LEARNING & DEVELOPMENT
Course Catalogue

March - April 2018

new

Coaching & Mentoring Skills

MEDIUM : Cantonese / English	COURSE CODE : CMS	DURATION : 1 Day	FEE : HK$3,480	EARLY BIRD : HK$3,180

7 March, 2018 (Wed)

'Raising the Bar'

The aim of this workshop is to equip the participants with the practical skills of coaching and mentoring so that they will raise the confidence and competence of others through motivation, guidance and influence.

Programme Objectives

After attending this seminar participants will be able to:

• Know the role of Coaching and Mentoring in developing people
• Learn and use a Coching and Mentoring model
• Build an effective Coaching / Mentoring relationship
• Use Coaching and Mentoring Conversations effectively to increase Communication, Motivation & Performance
• Continuously assess the progress, the gaps and adjust the conversation style to enhance the development of each team member.

Methodology

The program will comprise 'mentor' scenarios for the *coaching conversation role-plays*. These scenarios will be used for *discussion and role-play simulations* during the workshop.

We use whole brain learning concepts and a multi sensory facilitation style to stimulate thinking and build skills and knowledge in the participants. The methodologies include:

• Role-plays
• Action-learning activities
• Discussions
• Checklists
• Detailed course notes and reference materials

⌇ Course Outline

1. Introduction to Coaching and Mentoring
• Why Coaching & Mentoring
• Differentiate between Coaching, Mentoring and Counseling
• Benefits of coaching
Methodology: Presentation, discussion, reflection

2. Coaching and Mentoring Relationship
• Guiding Principles and Expectations
• Skills & Techniques
• Understand how different communication styles, Body Language, Verbal & Non-Verbal signals can affect the relationship & motivation
Methodology: Presentation, Skills Practice, Role-play Simulation, Debrief

3. Discovering Your Coaching and Mentoring Style
• The Four (4) Styles
• *Personality Style Evaluation*
• Partnering for Performance
Methodology: Questionnaire, debrief, presentation

4. The Coaching and Mentoring Conversation
• What does it sound like?
• Questioning Techniques for digging deeper
• Deep Listening Skills
• What are the Target Outcomes?
Methodology: Presentation, Role-Play simulation, debrief

5. The Coaching and Mentoring Conversation in *Practice*
• Activities to reflect scenarios in context of the workplace.
• Role-Plays where each participant will take turns to act as a Mentor and Mentee, Coach & Coachee.
Methodology: More practice and feedback

6. Monitoring the Progress
• Assessment of the coachee's development stage
• Identifying the gaps as a mentor and with the mentee
• Scheduled and non-scheduled follow-up
• The goal to build a relationship where the mentee willingly comes to the mentor, rather than the mentor only doing the follow-up

Managing People for Win-Win Results

MEDIUM : Cantonese / English	**COURSE CODE** : MPWWR	**DURATION** : 2 Days	**FEE** : HK$6,480	**EARLY BIRD** : HK$5,980

8-9 March, 2018 (Thu-Fri)

The programme aims to equip managers with knowledge and skills to become highly competent at leading and influencing others to achieve results.

After attending this seminar participants will be able to achieve the following objectives:

- Implement best-in class practices for leadership and communication
- Harmonize and apply tools and practices to optimize productivity
- Develop a learning attitude for self and others

Methodology

We use whole brain learning concepts and a multi sensory facilitation style to stimulate thinking and to build skills and knowledge in the participants. The methodologies include:

- *Role-plays*
- *Action-learning activities*
- *Discussions, brainstorming, sharing of experiences*
- Checklists
- Reflection and notes to the learning journal
- Detailed course notes and reference materials

Our process of facilitation to transfer learning entails:
- Communicating the concept and best practices
- An activity to practise the concept, build skills and change behaviour
- Debriefing of the learning

✐ Course Outline

Day 1

1. Opening Activity

The participants are divided into teams. Each team will have a manager and team members. Each manager is given a *brief* which they need to communicate to the team and together they achieve the objectives. At the end of the activity there is a *debrief* by the observer, the facilitator and each team member. The learning objectives of the activity include:
- Communicating, motivating and engaging a team around a project
- The team dynamics and communication style amongst team members
- Performing under pressure as the situation changes
- Evaluating the success based on the expected objectives
- *Debrief and discussion*

2. The manager's role
- The Company's philosophy and corporate objectives
- Attitude and behaviours to support corporate objectives
- Required skills to be a successful manager

