learn into practice.

Who should attend?
Any competent writers or those who have already taken our Business Writing Essentials workshop.

BENEFITS
• Feel more confident in your ability to write well in a range of advanced business writing situations
• Build better relationships through more empathetic writing
• Achieve better results through more targeted and effective writing

COURSE OUTLINE

The foundations of advanced business writing
• What is advanced business writing?
• Advanced writing competencies
• How advanced are you?
• Your case study

Communication styles
• Recognising the four communication styles
• What’s your style?
• Adapting your writing to the different styles

Writing persuasively
• Tailoring your message your audience
• Selecting the best structure
• Choosing the right words

Encouraging others to take action
• Adapting your language
• Structuring your message

Giving constructive feedback sensitively
• The purpose of constructive feedback
• The impact of badly written feedback
• Dos and don’ts of constructive feedback

Disagreeing and refusing diplomatically
• Getting your tone just right
• Alternatives to “no”
• Giving good explanations

Applying your new skills
• Your case study
• Your new writing competencies
• Action plan

Register online at britishcouncil.sg/corporatetraining
Is your inbox overflowing? Are you still waiting for important information that you asked for last week?

This highly practical workshop helps you to develop the email writing skills needed to manage your daily workload and achieve your long-term professional goals.

You will be introduced to the 6 Cs of email writing and learn how to adapt your emails to different types of readers. You will also write emails and receive feedback from your trainer and other course participants on how to improve.

Who should attend?
Anyone who wants to write emails more effectively and efficiently.

BENEFITS
• Feel more confident in your ability to write effective and professional emails
• Understand how to use emails to develop better working relationships
• Know your own strengths and weaknesses and have some specific strategies to improve

Introduction and overview
• Are you a professional email writer?
• The 6 Cs of email writing
• Managing your inbox

Getting started
• Having a clear purpose
• Knowing what you want to achieve
• Adapting to your audience

Choosing a structure
• Deciding on BLADE or ODAC

Aligning structure to purpose and audience

Making initial contact
• Using appropriate levels of formality
• Creating subject headings

Writing replies and follow-up emails
• Getting the tone right
• Plain English

Managing email threads
• Summarising information

Getting the action you want
• Writing persuasively
• Making actions clear
• Giving bad news in a good way
• The power of positive language

Editing
• Applying the 6 Cs of email writing

Register online at britishcouncil.sg/corporatetraining
BUSINESS WRITING ESSENTIALS

This comprehensive workshop provides you with a thorough understanding of modern business writing. This will enable you to write all types of documents more effectively and professionally.

Through analysis and hands-on activities, you will learn how to plan, write and edit a variety of documents. You will write case studies and receive feedback from your trainer and other participants on your strengths and areas to improve.

Who should attend?
Anyone who wants to learn the fundamentals of modern business writing.

BENEFITS
• Feel more confident in your knowledge of modern business writing
• Communicate your ideas more effectively
• Learn how to give a professional image

Introduction and overview
• Your writing and objectives
• The 5 Cs of business writing

Complete
• Stating your purpose
• Who are your readers?
• Getting the action you want
• Using diagrams to plan

Clear
• Being specific
• Paragraphing and linking ideas
• Structuring your information
• Modern formatting and layout

Correct
• Common grammatical errors
• Understanding sentence structure

Courteous
• Avoiding over-formality
• Using the active voice
• Adopting a reader-friendly tone

Concise
• Using short, familiar words
• Avoiding repetition and redundancy

Summary
• Vetting your work

Register online at britishcouncil.sg/corporatetraining
COPYWRITING ESSENTIALS

This creative and highly practical workshop will show you how to write copy that sells, whether it’s an idea in a newsletter or a product on your website. It highlights the skills you need to create attention, interest, desire and action in your reader.

You will learn about the 3 Ps of successful copy and how to appeal to your reader’s emotions. Through a range of writing activities you will also master the style and language you need to get a favourable response.

Who should attend?
Anyone who wants to improve their ability to sell their ideas in writing.

BENEFITS
• Know how to structure and write effective copy
• Better understand your readers and what motivates them
• Use a range of techniques to overcome writer’s block

Introduction
• The role and qualities of a copywriter
• The Internet and copywriting

Planning
• How to brainstorm effectively
• Unlock your creativity!

Writing to communicate
• The 3 Ps of successful copy
• Articulating your purpose
• Selling the benefits
• Understanding and motivating your readers

Writing copy
• The AIDA formula
• The power of headlines
• The lead-in

The words
• Writing clear, specific and concise copy
• Simple and emotional words
• Visual appeal
• Logos, captions and in-text graphics

Overcoming writer’s block
• The causes of writer’s block
• Overcoming writer’s block
• Over to you – writing your copy

PUBLIC TRAINING DATES
FEB 5-6
APR 16-17
JUN 25-26
AUG 2-3
OCT 29-30
DEC 13-14

COURSE FEES
$908.43 (incl. GST)

MAXIMUM GROUP SIZE
16

LENGTH
2 Days

Register online at britishcouncil.sg/corporatetraining
CUSTOMER–FOCUSED WRITING

Writing to customers in a style that focuses on them is vital to your organisation’s reputation and success.

Focusing on challenging correspondence such as refusing requests and dealing with complaints, this comprehensive workshop provides you with an in-depth understanding of how to write in a customer-focused way. You will write case studies related to your workplace and receive feedback from your trainer and other participants on your strengths and areas to improve.

Who should attend?
Anyone who has to deal with challenging correspondence or who would like to make their writing more customer-focused.

BENEFITS
• Better engage customers, even when responding to difficult correspondence
• Structure and write responses which have a positive effect on the reader
• Improve your professional reputation and that of your organisation

COURSE OUTLINE

Introduction and overview
• Presenting a positive service image
• The POWER writing process
• The 5 Cs of customer-focused writing

Planning
• Meeting and exceeding customer expectations
• Analysing relationships with your readers
• Making follow-up actions clear

Organising and writing refusals
• Structuring your response
• Highlighting benefits of company policies
• Using positive language
• Explaining refusals
• Writing effective closings and headings

Writing responses to complaints
• Dealing with complainants
• Structuring replies to complaints
• Tone in complaint handling

Editing
• Conciseness and clarity
• Plain English
• Common grammar errors

Reviewing
• Using the 5 Cs to review

Register online at britishcouncil.sg/corporatetraining
EDITING SKILLS FOR COMPANY PUBLICATIONS

Editors are crucial to great writing. This hands-on workshop will introduce easy-to-use tools and techniques to help you take ordinary writing to the next level. It will give you the ability to polish text until it shines, producing writing that is professional and meets your readers’ needs.

You will work in groups and take part in discussions and interactive exercises. You will also edit texts and receive feedback from your trainer and other participants on your strengths and areas for improvement.

Who should attend?
Staff who are responsible for editing company documents and publications

BENEFITS
• Use a process to edit more confidently and efficiently
• Produce higher quality writing
• Develop better relationships with your colleagues and readers

PUBLIC TRAINING DATES
MAR 5-6
MAY 14-15
JUL 5-6
SEP 24-25
NOV 26-27

COURSE FEES
$908.43 (incl. GST)

MAXIMUM GROUP SIZE
16

LENGTH
2 Days

COURSE OUTLINE
Introduction and overview
• An editor’s role and responsibilities
• What makes good writing?
• An editing process

Edit for content
• Making writing reader-focused
• Deciding on the best structure
• Keeping a text on topic

Edit for language
• Maintaining a consistent style
• Using the right tone
• Selecting the right words

Edit for grammar
• Identifying common mistakes
• Following the ‘rules’
• Choosing tenses
• Mastering punctuation

Edit for appearance
• Perfecting the format
• Including headings
• Writing good headlines

Editor’s toolkit
• Comparing style guides
• Discovering online resources
• Creating a personal toolkit
FINE-TUNING: WRITING SKILLS FOR MANAGERS

Do you edit documents or need to give your team advice on modern business writing? Does your own writing need fine-tuning? If so, this reflective workshop is for you.

Through discussions, group work and hands-on practice you will explore the conventions of modern correspondence and report-writing. You will also consider language, tone and the skill of ‘vetting’. You will then be able to apply what you have learned to your own documents and advise others on how they can improve.

Who should attend?
Both new and experienced managers and team leaders will benefit.

BENEFITS
• Improve the style and accuracy of your own writing
• Be better equipped to review your staff’s writing
• Become a trusted guide for team members and colleagues

COURSE OUTLINE
Introduction and overview
• Effective business documents
• The 5 Cs of business writing

Language: clarity
• Plain English
• Effective bullet pointing
• Making your writing flow

Language: tone
• Conversational style
• The ‘you’ approach
• Positive language

Correspondence
• Saying ‘no’ effectively
• Responding to complaints
• Giving bad news
• Adjusting your tone

Reports and organisation
• Structuring your reports
• Overcoming logic gaps
• Linking words

Grammar
• Choosing the right tense
• Modal verbs

‘Vetting’
• Giving feedback sensitively
• Using readability statistics
• Summarising texts

COURSES FEES
$908.43 (incl. GST)

MAXIMUM GROUP SIZE
16

LENGTH
2 Days
GRAMMAR FOUNDATIONS

This essential workshop reviews the foundations of English grammar, with a focus on areas where Singaporean English differs from Standard (British) English.

Your experienced trainer will take you through a series of interactive, hands-on activities to help you avoid grammatical errors. You will learn to edit your writing to make it more accurate and will gain confidence in your everyday use of grammar.

Who should attend?
Those who need to gain more confidence in the basics of English grammar.

BENEFITS
• Avoid common grammatical mistakes
• Feel more confident in your knowledge of the basics of English grammar
• Be able to edit your and others’ writing to make it more accurate

COURSE OUTLINE

Basic principles and terminology
• Grammar quiz
• Writing case study
• Parts of speech
• Using online resources

Questions and verb forms
• Different types of questions
• Present perfect and past simple
• Past questions
• Interviewing a colleague
• Writing a professional profile

Nouns, quantifiers and articles
• Countable and uncountable nouns
• What is a quantifier?
• Using articles correctly

Prepositions and collocations
• Prepositions of place
• Singlish or Standard English?

Putting it all together
• Planning a work event
• Giving a mini presentation
• Writing an email
MINUTES OF MEETINGS

Do your minutes take hours? This essential workshop will help you to become a more confident note-taker and minute-writer. You will also learn how to communicate in ways that help improve the accuracy and effectiveness of your minutes.

As well as discussions and games, you will watch videos of meetings and take real minutes. There will be a role-play meeting and you will receive feedback from your trainer on what you need to do to improve your minute-writing.

Who should attend?
Anyone who needs to take notes in meetings or discussions or write minutes.

BENEFITS
• Feel more confident during meetings and take better notes
• Be able to report discussions and actions using correct grammar and tone
• Write effective and professional minutes

COURSE OUTLINE

Opener
• Key competencies for minute-takers
• Minutes – what and why?
• Common problems and solutions

Preparation
• Rights and obligations of the minute-taker
• Note-taking skills and formats
• Getting the information you need
• Three styles of minutes

Language
• Reported speech
• Back-shifting
• Verb-preposition combinations

Summarising
• Reporting outcomes
• Being diplomatic
• Analysing and correcting minutes

Just do it!
• Video meetings
• Role play meetings
• Review of your minutes

PUBLIC TRAINING DATES
JAN 15-16
MAR 26-27
MAY 14-15
JUN 21-22
AUG 20-21
SEP 13-14
OCT 11-12
NOV 15-16
DEC 6-7

COURSE FEES
$908.43 (incl. GST)

MAXIMUM GROUP SIZE
16

LENGTH
2 Days
PROOF-READ TO PERFECTION

This informative and practical workshop uses a proven proofreading process to raise accuracy and readability to new heights. You will learn the key proofreading skills needed to consistently remove errors and improve writing quality.

Working individually and in small groups, you will take part in a variety of accuracy-based exercises designed to build your confidence and effectiveness in proofreading.

Who should attend?
Anyone who needs to improve the accuracy of their and others’ written communication.

BENEFITS
• Improve the accuracy of your organisation’s written communication
• Project a more professional image
• Become an essential resource for your team or department

COURSE OUTLINE

Introduction
• Initial proofreading test
• What is proofreading?
• Competencies of expert proof-readers

Understanding reading
• Reading and the brain
• Word shapes
• Some proofreading techniques

A proofreading process
• Skim reading
• Style and formatting
• Grammar
• Spelling and punctuation
• Coherence and consistency
• Factual accuracy

Proofreading practice
PROPOSALS THAT WORK

Do you need to persuade others, or sell your ideas in writing? If so, this insightful workshop is for you. You will produce proposals that address your readers’ needs, flow logically and use language to convince those who matter.

You will work in groups and take part in discussions, exercises and interactive tasks. You will write a case study and receive feedback from your trainer and other participants on your strengths and areas to improve.

Who should attend?
Managers, senior officers and executives who want to get their ideas accepted.

BENEFITS
• Feel more confident in your ability to write persuasively
• Better understand your readers and their expectations
• Sell your ideas to the people who matter

WHAT IS A PROPOSAL?
• Proposals vs reports
• The purpose(s) of proposals

WHAT DOES A PROPOSAL LOOK LIKE?
• Meeting your readers’ expectations
• Structuring your proposal
• Developing your situations and benefits

WHO DO YOU NEED TO PERSUADE?
• Meeting the organisation’s evaluation criteria
• Countering objections
• Adapting to different readers’ styles and concerns
• Using themes to unify your proposal

HOW AM I GOING TO SAY IT?
• Making your methods section more persuasive
• Writing effective headings and subheadings
• Using powerful language
• Rhetorical techniques

Register online at britishcouncil.sg/corporatetraining
REPORTS THAT WORK

Good decisions come from good reports. The best reports demonstrate the writer’s command of both material and medium. They demand respect and achieve an appropriate, positive response.

This effective workshop guides you through the fundamental skills needed for planning, structuring, writing and checking your reports. You will work in groups, on discussions, exercises and interactive games. Throughout the course you will work on a case study, putting the skills you pick up into practice immediately.

Who should attend?
Anyone who needs to write reports at work.

BENEFITS
• Write reports which are clear, well-structured and convincing
• Be able to edit your own reports and save yourself time
• Project a more professional image through your report writing

INTRODUCTION
• What is a report?
• Routine and non-routine reports
• Types of non-routine reports

THE STRUCTURE AND ORGANISATION OF A REPORT
• Structuring your report
• Organising your material
• Deciding what to include in each section

WRITING A REPORT
• Including a table of contents
• Writing facts
• Coming to the right conclusions
• Making recommendations
• Writing a summary

MAKING IT READABLE
• The 5 Cs of report writing
• Using Plain English
• Avoiding redundancy
• Making your report cohesive and coherent

PRESENTING DATA
• Presenting information clearly
• Using and selecting diagrams

COURSE OUTLINE

PUBLIC TRAINING DATES
MAR 15-16
JUN 28-29
AUG 6-7
OCT 18-19
DEC 13-14

COURSE FEES
$908.43 (incl. GST)

MAXIMUM GROUP SIZE 16

LENGHT
2 Days

Register online at britishcouncil.sg/corporatetraining
TAKING YOUR GRAMMAR TO THE NEXT LEVEL

This higher-level workshop introduces advanced grammar concepts which will enhance both your written and spoken communication in the workplace.

Encompassing a range of challenging grammatical areas, concepts from this course can be applied to numerous business situations. Your knowledgeable trainer will guide you through a range of practical activities such as speed meetings, mini presentations and group writing tasks.