3. Understand Your Behavioral Style
- Understanding the styles
- Identifying personality types through behavioural observations
- Communicate with other styles

4. Leading, influencing and Communicating with other Styles
- Brainstorm communication preferences of other behaviour styles
- How are communication styles impacted under pressure
- Identify ways to adapt communication style to influence others in normal communication situations and under pressure
- *Practise* strategies for effective communication, general and specific

5. Developing Rapport

Through *customized case study / role-play* participants will discover how to develop rapport with others by creating an impact with both verbal and non-verbal communication:
- Trigger points of communication
- Introduction of the 3 V's in communication
- Strategies for effective communication
- *Role-play review*
- *Debrief* – Reflection and notes to the learning journal

Day 2

1. Communicating with Others
- Critical links
- Information exchange patterns
- Filters of perception

2. Why aren't they Creative
- A *discussion* around one's attitude, feelings, beliefs, values and thinking
- Building confidence in self and others
- Empowerment vs. Abdication
- Use the behaviour styles to understand who needs variety to be creative
- An introduction to the 3 V's of Communication – verbal, visual, vocal

3. Why aren't they Listening
- Apply framing techniques to focus and position
- Clarity in communication – practice clarity, brevity, impact
- Asking vs. telling – questioning techniques to open up the other person
- Application of the 3 V's – verbal, visual and vocal techniques appropriately – for example to be encouraging and assertive rather than aggressive
- Opinions vs. fact based speaking

4. Why aren't they Talking
- Making the other person feel safe
- When is it okay to speak, observe, ask and practice in silence
- Elements and practise of active listening
- Pacing and Leading
- Matching
- Self-improvement areas

5. Feedback Practice
- *Role-play* based on customized scenarios
- Set the benchmark

6. Feedback Techniques
- AID model
- Basic do's and don'ts of feedback
- Observation of verbal and non-verbal signals
- Introduction to the coaching principles of asking vs. telling
- Pacing, leading and framing
- Gaining agreement and commitment

Please contact CEL for a quotation if your are interested in organising any of the topics as in-house on-site or off-site training.

Leadership Skills Workshop

MEDIUM : Cantonese
FEE : HK$3,480
COURSE CODE : LSW
EARLY BIRD : HK$3,180
DURATION : 1 Day

15 March, 2018 (Thu)

To succeed in the ever-changing landscapes in business, organizations need to focus on their core competence by building the strengths of their managers and helping them to correct and upgrade their areas of improvement. This is especially important when the organization is undergoing rapid expansion and people need to be ever-ready to take on new roles and responsibilities. To facilitate the development and the growth of the core competence, managers must be able to upgrade their set of **Attitudes, Skills and Knowledge** in order to set the right examples for the teams they are leading.

By completing this workshop, participants will have a unified understanding of:

- Their own personal communication styles
- How to use this information to communicate effectively with other styles
- How to motivate your staff
- Understand When to Coach, Who to Coach and How to Coach
- Understand the skill proficiency level of your staff
- How to lead their teams to achieve higher results

Methodology All training modules have variations of the following:

- *Ice breakers*
- *Input* – concise concepts and theory, main focus is on practical demonstration of behaviors
- *Team or individual activity* to reinforce input and increase ability to re-model behaviour
- *Feedback* from team, individuals and the facilitator
- Various *"games/activities"* to enhance the retention of skills. The activities will be either *case studies* leading to *discussions and/or role-plays, or practical games* related to the skills & process.

✏ Course Outline

1. Understanding the As-Is Situation
- Looking at the "Bigger Picture"
- Understanding our Focus and Goals
- Focusing on our Priorities and Responsibilities
- Square wheels exercise

2. Management Styles
- Skills will matrix
- Exercise: Map the scenario
- What are the signs?
- Exercise: Map your team
- Communicating your message (risk of being wrong, safety approach)
- Adapting the message

3. Empowerment
- Showing confidence & support
- Following through with actions

4. Impressions / Perceptions
- How are impressions forms
- How do you want to be described?

5. Bringing out the best in others
- Understand the critical effects of Coaching
- Identify specific behaviours that foster a supportive coaching environment
- Learn and use the key actions involved in coaching and bringing out the best in others

6. Motivating & Developing
- Open Communication Channels
- Exploring Ideas & Discussion Skills
- Flexibility & learning to anticipate
- Establishing Trust to gain willing co-operation

Personality Styles in Team Communication
Build on Commonalities and Enjoy the Differences

MEDIUM : Cantonese / English
FEE : HK$3,480
COURSE CODE : PSTC
EARLY BIRD : HK$3,180
DURATION : 1 Day

15 March, 2018 (Thu)

Blending interest, initiatives and motivation of self with others' to produce mutually satisfying results is the key to successful team communication. Suiting the communication style to the team members' personalities raises the harmony and connection, which drives up efficiency.