Who should attend?
Those who have attended our Grammar Foundations workshop or who already have a good grasp of the fundamentals of English grammar.

BENEFITS
• Gain a clearer understanding of advanced English grammar and its use
• Present a more polished professional image when writing
• Speak more appropriately during face-to-face business interactions

COURSE OUTLINE

Setting the standard
• Grammar and you
• The language of grammar

Building blocks
• Linking words
• Simple, compound and complex sentences
• Email writing task

More information, please
• Relative clauses
• Describing your classmates
• Defining jargon

Will or would?
• Modal verbs and their uses
• ‘Will’ and ‘would’

The big ‘if’
• First conditional
• Promoting a product
• Second conditional
• Writing a questionnaire

Reported Speech
• Tenses and back-shifting
• Reporting verbs

Register online at britishcouncil.sg/corporatetraining
TECHNICAL WRITING

This focused workshop helps you with typical technical writing problems: getting thoughts onto paper, explaining complex information in laypersons’ terms and writing simple and effective processes and instructions.

You will learn how to structure your test and lab reports using the tried and tested IMRaD formula. You will also take part in a fun experiment using household materials which will form a project running through the workshop.

Who should attend?
Anyone in a technical profession who needs to write documents, including IT staff and engineers.

BENEFITS
• Translate complex ideas into clear, logical and technically accurate documents
• Produce technical information for non-specialist audiences
• Help your readers to take action or make decisions effectively

COURSE OUTLINE
Understanding your reader
• Understanding different audiences
• Building information about your readers
• Focusing on your readers’ needs
• Using a reader analysis chart
• Generating content

Processes and instructions
• Writing instructions
• Describing a piece of equipment
• Describing a process

Test and lab reports
• Purpose and structure
• Titles and abstracts
• Introduction
• Methods
• Results
• Discussion

Reviewing
• Clarity and conciseness
• Using articles
• Technical language
• Giving definitions
• An editing process
WRITING FOR SOCIAL MEDIA

Do you need to write short and snappy updates or promotional copy for social media? This course explores how to use language, text and images to create compelling and highly readable content.

During the workshop you will participate in fun and informative multi-media-based learning activities using a variety of social media platforms. You will examine how content can be adapted for each platform as well as how to engage your audience.

Who should attend?
Anyone who wants to write more effective content for social media. This will help for in-house writing as well as for external clients and partners.

BENEFITS
• Know how to make your posts more relevant and reader-friendly
• Write more impactful and persuasive content
• Understand the importance of images to some social media content

COURSE OUTLINE

Social media and current trends
• Using Twitter, Facebook, LinkedIn and Instagram
• Identifying similarities, differences and target audiences
• Deciding what to say (and what not to say)

The 5 Cs of effective social media content
• Exploring the 5 Cs of effective content
• Usability and simplicity
• Tone and style

Focusing with Twitter
• Deciding what’s relevant
• Keeping it short and sweet
• Incorporating Twitter best practices

Persuading with Facebook
• Analysing your reader’s ‘WIIFM’
• Writing persuasively
• Understanding surface and deeper purpose
• Prioritising what’s important
• Conveying your company’s message

Making an impact with Instagram
• Writing differently for Instagram
• Selecting the right image
• Establishing criteria for success

Branding with LinkedIn
• Creating your personal brand
• Selling your organisation to prospective employees
• Adapting your writing for different workgroups

Register online at britishcouncil.sg/corporatetraining
WRITING STANDARD OPERATING PROCEDURES

A Standard Operating Procedure (SOP) is a set of written instructions that shows how to perform a routine activity in an organisation. The development and use of SOPs form an integral part of any successful quality system.

This very thorough workshop takes you through the POWER writing process for developing effective SOPs. You will use a work-based case study to write an SOP and then receive peer and trainer feedback on your text.

Who should attend?
Staff who need to write clear, concise and complete instructions to enable end users to successfully complete tasks.

BENEFITS
• Provide individuals with clear information to perform a job properly
• Generate buy-in from peers and management for your procedures
• Facilitate consistency in the quality and integrity of an end result

PUBLIC TRAINING DATES
FEB 19-20
APR 9-10
MAY 24-25
JUN 13-14
AUG 27-28
SEP 13-14
OCT 8-9
NOV 12-13
DEC 3-4

COURSE FEES
$908.43 (incl. GST)

MAXIMUM GROUP SIZE
16

LENGTH
2 Days

Introduction and overview
• Why? Purpose and benefits
• Who? Writers and responsibilities
• How? The SOP writing process
• ‘Backwards by design’ technique

Planning
• Deciding on the content
• Who needs to be involved?
• Collecting the data
• Understanding your target audience

Organising
• Task orientation
• Step numbering and structure
• Appendices, cover page and headers

Writing
• Plain English
• Being clear and concise
• Conditional statements
• Logic tables
• Warnings, cautions and notes

Editing
• Using visual aids
• Formatting your SOP
• Checking grammar

Reviewing
• Revising your SOP
• Testing and maintaining SOPs

Register online at britishcouncil.sg/corporatetraining
The customer focused writing programme that the British Council have designed for us has been highly effective in creating changes that we want to achieve in our organisation.

Their training methodology is also well-applauded by all our colleagues-trainers never fail to deliver the course in such a fun and engaging manner from the very first to the very last second, making learning such an unforgettable experience.
We are particularly thankful to the team for working meticulously with us in developing our very own style guide which serves as a brilliant resource for post-training application.

Lai Peng Wong - Senior Manager, Learning and Development at Ascendas Pte Ltd
CREATIVITY
AND
INNOVATION
MIND MAPPING®
ESSENTIALS

This fun and creative one-day workshop, delivered in partnership with Buzan Asia, introduces you to the essentials of Mind Mapping®. You will learn how to use Mind Maps® to enhance your planning, organising, remembering and decision-making skills.

Our Buzan-licensed trainer will guide you as you begin to create and evaluate your own Mind Maps® and give you feedback on exactly what you need to do to improve.

Who should attend?
Anyone who wants to enhance the way they create, learn, organise and remember.

BENEFITS
• Feel confident in your ability to create, read and analyse Mind Maps®
• Present ideas in a more succinct and intuitive way
• Better organise and memorise information

PUBLIC TRAINING
DATES
JAN 17
FEB 7
MAR 7
APR 25
MAY 28
JUN 6
JUL 11
AUG 15
SEP 21
OCT 31
NOV 28
DEC 12

COURSE FEES
$706.20 (incl. GST)

MAXIMUM
GROUP SIZE
16

LENGTH
1 Day

The why, what and how of Mind Mapping®
• The need for Mind Mapping® in today’s workplaces
• The fundamentals of Mind Mapping®
• The ‘split brain’ theory
• Buzan laws of Mind Mapping®

Mind Mapping® applications
• Selecting key ideas and summarising
• Using a Mind Map® to present information
• Taking notes using a Mind Map®
• Using a Mind Map® as a decision-making and planning tool

Register online at britishcouncil.sg/corporatetraining
PROBLEM SOLVING AND DECISION MAKING

This highly practical workshop introduces you to a range of tools and techniques to solve problems more effectively and make better decisions. You will also discover your problem solving and decision making style and how to work more successfully with colleagues who have a different style to you.

Throughout the workshop you will work on a case study from your workplace where you can immediately put the skills you learn into practice.

Who should attend?
Anyone who wants to understand how to identify problems, generate solutions and implement them successfully.