In the workshop, the participants will have the following takeaways:

- Define the essential traits to achieve team efficiency
- Embrace the principle – build on commonalities and enjoy differences
- Know the personality style of self and others'
- Discover the key to rapport building
- Convey clear messages by finding the right context
- Motivate initiatives on task and on relationship
- Align on the concept of time
- Listen to understand differences and prioritise
- Manage differences in expectations, roles and interests
- Connect with team members with different personality styles

Target Audience Team leaders and team members

✏ Course Outline

1. Personality Styles in Team Dynamics
- Engage in an activity to discover personality styles in team functioning
- Be aware of efficiency based on a task and a people focus
- Know time management with people's mindset on time

2. Personality Style Analysis
- Realise the style for self and for others in a questionnaire
- Discuss how to vary the approach to build rapport with four types of profile
- Profile own team members at work

3. Connect with the Right Context
- Learn how people express thinking and feelings through contexts – high context and low context
- Define low context as task-focused and high context as relationship-focused
- Practise in an exercise how to get across and exchange clear information by finding the middle context

4. Manage Time with Others
- Deal with the monochronic –precise with time and the polychromic – flexible with time
- Plan to set expectations
- Monitor for commitment

5. Negotiate and Manage Differences
- Identify common goals
- Drive conversation with an effective model
- Lobby and influence

6. Network to Bond
- Engage and energise during informal situations
- Practise a three-step process with four (4) profiles
- Select channels

7. Integrate Skills for Action with Own Team
- Integrate learning to apply to team
- Develop ongoing plan to enhance team communication based on the profiling completed earlier in the workshop
- Share review with fellow participants

Time Management for Work-Life Balance

MEDIUM : Cantonese / English   **COURSE CODE :** TWLB   **DURATION :** 1 Day
FEE : HK$3,480   **EARLY BIRD** : HK$3,180

16 March, 2018 (Fri)

Work faster, do less and get smarter is the key to time and task management for Work Life Balance

Objectives

The participants will learn how to:

- Master their time investment to get optimum returns
- Set and schedule priorities
- Maintain work life balance
- Design smart task processes

Methodology

Lecture on updated models, case studies, game and discussion

✍ Course Outline

1. Work Faster, Do Less and Get Smarter
- Realise the value of the 80>20 rule in time investment to optimize results in an activity.

2. Set Priorities
- Reflect on personal habits of time management and engage in an activity on prioritizing.

3. Set Goals by Knowing Importance vs Urgency
- Understand how to drive actions to reach goals using the Importance vs Urgency concept as a compass.
- Relate models to case studies

4. Work Life Balance – the Will and the Actions
- Learn easy-to-use tools to schedule work and fun activities and to act with flexibility to handle adhoc issues.

5. Multi-Tasking – How Does It Work?
- Discover from research findings the effect of multi-tasking.

6. Reduce Time Wasters
  Identify smart and time-saving practices on:
- Meetings
- Email
- Interruptions

7. Delegate Productively
- Gain insight on delegation and plan time investment wisely to develop staff.

8. Get Started on Personal Change
- Be aware of own behavioural style and of ways to address some blind spots.

Creative Problem Solving and Decision Making

MEDIUM : Cantonese   **COURSE CODE :** CPSDM   **DURATION :** 1 Day
FEE : HK$3,480   **EARLY BIRD** : HK$3,180

21 March, 2018 (Wed)

We are continuously confronted with problems that require us to make appropriate decisions. Why is it that some people find it easy to solve tough problems with simple solutions while others find this feat nearly impossible? Some problems are more complex, like deciding how to prioritize our work, or understanding why a process failed and deciding what to do about it; these require a rational and creative approach to problem solving.

You've no doubt looked at solutions to problems and said, "I should have thought of that." But you didn't. The answer is not just because of the sense of creativity, although that certainly helps. Rather, the power to find these creative solutions lies in our ability to search for and find facts that relate to the situation, and put them together in ways that work. **In this workshop, we will cover the important thinking approaches. After understanding the thinking mechanisms, we will provide you with methods and tools that you will practise during the sessions that can help you at work or in life.**

After attending this program, participants will be able to :
1. Increase awareness of problem solving steps and problem solving tools.
2. Distinguish root causes from symptoms to identify the right solution for the right problem.
3. Apply logical and creative approaches to solving problems and making decisions
4. Improve problem solving and decision making skills by identifying individual problem solving styles.
5. Think creatively and work towards creative solutions.
6. Recognize the top ten rules of good decision-making.

Methodology
The course uses a mix of *interactive techniques, presentation by consultant and participants, group discussion and reflection, practice and case study.*

Target Audience
Managers, supervisors and administrators who will benefit from better problem solving and decision making skills, and business professionals who want to take their critical thinking to the next level by using both their experience and intuition to make the right moves and decisions.

✍ Course Outline

1. What is Problem Solving?
- What problem solving and decision making means
- Different types of decisions, the difference between facts and information and common decision making traps.

2. Problem Solving Styles
- Four (4) types of problem solvers with identification of their strengths and weaknesses, and how to use that knowledge to become better problem solvers.

3. Six (6) steps in Problem Solving Cycle
- Six (6) steps that can apply to most problems with application to the business situations.

4. The Problem Solving Toolkit
- Problem solving tools with a *case study* in a *large group discussion*.

5. Thinking Outside the Box
- *Discuss* ways to encourage creative thinking, including brainstorming and the random word method.

6. Decision Making *Case Study*
- *Work* on problems in *small groups* to solve the real business cases

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Please contact CEL for a quotation if your are interested in organising any of the topics as in-house on-site or off-site training.

Effective Communication and Interpersonal Skills

MEDIUM : Cantonese / English   **COURSE CODE :** ECIS   **DURATION :** 1 Day   **FEE :** HK$3,480   **EARLY BIRD :** HK$3,180

12 April, 2018 (Thu)

Deliver Clear Messages and Build Rapport to Drive Results

Meeting others' expectations successfully is a key to effective communication. Forming trust in interpersonal relations speeds up team efficiency and enhances job satisfaction.

The workshop develops the participants' skills in the following aspects :

- Follow an audience-focus direction
- Plan the relevant content of a message
- Speak a precise and credible language
- Practise active and empathetic listening
- Give and get feedback to drive continued improvement
- Be aware of own and others' communication behaviours
- Adapt communication styles
- Select suitable communication channels
- Apply effective communication face to face, on the phone and via writing

Target Audience

All staff

Methodology

The training is built on multi-sensory facilitation with the following activities:

- *Lecture*
- *Discussion*
- *Case studies*
- *Role-play*
- *Self-evaluation questionnaires*
- *Exercises*
- *Video*
- *Game*

⬦ Course Outline

1. Creating the Context
The participants will engage in a *game* to be aware of communication dynamics:
- Trust
- Liking
- Competence

2. Overcoming Communication Barriers
Through a *discussion and case studies,* the participants will analyse possible communication barriers arising from the following differences:
- Expectations
- Background
- Interest

3. Planning with an Audience Focus
In an *exercise and role-play*, the participants will learn a tool to structure a clear message to suit the audience:
- Purpose
- Content
- Language

4. Selecting the Right Channel
In a *discussion*, the participants will discover the impact of three (3) channels. They will know how to select the right channel:
- Writing
- Face to face
- Phone

5. Getting Results via Email
The participants will *practise a three (3)-step template* to prompt actions:
- Get to the point
- Provide easy reference
- Time the action

6. Adapting Communication Behaviours
In a *self-evaluation questionnaire and role-play*, the participants will realise how to adapt own communication behaviours:
- Build on strengths and compensate for weaknesses
- Match the communication behaviours of others
- Learn a model to build rapport

7. Practising Active and Empathetic Listening
In a *short video and discussion*, the participants will learn:
- Being objective
- Showing empathy to gain trust
- Using techniques of smooth questioning

8. Giving and Getting Feedback
In an *activity and discussion*, the participants will learn:
- The value of feedback
- Techniques of giving positive and constructive feedback

9. Action Plan
The participants will integrate the day's learning and form their *action plan* for applying the knowledge.