BENEFITS
• Be able to anticipate and identify problems
• Become aware of a range of problem-solving tools
• Make the right decisions and take responsibility for them

Introduction
• Problem-solving and decision-making styles
• Identifying your style
• Working with the different styles
• The PSI framework

P – The problem (the ‘what’ and ‘why’)
• Recognising the problem
• Defining the problem
• Identifying root causes

S – The solution (the ‘how’)
• Generating creative solutions to a problem
• Identifying the best solution
• Assessing and managing risk
• Building consensus

I – Implementing decisions (the ‘do’)
• Selecting the best implementation approach
• Communicating your decision
• Guidelines for communicating difficult decisions
• Reviewing the success of your solution

Register online at britishcouncil.sg/corporatetraining
UNLOCK YOUR CREATIVITY

This dynamic programme is based on the principle that we all have the capacity to be creative. However, we often need techniques to help bring out the creativity within us.

You will be introduced to 16 ideation techniques that you can use to generate creative solutions to workplace problems. You will then work in groups to use some of these techniques on an engaging case study.

Who should attend?
Anyone who wants to generate creative ideas in their workplace and life.

BENEFITS
• Be able to generate a wide variety of ideas and solutions
• Select and use appropriate ‘ideation techniques’ at work
• Activate your creative potential

PUBLIC TRAINING DATES
APR 11
JUN 13
SEP 4

COURSE FEES
$636.65 (incl. GST)

MAXIMUM GROUP SIZE
16

LENGTH
1 Day

INTRODUCTION
• Defining creativity and innovation
• What is stopping you from being creative?

YOUR CASE STUDY
• Writing effective problem statements
• Busting assumptions that inhibit idea generation

16 IDEA GENERATION TECHNIQUES
• Understanding how to use the techniques
• Using the techniques on your case study
• Reviewing the effectiveness of the techniques

YOUR IDEAS
• Creative presentations: your favourite ideas
• Feedback on your ideas
• Action plan to continue your creativity

Register online at britishcouncil.sg/corporatetraining
INTRODUCTION TO DESIGN THINKING

Introduction to Design Thinking
Design Thinking is a human-centered approach to understand and solve complex problems. It is a methodology that utilizes curiosity, empathy and creativity to design innovative solutions. It involves developing empathy for customers, discovering opportunities, generating user-centered solutions, and then building and testing prototypes of these solutions to learn more, and improve the design.

In this one-day workshop, you will gain a foundational understanding to the method and mindset that starts with an understanding of human needs and motivations to define, frame and solve problems. You will work under the guidance of design consultants from Foolproof, who will introduce techniques to conducting design research, identifying and framing opportunities, rapid ideation and prototyping.

Who should attend?
Anyone who is interested to start learning about design thinking

BENEFITS
• Gain an appreciation of the design thinking process to start exploring how it can be involved in your work
• Build a foundational understanding that is beneficial for novices who are considering a change of career/role
• Supplement your current Design Thinking practices with new, or more focussed, approaches

COURSE OUTLINE
1. Understanding the Problem
   • Learn how to frame a problem that design can solve
   • Better understand the problem through Design Thinking
2. Research to Insights
   • Understand empathy, by directly interact with people, through interviews, observations, and immersions in their experiences
3. Insights to opportunity
   • Get familiar with affinity mapping techniques to identify opportunities for innovation and solutions
   • Map these opportunities to both user need and business objectives and/or strategy
4. Opportunity to Ideas
   • Use opportunities to practice either divergent or convergent thinking
5. Ideas to Solutions
   • Apply lateral thinking and scamper techniques to quickly find inspirational possibilities and ideas
   • Bring ideas to life by applying the most suitable manner to prototype them
   • Gain the power of storytelling, using a framework to deliver the core idea with the right call to action

Register online at britishcouncil.sg/corporatetraining
“Excellent trainer, very approachable and willing to take the time to clarify open points.”

Sales Manager
Automotive Industry
PRODUCTIVITY AND PERFORMANCE
ASSERTIVENESS: ACHIEVING WIN-WIN

We all have to deal with different personalities at work. Sometimes this means having to give and receive negative feedback, handle criticism effectively and say ‘no’ to people even when we don’t want to.

This important course is designed to help you be more assertive in challenging interpersonal situations at work. It’s about feeling confident, building rapport with your colleagues and customers and working together to achieve win-win solutions.

Who should attend?
Anyone who wants to communicate with confidence and build strong and lasting relationships with others.

BENEFITS
- Know the differences between aggressive, passive and assertive behaviour
- Explore ways to influence people, especially when raising issues
- Be able to deal with criticism more effectively

COURSE OUTLINE

Introduction and overview
- What is assertiveness?
- How assertive are you?
- What makes us passive or aggressive?
- The WIN process

Wants and needs
- Defining and analysing wants and needs
- A difficult situation from your workplace

Influencing
- The 3 Vs of assertive communication
- Giving negative feedback in an assertive way

Neutralising
- Controlling your emotions
- Assertiveness techniques
  - Fogging
  - Accepting your errors
  - Broken record

Achieving win-win
- Your assertiveness case study
- Planning ahead
INCREASE YOUR PERSONAL PRODUCTIVITY

Do you have a ‘to-do’ list that never seems to get any shorter? Do you sometimes feel overwhelmed at work and don’t know where to begin? If so, this crucial one-day workshop is for you.

We’ve all heard the saying ‘work smarter, not harder’ but what does this actually mean? Through reflective exercises and activities you will learn ways to better manage yourself, your tasks and your priorities so that you can work smarter and increase your personal productivity.

Who should attend?
Anyone who would like to be more productive at work.

BENEFITS
- Identify blockers to working productively
- Learn techniques to prioritise tasks and remain focused
- Achieve more at work and in your free time

 COURSE OUTLINE

Introduction
- What is personal productivity?
- How to be more productive
- Are you balanced?
- Your productivity blockers

Managing yourself
- Productivity and emotional intelligence
- Can stress be helpful?
- Resilience at work

Managing your workload
- Working smarter
- Plan and protect your time
- Eliminate waste

Staying focused
- Four productivity techniques
  - Pomodoro
  - Getting Things Done
  - Time Management Matrix
  - Personal Kanban
NETWORKING AND RELATIONSHIP BUILDING FOR SUCCESS

This highly practical one-day workshop will help you to network with anyone, anywhere and at any time!

Your experienced trainer will introduce tips and techniques to increase your confidence so that you can enjoy networking and do it more successfully. You will take part in interactive activities and role plays to immediately put into practice what you learn. You will also discover how social media can help you to build lasting relationships with your contacts.

Who should attend?
Anyone who needs to gain confidence in making and developing contacts and fostering long-term relationships.

BENEFITS
• Feel more confident in a variety of networking situations
• Build rapport in business and social situations
• Be able to build a mutually beneficial network of contacts

COURSE OUTLINE

Introduction and overview
• What is networking?
• Understanding your networking needs
• Examining your existing network

Ready to network!
• Striking up a conversation
• Continuing the conversation
• Asking good questions
• Remembering people we meet

The networking event
• Dealing with nerves – case study
• Networking etiquette
• Ending the conversation

Relationship building
• Connecting with your contacts
• The power of social media
• Building lasting relationships

Register online at britishcouncil.sg/corporatetraining
PRODUCTIVITY AND PERFORMANCE

SHARPEN YOUR MEMORY

Do you struggle to remember people’s names? Do you sometimes forget things on your ‘to-do’ list? Do you find that your memory is getting worse as you get older?

If you answered yes to any of these questions then this fun and creative workshop, delivered in partnership with Buzan Asia, is for you. Through discussions, video clips, games and team activities you will be introduced to memory techniques that should lead to enhanced recall both at your workplace and in your personal life.

Who should attend?
Anyone who needs to sharpen their memory to stay ahead in their job.