Handling Difficult People

MEDIUM : Cantonese / English **COURSE CODE** : HDP **DURATION** : 1 Day
FEE : HK$3,480 **EARLY BIRD** : HK$3,180

19 April, 2018 (Thu)

Who are some difficult people to work with? They may be your customers who have unrealistic expectations of you. They may be your co-workers who have a different work style or different interests. To uphold productivity and integrity, you need to take up the challenge to manage these people. You may need to tap your interpersonal skills while you problem-solve as you tackle technical problems.

The programme aims to build the participants' confidence in handling difficult people. They will be equipped with the techniques to practise professionalism in the following scenarios:

• **Staying calm under pressure**
• **Communicating assertively**
• **Analysing problematic situations**
• **Applying relevant methods to resolve conflict**

Who Should Attend

Those who need to maintain interpersonal relationships at work

✍ Course Outline

1. Characteristics of Difficult People
Through *brainstorming*, the participants will categorise difficult people into a few types: **Unreasonable, Defensive, Insecure, Arrogant.**

2. PEACE Process in Bridging Differences
The participants will learn the process to bridge the differences with people: **Prepare, Empathise, Adapt, Compromise, Enable.**

3. Prepare with Calm Emotion
The participants will realize how to focus emotional energy to resolve differences through a *self-evaluation questionnaire*.

4. Empathise to Leave the Door Open
The participants will learn the GROW model to enable listening in self and others: **Goal, Reality, Options, Wrap-up.**

5. Adapt to Behavioural Styles
Through *self-evaluation, discussion and role-play*, the participants will:
• Realise their own conflict behaviours
• Identify the conflict behaviours of others
• Influence others by adapting the suitable communication behaviours

6. Adapt with Communication Strategies
The participants will *practise in an exercise* the communication styles that build trust with people:
• Verbal - a motivating language
• Vocal - a sincere tone
• Visual - an open posture

7. Compromise through a Win-Win Attitude
The participants will learn how to gain attention from others by relating to their logical and emotional readiness:
• Understand Transactional Analysis
• Apply the concept in *an exercise*

8. Compromise in Conflict Management
The participants will review six (6) methods to build their flexibility in managing conflict considering such factors as: Information, Time, Authority.

9. Enable the opportunity to Interact with Positive Energy
The participants will *discuss* how to enable self and others to manage stress and resolve differences with calm energy:
• Ongoing energy building
• Biological switches

Influencing Skills to Power Up Persuasion

MEDIUM : Cantonese / English **COURSE CODE** : IFSW **DURATION** : 1 Day
FEE : HK$3,480 **EARLY BIRD** : HK$3,180

20 April, 2018 (Fri)

Persuasion gets one to sell ideas. To get buy-in from customers, bosses, peers and subordinates, one needs to adapt to their real needs. To be able to adapt and connect to speed up the result, influencing both the functional and the psychological aspects of communication will make a difference in getting higher results. The participants will learn:

• An awareness of how to build on their own strengths
• Influence as an accelerator of persuasion
• Difference between persuasion, influence and manipulation
• Drivers which get people to say yes
• Motivation of the conscious and unconscious mind
• Communication models to connect with the conscious mind
• Impact to connect with others on the unconscious level with body language and voice
• Ideas selling presentation
• Assertiveness at negotiation

Target Audience

Those who would like to communicate with impact

✍ Course Outline

1. Influence vs Persuasion
• Define influence, persuasion versus manipulation
• Discover your potential to influence
• Focus on the ability to get a "yes" from others

2. Connect with the Technical and Psychic Levels
• Understand how information is processed by the conscious and unconscious mind
• Know the importance of driving others through knowing their real needs
• Realise the verbal and non-verbal tools

3. Connect to Feelings and Logic
• Discover ways to build rapport with 'why'
• Practise a template to convey a message
• Adapt approach to bosses, clients, peers and subordinates

4. Create High Impact with Verbal and Non-Verbal Language
• Practise a transparent yet tactful language
• Learn how to build trust and liking with body language
• Reckon the secret of intonation and pausing in voice

5. Get a Yes with Influence Drivers
• Be aware of the top-rated drivers for a 'yes'
• Engage in a debate to experiment the usage
• Discuss how to apply to case examples

6. Pitch Audience Interest with Listening and Selling
• Learn the cascading method in listening and probing to discover real needs
• Engage in an activity to know the technique in matching message with needs
• Practise a model to deepen the selling effect

7. Negotiate Differences with an Achievement Direction
• Find overlapping interest
• Practise a model that creates open discussion
• Focus on getting your outcome

Please contact CEL for a quotation if your are interested in organising any of the topics as in-house on-site or off-site training.

Customer Service Skills

MEDIUM : Cantonese	**COURSE CODE** : CSS	**DURATION** : 1 Day
FEE : HK$3,480	**EARLY BIRD** : HK$3,180	

7 March, 2018 (Wed)

Excellent customer relationship skills helps to provide excellent service by facilitating customer to further adopt your products/solutions.

- Develop the correct mindsets and competencies for customer service excellence
- Establish best customer service practices to uphold the company's brand image
- Learn the communication skills for effective customer interactions and presenting the solutions
- Improve speech, tone, general presentation and courtesy
- Understand the ways of handling difficult situations
- Enhance skills in handling difficult situations

Target Audience
All customer service related staff such as CS Representatives, Technicians, Support staff

Methodology
All training modules have variations of the following:
1. *Ice breakers*
2. *Input*-concise concepts and theories, main focus is on practical demonstration of behaviours
3. *Team or individual activity* to reinforce input and increase ability to re-model behaviours
4. *Feedback* from Team, Individuals & the Facilitator
5. Various *"games/activities"* to enhance retention of the skills
6. The activities will either be *case studies leading to discussion and/or role-plays, or practical games* related to the skills and the process

Course Outline

1. Developing Professional Behavior in Customer Service Excellence
- Why quality customer service is important to your organization and yourself
- Creating and making productive use of business opportunities: positive attitude, proactive versus reactive approaches

2. Guidelines for Handling Incoming and Outgoing Service Calls
- Steps and skills for creating a good impression and customer interaction
- Building rapport
- Uncovering customer needs to development business opportunities
- Questioning and listening for building understanding and agreement (including *effective listening skills exercise*)
- Presenting your ideas clearly and persuasively (including effective speaking skills)
- Promoting your product and service benefits
- Overcoming objections and resistances

3. Communication Skills for Effective Service Interactions
- Positive communication skills
- Expressing empathy, politeness, respect and flexibility
- Communicating successfully with different types of customers
- Learning what to do when customers' needs cannot be met
- Handling difficult situations while getting hold of the business opportunity

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Interviewing Skills to Recruit the Right Candidate

MEDIUM : Cantonese / English	**COURSE CODE** : ISW	**DURATION** : 1 Day
FEE : HK$3,480	**EARLY BIRD** : HK$3,180	

13 April, 2018 (Fri)

The workshop enables the participants to master a result-focused process to select the right candidate successfully. The training concepts are based on Harrison Assessment employee selection and development tools. The participants will gain confidence in practising the following interviewing techniques:
- Design of interview
- Communication during interview
- Evaluation of the candidates

Who Should Attend
Middle Management

Methodology
Lectures, Discussions and Role-plays

Course Outline

1. Common Pitfalls at Interviews
The participants will learn from survey data that interviews do not always succeed in getting the suitable candidate. They will *work in groups* to use a problem-solving approach to address some major pitfalls:
- Lack of an agenda
- Irrelevant information
- Inconclusive progression

2. Assessing Suitability
- Learn to identify desirable and undesirable traits in candidates for job success
- Rate the traits' importance for the effective delivery of results
- Forecast the candidate's personal drive based on job interest

3. Decision-Making Criteria
The participants will learn how to use a decision matrix to maintain objectivity in candidate assessment by:
- Setting priorities of job skills
- Building systematic measurement of suitability

4. Developing Questions
The participants will *practise* developing questions based on the selection criteria focusing on:
- Skills assessment
- Attitude assessment
- Communication ability assessment
- Questioning sequence

5. Interviewing (Role-Play)
The participants will *role-play* an interview based on the questions that they have developed.

6. Review of Role-Play
The trainer will review the role-play in Module 5 to reinforce the do's and don'ts at interviews.

7. Deportment for Visual Confidence
We will *discuss* the overall aspects required to create a successful personal image which includes the "Dress for Success" philosophy.

8. Professional Interview Etiquette
The participants will review the following etiquette to project a positive Company image:
- Seating arrangement
- Introductions
- Small talk
- Conclusion

9. Personality Analysis
The participants will learn how to recognise personality types and relate their suitability to the job.

All public and in-house programs are delivered by Senior Trainers/Consultants of CEL. Please contact CEL for trainer profile(s) if needed.