BENEFITS
• Feel more confident in your ability to remember important information
• Strengthen your medium and long-term recall
• Know how to keep your brain active and healthy

COURSE OUTLINE

Introduction and overview
• Core memory principles
• You and your memory

Background
• Types of memory
• The importance of memory
• Why do we forget?
• Time, recall and interest

Buzan memory techniques
• Remembering names
• The link system
• Brain breaks
• The Roman Room and Mind Palace

Strengthening long-term memory
• Recall after learning
• Review with repetition

PUBLIC TRAINING DATES
JAN 24
MAR 21
MAY 16
JUL 18
SEP 12
NOV 14

COURSE FEES
$706.20 (incl. GST)

MAXIMUM GROUP SIZE
16

LENGTH
1 Day

Register online at britishcouncil.sg/corporatetraining
SPEED READING ESSENTIALS

Emails, articles, reports, social media updates – do you ever feel that you have too much to read? Information overload is an increasing problem in the workplace and yet most of us haven’t improved our reading speed since we left school.

This eye-opening one-day workshop, delivered in partnership with Buzan Asia, will equip you with a range of practical techniques to help improve your reading speed.

Who should attend?
Anyone who needs to read a large amount of text as part of their job.

BENEFITS
• Use your eyes and brain more effectively when reading
• Have increased reading speed while maintaining comprehension
• Free up more time at work and in your personal life

COURSE OUTLINE
Introduction and overview
• Speed reading quiz
• How do we read?

Methods of reading
• Reading methods and types of documents
• Skimming, scanning and intensive reading
• Skimming and scanning practice

Factors affecting reading speed
• Initial speed reading test
• Word shapes
• Speed enhancement techniques

Buzan speed reading techniques
• Grouping
• Reducing fixation time
• Eliminating back-skipping
• Using a guide
• Speed reading practice
SUCCESS FOR SUPPORT STAFF

This multi-faceted and fast paced workshop will help you to manage your work, time, colleagues, customers and bosses with skill and confidence.

Working in pairs and small groups you will use video clips, role plays and case studies to develop your communication skills in a range of workplace situations.

Who should attend?
Both new and very experienced support staff will benefit.

BENEFITS
- Communicate more effectively face-to-face, on the phone and in writing
- Better manage multiple priorities
- Interact confidently with your managers, colleagues and customers

COURSE OUTLINE

Introduction and overview
- Case study and discussion
- The reality of your job

Communication – the 3 Vs
- You are always communicating
- First impressions
- The 3 Vs – self-assessment
- The visual, vocal and verbal channels

Listening
- Understanding others
- Questioning techniques
- Showing empathy

Confidence
- Developing confidence
- Identifying your strengths
- Making the most of your talents

Motivation
- What motivates us at work?

Assertiveness
- Defining assertiveness
- How assertive are you?
- Managing difficult situations

Managing your time
- Your day
- Handling interruptions
- Prioritising tasks
TIME MANAGEMENT

This useful workshop gives you the tools to overcome barriers to working efficiently and effectively. You will discover a range of techniques for prioritising tasks, dealing with time wasters and managing yourself and others.

You will participate in a series of questionnaires, games, discussions and hands-on activities that relate time management techniques to your daily life. You will also watch a video that will give you useful tips on how to save time.

Who should attend?
Anyone who would like to manage their time more effectively.

BENEFITS
• Schedule your work day more effectively
• Analyse and prioritise your workload
• Focus better and avoid distractions

COURSE OUTLINE

Introduction
• Logging your activities
• What kind of time manager are you?
• Organising and focusing

Manage your tasks
• ‘To-do’ lists
• Prioritising your tasks
• Your body clock and ‘prime time’

Manage yourself
• Your workspace
• Your inbox
• Work patterns
• Working smarter

Manage others
• Handling interruptions
• Saying ‘Yes’
• Saying ‘No’
• Delegating
WORKING WITH EQ

Emotional Intelligence (EQ) is about being smarter with feelings. It is a critical skill for success in today’s workplace.

This enlightening workshop will help you to learn more about EQ and how emotions affect your behaviour. You will also explore techniques to gain greater choice over how you respond to challenges. Each course participant will receive a personal EQ report from Six Seconds® giving an in-depth analysis of your strengths and areas for development.

Who should attend?
Anyone who wants to build stronger relationships and deliver better outcomes at work.

BENEFITS

• Understand and be able to develop the core EQ competencies
• Better recognise how pressure affects you, and know some techniques to manage in challenging situations
• Build better relationships and deliver better outcomes in the workplace

COURSE OUTLINE

EQ and why it matters
• What is emotional intelligence?
• EQ vs IQ
• How EQ can help you at work

The core competencies of EQ
• A model for EQ in action
• The 8 competencies of EQ
• Exploring your personal profile

Know yourself
• Enhance emotional literacy
• Plutchik’s wheel of emotions
• Recognising your patterns and ‘triggers’

Choose yourself
• Apply consequential thinking
• Navigate emotions
• The six second pause
• Exercise optimism

Give yourself
• Increase empathy
• Pursue noble goals
• Your EQ action plan
INTERPERSONAL COMMUNICATION
ADVANCED PRESENTATION SKILLS

Are you an experienced presenter? Would you like to increase your influence and impact with your stakeholders? If so, this advanced workshop will help you to create and deliver more powerful presentations.

In an action-packed two days you will explore techniques to enhance your skills as a presenter. You will also receive comprehensive feedback to help take your presentations from good to great!

Who should attend?
Experienced presenters who want to take their skills to the next level, or participants who have already attended our Success with Presentations course.

BENEFITS
• Feel more credible, confident and connected to your audience when presenting
• Know different ways to structure your presentation according to audience needs
• Deliver more powerful presentations

INTRODUCTION
• What makes a presentation powerful?
• Powerful presenters in action
• Personal goal setting

BECOMING A POWERFUL PRESENTER
• Overcoming nerves
• Building confidence
• Creating connection

PLANNING YOUR MESSAGE
• Identifying your theme
• Organising your ideas
• Storyboarding your content

ENGAGING YOUR AUDIENCE
• The art of storytelling
• Communicating with impact
• Harnessing the right media

STAYING FLEXIBLE BUT FOCUSED
• Contingency planning
• Dealing with interruptions
• Handling difficult questions

COURSE OUTLINE
DYNAMICS OF GROUP FACILITATION

Do you facilitate project group meetings, team briefings or other workplace discussions? Would you like to develop your skills and confidence in this area? If so this highly practical workshop, delivered in partnership with Roffey Park, is for you.

Through real-life practice you will explore ways to apply your facilitation skills to a meeting or group you currently lead at work. You will also learn tips and techniques for situations where success relies on the group working productively together.

Who should attend?
Anyone who wants the conversations they facilitate at work to become more satisfying and productive.

BENEFITS
• Develop essential facilitation skills to improve the effectiveness of your discussions
• Learn practical models and techniques for group facilitation
• Gain a greater awareness of group dynamics

COURSE OUTLINE
Introductions
• Helping a group discussion start well
• The importance of ‘contracting’ for successful discussions
• Establishing an agenda for success

The skilful facilitator
• What makes facilitation effective?
• Ways of leading discussions
• Choosing from a range of facilitation approaches

Exploration and decision making
• Practical tools for inquiry and exploration
• Decision making tips, techniques and pitfalls to avoid

Working with group dynamics
• Understanding the group process ‘iceberg’
• Phases in a group’s development, and the task of the facilitator
• Your own impact on the dynamics

PUBLIC TRAINING DATES
JAN 24
MAR 7
MAY 23
JUN 14
AUG 15
OCT 31

COURSE FEES
$706.20 (incl. GST)

MAXIMUM GROUP SIZE
16

LENGTH
1 Day

Register online at britishcouncil.sg/corporatetraining
EFFECTIVE NEGOTIATION SKILLS

This highly practical workshop introduces you to the skills needed for effective negotiations. You will learn about the five negotiating styles and practice using a simple but effective process for conducting negotiations at all levels.

Over the two days you will watch video clips, discuss real-life experiences and take part in a variety of role plays and simulations to immediately put the skills you learn into practice.