Personal Branding and Professional Image

MEDIUM : Cantonese	**COURSE CODE** : PBPI	**DURATION** : 1 Day
FEE : HK$3,480	**EARLY BIRD** : HK$3,180	

10 April, 2018 (Tue)

We all agree that the first impression is everything when starting a great conversation in business, but how can you gain trust from customers or interviewers within minutes of first interaction? Is it important for your frontline staff to project the brand identity of your company? By mastering the art of professional business image and personal branding, one can adapt dynamically to meeting the needs in different situations and allowing oneself to dress and groom effectively to project one's image with confidence and professionalism. This program can help participants recognize image details that distinguish oneself from the competition.

After attending this program, participants will be able to :
- Understand the importance of visual image
- Be aware of the benefits of creating one's professional image for career and the company
- Be able to build a positive first impression through both inner and outer elements
- Be able to dress and groom well for different business situations
- Make an impactful first impression in business interaction
- Manage body language and vocal expression to create positive impression
- Apply personal image power-up advice to enhance personal professional image

Methodology
Lecture, demonstration, discussion ad reflection, role plays, checklists and questionnaires

Target Audience
Anyone who needs to meet with external parties, including customers and business partners or job seekers who need to attend job interviews

🗒 Course Outline

1. The important of visual image
- What is professional image
- Align personal image and corporate image
- Cases sharing

2. Dressing right, dressing smart in every business occasion
- Introduction of dressing code for different business occasion :
  Business formal, Business casual and Smart casual

3. Business grooming standards
- Grooming tips from head to toe
- Personal hygiene and use of fragrance

4. Contemporary business dressing guides
- Dress details of formal suits, business casual and smart casual
  - Color, Styles, Fabrics, Correct fit
- Mix and match guidelines
- Accessories for different occasions

5. Use of body language and voice during business interaction and win trust from others
- Master five(5) tips to empower non-verbal communication
  - Posture & gesture, Energy level, Smile, Eye contact, Nod

6. Personal image power-up advice
- Facilitator will give constructive feedback to participant on professional business image which include color analysis, hair style and dressing style

7. Shopping Tips
- Purchase the appropriate clothing based on different styles, with price range recommendation

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Storytelling for Engaging Presentation

MEDIUM : Cantonese	**COURSE CODE** : SEP	**DURATION** : 1 Day
FEE : HK$3,480	**EARLY BIRD** : HK$3,180	

11 April, 2018 (Wed)

Storytelling is your most powerful means of communication. It connected people. The most successful presenters are storytellers, by mastering business storytelling skills to achieve business results.

After a presentation, 63% of audience remembers stories but ONLY 5% remember statistics (Source: Authors Chip & Dan Heath). Stories work and stories have value because they help audience understand the facts and raw data with business meaning. Stories are how we best learn and visualize information, simplify and clarify even the most complex information. We can hook an audience with emotion. What's more, stories help people remember what they have heard.

After attending this program, participants will be able to :
1. Build engagement and inspire people to take action
2. Master storytelling techniques in business presentation
3. Understand your audience and match your stories relevant to their experience and interests
4. Apply emotional power to the stories by eye focus, voice, posture and gestures to have a much better chance of resonating with the listeners
5. Master the art as a good communicator to incorporate storytelling seamlessly into "best and natural style"

Methodology
Lecture, discussion and reflection, role plays, practice and feedback

Target Audience
Sales, Customer Services, Frontline and client-facing professionals who need to communicate with internal and external customers

🗒 Course Outline

1. Stories in presentations bring to life abstract data
- How to enable listeners to better hear, understand and remember what you say
- Make sweet reason has its place

2. The art of good storyteller
- Plain (Keep it simple)
- Light (Make sure your story is appropriate to your audience)
- Obvious (Be clear and focused)
- Tight (Keep it short)

3. How to give your story a heart
- Create and satisfy desire
- Make it memorable
- Be conversational
- Respect your listeners

4. Eight(8) classic storytelling techniques for presentations
- Monomyth (hero's journey)
- The mountain
- Nested loops
- Sparkline
- In medias res
- Converging ideas
- False start
- Petal Structure

5. How to make your customer the hero
- What is your hero's power?
- How did your hero become 'super'?
- What threatens your hero?
- What drives your hero to do well?