Who should attend?
Managers, executives, buyers, procurement officers and any other staff who negotiate.

BENEFITS
• Apply a systematic approach to preparing for a negotiation
• Feel more confident when negotiating
• Achieve win-win outcomes

COURSE OUTLINE

Introduction and overview
• Core principles – exchange, persuasion and decision making
• Diagnostic role plays
• What’s your negotiation style?
• What is a negotiation?

A negotiation process
• Introducing PODD
• Negotiating checklist

Prepare
• Considering interests and options

Decide
• Bargaining and trading
• Gaining their commitment
• Closing the deal

Discuss
• The science of persuasion (Cialdini)

Open
• Setting the foundations
• Planning your opening
• Negotiating across cultures

• Deciding on your ideal outcome, bottom line and BATNA
• Discussing criteria for fairness

• Effective questioning
• The power of listening (Ury)
• Generating options
• Reading body language
• Overcoming blocks in a negotiation

Register online at britishcouncil.sg/corporatetraining
EFFECTIVE PUBLIC SPEAKING

This hands-on workshop will help to build your confidence and skills in giving speeches. You will explore techniques for preparing and delivering talks, as well as ways to engage your audience in a range of public speaking situations.

During the workshop you will develop and deliver a speech on a topic of your choice. You will receive detailed feedback on your performance from the other course participants and your trainer.

Who should attend?
Anyone who would like to become a better public speaker.

BENEFITS
- Be able to plan, structure and deliver short speeches
- Use your speeches to engage, motivate and inspire others
- Discover your strengths and areas to improve as a speaker

COURSE OUTLINE
Why public speaking matters
- Public speaking situations
- Speeches vs presentations
- The elements of a good speech

Planning and preparing
- Researching your topic
- Planning what to say and how to say it
- Preparing yourself

Delivering a speech
- Projecting a confident, credible image
- Keeping your audience engaged
- Delivering a speech written by someone else

Expecting the unexpected
- Giving impromptu talks
- Managing your emotions
- Handling questions

PUBLIC TRAINING DATES
FEB 8-9
MAR 8-9
APR 23-24
MAY 14-15
JUL 30-31
AUG 16-17
SEP 4-5
OCT 1-2
NOV 8-9
DEC 3-4

COURSE FEES
$1,068.93 (incl. GST)

MAXIMUM GROUP SIZE
12

LENGTH
2 Days

Register online at britishcouncil.sg/corporatetraining
ENHANCE YOUR WORKING RELATIONSHIPS WITH DiSC®

This revealing workshop introduces you to Everything DiSC Workplace® – a powerful tool designed to create more effective working relationships.

In your personalised report, you will gain insights into your own communication and behaviour patterns and those around you. Through role plays, discussions and group tasks you will also explore how DiSC can be used to better connect with others, solve problems and defuse tension at work.

Who should attend?
Anyone who wants a deeper understanding of team building, employee communication, conflict management and motivation.

BENEFITS
• Understand your own DiSC style and workplace preferences
• Create strategies for overcoming challenges when working with people of different DiSC styles.
• Immediately apply DiSC at work

COURSE OUTLINE
Introduction and overview
• Identify your challenges at work
• How DiSC can help you?
• Understand Behaviour vs personality

The DiSC model
• Identify your work preferences
• Core characteristics – Active/Thoughtful, Questioning/Accepting
• Explore the 4 DiSC styles

Your DiSC Workplace® profile
• Evaluating yourself
• Accepting others
• Creating impact
• Do…more or less

Enhance your working relationships
• Connecting with others
• Solving problems
• Defusing tension and managing conflict

PUBLIC TRAINING DATES
MAR 5
MAY 2
AUG 10
SEP 25
OCT 10
NOV 7
DEC 3

COURSE FEES
$706.20 (incl. GST)

MAXIMUM GROUP SIZE
16

LENGTH
1 Day

Register online at britishcouncil.sg/corporatetraining
HANDLING DIFFICULT COLLEAGUES AND CUSTOMERS

This vital workshop will help you to handle difficult conversations at work in a more assertive, confident and constructive manner.

As well as learning about the nature of conflict and why it arises you will gain a better understanding of how you react in difficult situations. You will also be given a set of tools and techniques to help you manage challenging real-life interactions with your colleagues and customers.

Who should attend?
Anyone who has to have difficult conversations with their colleagues, customers or clients.

BENEFITS
- Feel more confident about handling difficult conversations at work
- Be conscious of and better manage your own reactions in challenging situations
- Practice how to remain composed in stressful situations

Understanding the nature of conflict
- Identifying your difficult situations and people
- Defining conflict
- Understanding the root causes of conflict
- Assumptions about behaviour

Understanding yourself and others
- Physical reactions in difficult situations
- Exploring your ‘hot buttons’

Conflict management
- Managing conflict using the
- Acknowledging diversity
- Psychological contracts
- Applying conflict management techniques to your world
- Identifying creative solutions to routine problems

Managing yourself and others
- Dealing with stress
- Helping others remain calm
- Being resilient
- Handling criticism
- Communicating clearly in difficult situations

Communication skills
- Understanding the power of listening
- Showing empathy
- Adapting your language

Register online at britishcouncil.sg/corporatetraining
INTERPERSONAL COMMUNICATION SKILLS

This highly interactive workshop will help you to develop the skills you need to communicate successfully in the modern business environment.

Through case study scenarios, role plays, questionnaires and mini presentations, you will learn techniques to be more effective in your work life and communicate in a clearer and more confident manner.

Who should attend?
Anyone who wants to get the most out of their interpersonal relationships at work.

BENEFITS
• Communicate with greater confidence with a range of different people
• Better overcome barriers to effective communication in your workplace
• Understand the 3 Vs of communication and know your strengths and areas to improve

COURSE OUTLINE

Communicating with impact
• Understanding the 3 Vs of communication
• Deciding what you want to communicate
• Creating clear messages

Communication styles
• Understanding your communication style

• Recognising different communication styles
• Communicating effectively with others

Barriers to communication
• Identifying common barriers
• Overcoming communication barriers
• Responding to people under pressure

Listening
• Being an active listener
• Using questions effectively
• Showing empathy
• Clarifying information

You and your voice
• Making the most of your voice
• Improving volume, pace, pausing and emphasis
INTERVIEWING SKILLS FOR MANAGERS

This essential one-day workshop focuses on developing your skills and knowledge around the interview process. As well as being introduced to an effective interviewing framework you will also learn tips and techniques about how to recruit using a competency-based approach. This will ensure that you always choose the best candidate for the job!

Who should attend?
Anyone who has to conduct interviews as part of their job.

BENEFITS
- Manage the recruitment process more effectively
- Interview candidates with confidence
- Get the right person for the job

COURSE OUTLINE

Introduction
- Preparing yourself for the role
- What skills you need to be an interviewer

Preparing for the interview
- The interviewing panel
- Your responsibilities before the interview
- Your responsibilities during the interview process

The interview
- Using the S.T.A.R. approach in competency-based interviews
- Building rapport with the candidate
- Asking the right questions
- Being fair and transparent

Communicating effectively
- Body language
- Effective communication using the 3 Vs
- Active listening

After the interview
- Making the right decision

Register online at britishcouncil.sg/corporatetraining
POSITIVE INFLUENCING SKILLS

This highly valuable workshop shows you how to positively influence others in a range of situations at work. These include selling your ideas, winning resources and negotiating positive outcomes.

Through interactive scenarios, self-reflection and a range of practical activities, you will explore ways to influence and better communicate with others, even in challenging situations.

Who should attend?
Anyone who has to influence or persuade others at work.

BENEFITS
- Influence and persuade others more effectively
- Build trust with the people who matter
- Get the results you want

COURSE OUTLINE

Introduction
- What makes a great influencer?
- Why should we influence?
- Who do you need to influence?

Principles
- Defining positive influencing skills
- Understanding and using the 4 influencing styles

Influencing techniques
- Understanding vs listening
- Persuasion vs manipulation
- Building working relationships
- Pulling vs. pushing

Relationship skills
- Building trust and rapport
- Developing assertiveness
- Dealing with different characteristics

Influencing outcomes
- Listening and probing techniques
- Using persuasive language
- Involving people
PRESENTATION
SLIDE ESSENTIALS

This extremely practical workshop focuses on techniques to prepare memorable, understandable and attractive slides that add depth to the message of your presentation. You will use these techniques to create your own set of slides and present these to the group.

The emphasis is on the design of slides rather than the technicalities of using presentation software. However, your workbook will contain ‘how to’ guides which demonstrate various PowerPoint tools.

Who should attend?
Anyone who needs to prepare presentation slides or give presentations.

BENEFITS
- Create slides with increased visual impact
- Communicate your message more clearly
- Transform dry data into meaningful images

PUBLIC TRAINING DATES
MAR 7
JUL 4
SEP 12
OCT 3
NOV 14
DEC 4

COURSE FEES
$636.65 (incl. GST)

MAXIMUM GROUP SIZE
16

LENGTH
1 Day

COURSE OUTLINE

Make it memorable
- Know your purpose and outcome
- What’s in it for me?
- Presentation structures
- Analogue mode
- Software options

Slide design
- Structuring slides
- Bullet points
- Key words
- Fonts
- Background
- Colour
- Creating contrast

Diagrams and data
- Displaying data
- Tables
- Graphs
- Large amounts of data

Images and animation
- Using images and animation effectively
- Animating text
- Animating objects
Are you ever misunderstood by your colleagues and clients? Do you struggle to pronounce certain words? This enlightening workshop looks at all aspects of Standard English pronunciation, with a particular focus on problem areas for Singaporean speakers.

You will take part in a variety of pronunciation activities, such as using the British Council’s interactive phonemic chart and making recordings of your voice. Feedback on your strengths and areas for development will ensure that you immediately improve your pronunciation.

**Who should attend?**
Anyone who wants to speak more clearly and be understood by others.

**BENEFITS**
- Know the standard pronunciation of commonly mispronounced words
- Improve the clarity and fluency of your speech
- Be easily understood by others

**COURSE OUTLINE**

**Sounds and spelling**
- The phonemic alphabet
- Phonemic spelling

**Vowel sounds**
- Long vowels
- Short vowels
- Double vowels or diphthongs

**Consonants**
- Voiced and unvoiced consonants
- Problem consonants
- Consonant clusters

**Stress**
- Syllables and word stress
- Weak sounds: un-stressed syllables
- Sentence stress

**Pace, pausing and intonation**
- Sounding polite
- Intonation and meaning

**Delivery**
- Controlling your voice
- Projecting your voice
- Developing clearer speech

**Linking**
- Consonant-vowel linking
- Vowel-vowel linking
- Achieving fluency
SINGLISH TO ENGLISH

What are the differences between Singlish and Standard English? And why does ‘knowing the difference’ matter anyway? This fun and revealing one-day workshop gives you the answers.

You will take part in role plays, discussions, quizzes and games to learn how to switch more effectively between Singlish and Standard English.

Who should attend?
Anyone who wants to learn the difference between Singlish and Standard English and how to switch between the two.

BENEFITS
• Be able to differentiate between Singlish and Standard English
• Use Standard English in situations that require it
• Communicate more effectively in a global environment

Introducing
• What is Singlish? What is Standard English?
• The Speak Good English Movement

Vocabulary
• Recognising Singlish vocabulary
• Rewriting into Standard English
• Numbers and dates

Grammar
• Common Singlish errors
• Prepositions
• ‘Yet’ and ‘already’
• ‘-ing’ verbs
• Having something done

Directness and questions
• Direct or indirect?
• Question forms
• Switching practice

Register online at britishcouncil.sg/corporatetraining
INTERPERSONAL COMMUNICATION

STRATEGIC BUSINESS STORYTELLING

Business storytelling engages audiences and drives them to take a desired action. This fully updated workshop demonstrates the profound impact of storytelling on others as well as the uses and benefits of storytelling in a corporate environment.

You will practise how to prepare and structure your story to communicate your main message clearly and with confidence. You will tell your story, and receive feedback on your strengths and areas for improvement as a storyteller.

Who should attend?
Anyone who wants to communicate their messages more effectively and inspire and influence others.

BENEFITS
• Be able to match a suitable storytelling technique to your purpose
• Develop, structure and deliver an effective business story
• Identify your strengths as a storyteller and areas to develop

COURSE OUTLINE

Everyone loves a good story
• What’s your story?
• Why stories matter
• A video story

Making sense of our business world
• The power of story in business
• What is a strategic business story?

Creating a good story
• Structuring your story

• Developing your narrative
• Exploring storytelling techniques

Developing your story
• Deciding on your key message
• Where and when? Choosing your context
• Developing characters and tension
• Adding colour and drama
• Describing emotions and feelings

The storyteller
• The narrative technique
• Using your voice for atmosphere
• Body language and facial expressions
• Pacing your story

Telling your story
• Tell your story
• Criteria for feedback

PUBLIC TRAINING DATES
FEB 14-15
MAR 8-9
MAY 21-22
JUL 23-24
SEP 10-11
NOV 26-27

COURSE FEES
$908.43 (incl. GST)

MAXIMUM GROUP SIZE
12

LENGTH
2 Days

Register online at britishcouncil.sg/corporatetraining
SUCCESS WITH PRESENTATIONS

This action-packed three-day workshop gives you a full understanding of how to prepare, organise and deliver successful presentations. You will learn how to engage your audience, open and close your talk memorably and use your voice for maximum effect.

You will work on your own case study presentation which will be recorded so that you are better able to identify how to improve your performance. You will also receive feedback from the other course participants and your trainer.

Who should attend?
Anyone who would like to build their confidence and skills as a presenter.

BENEFITS
- Plan and deliver presentations with more confidence
- Communicate your messages more clearly to the audience
- Present with greater impact

COURSE OUTLINE

Purpose and WIIFM
- What’s the purpose?
- How can you measure success?
- What’s in it for your audience?

Your material
- Structuring a presentation logically
- Brainstorming content
- Opening effectively
- Closing memorably

Visual delivery
- PowerPoint – best (and worst) practice
- Positive body language

Vocal delivery
- Pace and pausing
- Intonation, pitch and volume
- Emphasising key words
- Matching voice with body language

Fine-tuning your language
- Signalling transitions
- Asking questions
- The power of 3
- Emphasising contrasts
- Handling interruptions
TRAIN THE TRAINER: ESSENTIAL SKILLS

This extremely practical three-day workshop provides trainers, managers, supervisors and HR staff with invaluable facilitation techniques used by top training professionals.

Through a series of learner-centred activities, you will learn how to plan, prepare and deliver training sessions that meet the needs of your participants and engage them from start to finish. On the final day, you will work in teams to prepare and deliver a training session. You will receive constructive feedback throughout the workshop as well as practical tips on how you can continue to improve.

Who should attend?
For trainers, intended trainers, HR professionals and managers.

BENEFITS
• Be able to select the best methods and activities for your group
• Deliver well-structured training sessions that achieve their aims
• Know how to engage trainees and keep them focused

COURSE OUTLINE

Introduction and openings
• Using ice-breaker activities
• Organising pre-course tasks and self-evaluations
• Structuring the start of a training session

Planning and preparation
• Understanding the needs of trainees, sponsors and stakeholders
• Writing SMART training objectives

Method
• Structuring your training session
• Adopting a learner-centred approach
• Getting participation in the training room

Activities
• Using sensory learning preferences
• Making it fun and interactive
• Giving clear instructions
• Eliciting answers

Feedback and endings
• Giving constructive feedback
• Delivering your training session
• Reviewing strengths and areas for improvement
• Ending a workshop

PUBLIC TRAINING DATES
M AR 1 2 -1 4
M A Y 1 6 -1 8
S E P 4 -6
N O V 2 6 -2 8

COURSE FEES
$1,591.09 (incl. GST)

MAXIMUM GROUP SIZE
12

LENGTH
3 Days

Register online at britishcouncil.sg/corporatetraining
USING YOUR VOICE FOR IMPACT

We all use our voices to communicate at work. But are you making the most of this valuable asset?

This workshop will help you to develop the skills and strategies for successful vocal communication in the modern business environment. Through a range of techniques and exercises you will learn how to care for your voice and communicate in a way that creates maximum impact. You will practise using your voice in business simulations such as webinars, pitches and announcements.

Who should attend?
Anyone who wants to increase the power of their vocal communication.

BENEFITS
• Learn strategies to protect and project your voice
• Use a range of vocal elements to increase the power of your voice
• Apply techniques to engage your audience using your voice

COURSE OUTLINE

Introduction
• The 6 Ps of using your voice
• Your current vocal skills

Protecting
• Caring for your voice
• How the voice works
• Techniques to warm up your voice

Projecting
• Common projection problems
• Tips for projecting with impact
• Practising your projection

Pitching
• Pitching it right
• Intonation
• Using your voice for atmosphere and influence

Pronouncing
• The phonological core
• Consonant sounds and clusters
• Long and short vowel sounds
• Syllables

Pausing and pacing
• Pausing for impact
• Stress techniques
• Pacing your speech

Your voice at work
• Making announcements using a microphone
• Conducting an effective video conference
• Delivering engaging webinars
CUSTOMER SERVICE
Would you like to develop your customer handling skills so that you are able to exceed your customers’ expectations? If so, this updated and highly interactive workshop will give you the tools that you need.

The workshop is suitable for those who deal with internal or external customers. It focuses on the strategies and skills needed to achieve excellent customer service.

**Who should attend?**
Anyone who has to deal with either internal or external customers.

**BENEFITS**
- Gain more confidence in your customer handling skills
- Communicate more effectively with your customers
- Better deal with challenging customer interactions, such as handling complaints

**Introduction**
- What is service excellence?
- Recognising WOW brands and their features

**The customer journey**
- What is a customer journey?
- Analysing and improving your customer journey

**Consistent customer service**
- Defining your service mission and values
- Meeting customer needs and expectations
- Consequences of dissatisfied customers

**Communicating with your customers**
- The 3 Vs of communication
- Active listening
- Common complaints and appropriate service recoveries

**Customer service language and stress**
- Dealing with stressful customer interactions
- Using appropriate customer service language
- Saying ‘no’ in a friendly way

**Bringing it all together**
- Challenging customer interactions
HANDLING ANGRY, HOSTILE AND ABUSIVE CUSTOMERS

Anyone who works in a customer-facing role has, at some time, had to deal with exceptionally challenging behaviour from their customers. This vital workshop gives you practical tips and techniques to deal with these situations in a calm and assertive way.

Through discussions, case studies and role plays you will learn why people react angrily, how to manage your own emotions and how to handle challenging behaviour.

Who should attend?
Customer service professionals, executives and managers who want to build confidence in dealing with extremely challenging customers.

BENEFITS
- Better understand your customers’ anger and your own reactions
- Know how to stay calm and think straight in stressful situations
- Use a range of strategies to be more confident and assertive

COURSE OUTLINE
Understanding yourself and others
- The anger escalator
- The six second response
- Dealing with stress

Managing yourself and others
- Showing empathy
- Strategies to calm angry customers
- Conflict management styles

Handling refusals and complaints
- Refusing requests and offering alternatives
- Explaining policy using assertive techniques
- Tone in complaint handling

Dealing with hostile or abusive customers
- Identifying hostile or abusive customers
- Strategies and role plays

Register online at britishcouncil.sg/corporatetraining
MANAGING SERVICE EXCELLENCE

Do you manage a service delivery team? Would you like to develop a culture of service excellence in your organisation? If so, this important workshop is for you.

With a range of interactive activities, you will learn about the ‘6 Ds’ of a customer-focused culture and how to link these to your service vision. You will also discover how to manage customer experiences while keeping your team engaged.

Who should attend?
Current or aspiring managers of service delivery teams.

BENEFITS
• Understand how to build a culture of service excellence
• Develop a highly motivated and engaged customer service team
• Learn from other high-performing managers and organisations

COURSE OUTLINE
Introduction
• Building a culture of service excellence
• The 6 Ds of a customer-focused culture
• Defining your service vision

Managing the service team
• Finding the best staff
• Developing engaged and empowered employees
• Case study – Singapore Airlines

Managing the customer experience
• Customers’ emotions and your emotional signature
• Creating a customer-centric company
• Case study – Zalora

Evaluating service performance
• Types of service performance measures and their benefits
• Purpose of performance measures
• Using data to improve your service
SERVICE EXCELLENCE ON THE TELEPHONE

This new and dynamic one-day workshop will help you to deliver service excellence on the telephone.

You will learn a range of strategies to manage different customer interactions while projecting a polite, professional and positive image. There will also be plenty of opportunities to practice these strategies and receive feedback from your expert trainer.

Who should attend?
Anyone who needs to deal with internal or external customers over the telephone.

BENEFITS
• Feel more confident handling customers on the telephone
• Know how to make a positive impression on your customers
• Learn techniques to deal with challenging situations on the telephone

Registration:
Register online at britishcouncil.sg/corporatetraining

PUBLIC TRAINING DATES
APR 25
JUL 11
NOV 5

COURSE FEES
$636.65 (incl. GST)

MAXIMUM GROUP SIZE
16

LENGTH
1 Day

Introduction and overview
• You and your voice
• First impressions last
• The 3 Vs of effective communication

Connect with your customers
• The virtual handshake
• Making the most of your voice
• Customer-focused phrases
• Active listening and small talk

Advanced telephone skills
• The seven types of reps
• Controlling the call
• Handling complaints
• Saying ‘no’ in a friendly way

Empathise and apologise
• Empathetic language
• Apologising
• Final role play

Course outline

Introduction and overview

• You and your voice
• First impressions last
• The 3 Vs of effective communication

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• The virtual handshake
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• The seven types of reps
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• Final role play

Register online at britishcouncil.sg/corporatetraining
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HOW TO FIND US

BY BUS

8, 26, 28, 31, 73, 88, 90, 139, 142, 143, 145, 155, 157, 159, 163, 231, 232, 235, 238

BY MRT

Get off at Toa Payoh station (NS19)

Turn left at the control station

Look for the signs to HDB Hub (Exit A)

Take the escalator up to Level 1, walk past Toast Box and Giordano

Turn to your right when you enter HDB Hub

Look for Maybank, walk straight on and you will see HDB Gallery (under construction). Turn left and walk all the way to the waterfall. Turn right to the lifts at East Wing Lobby 1 and go up to level 9.

BY CAR

The nearest parking space is in the basement of HDB Hub. Entrance to the carpark is at 480 Toa Payoh Lorong 6. Carpark charges apply.

Carpark charges:
• Monday to Saturday 7.00am to 6.00pm: S$0.50 per half hour
• After 6.00pm: S$1.00 per entry
• Sunday and Public holidays: S$1.00 per entry
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480 Lorong 6 Toa Payoh
#09-01 HDB Hub, East Wing
Singapore 310480
T 65 6439 2131
F 65 6397 2242

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30 Napier Road
Singapore 258509

Marsiling Centre
1 Woodlands Street 31
#04-01 Fuchun Community Club
Singapore 738581

Tampines Centre
11 Tampines Concourse
#01-02/03/04
Singapore 528729

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British council (Singapore)
ERF Reg No.: 201202363R
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