6. The power of storytelling
- Telling your stories helps you to express what makes you different in the workplace

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Please contact CEL for a quotation if your are interested in organising any of the topics as in-house on-site or off-site training.

new

Win-Win Negotiation Skills 雙贏談判技巧

MEDIUM : Cantonese   **COURSE CODE** : WINWIN   **DURATION** : 1 Day   **FEE** : HK$3,480   **EARLY BIRD** : HK$3,180

16 March, 2018 (Fri)

Negotiation skills are vital and the key success factors to all kinds of businesses nowadays. This training program will help you understand your own and others' negotiation styles, and apply practical techniques. This will enable you to produce win-win result in various negotiation situations. By taking part in actual *business cases analysis and role plays*, participants can experience the negotiation process from a different angle and enhance their personal set of skills.

Methodology

All training modules have variations of the following:

- *Ice breakers*
- Input-concise concepts and theories, main focus is on practical demonstration of behaviors
- *Team or individual activity* to reinforce input and increase ability to re-model behaviors
- *Feedback* from Team, Individuals & the Facilitator
- Various *games/activities* to enhance retention of the skills
- The *activities* will either be *case studies leading to discussion* and/or *role-plays, or practical games* related to the sales skills and the process

Target Audience

Suitable for those who want to enhance negotiation skills in order to achieve excellent performance in career path

✐ Course Outline

1. Key factors in negotiation process

2. Applying various tactics and techniques to suit circumstances

3. Defining negotiation issues and alternatives

4. Listening and asking quality questions

5. Making and getting meaningful compromises

6. Breaking negotiation deadlocks

7. Understanding causes of conflicts

8. Strategies and process for resolving conflicts

在現今商業社會無論從事哪一種行業，談判技巧可說是成功必須具備的基本要素。本課程引導您認識自身及別人的談判風格，讓您學習改善談判流程和各種技巧，進而在談判桌上達至致勝之道。課程導師會透過真實案例的分享、角色扮演，引導您參與討論，啟發您從多角度去認識最新的談判流程與技巧。

適合希望通過提升談判能力改進工作表現的各行業人士

✐ 課程大綱

1. 談判流程的關鍵因素

2. 運用不同的技巧與策略應對各種情況

3. 制定談判話題與備選方案

4. 如何聆聽和發問

5. 作出有意義的讓步

6. 如何解除談判的各種障礙

7. 了解衝突的成因

8. 化解衝突的策略和流程
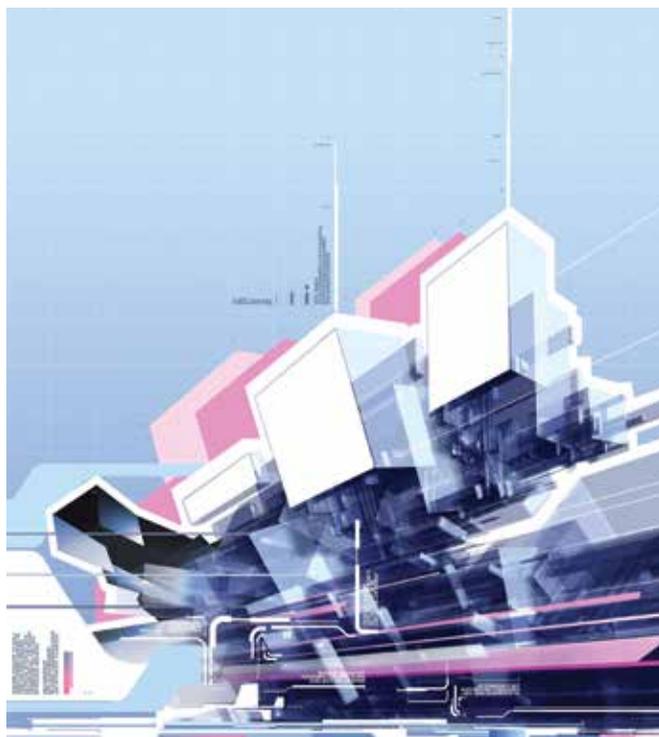
COURSE ARRANGEMENTS

Week	Course Date	Course Title		Course Code	Duration (Days)	Fees* (HK$)	Enroll before these dates to Enjoy our Early Bird Rates		Cancellation Deadline	Medium of Instruction
March 2018										
2	Mar-07	Coaching and Mentoring Skills	NEW	CMS	1	HK$3,480	HK$3,180	Feb 9, 2018	Feb 14, 2018	C/E
	Mar-08	Customer Service Skills	NEW	CSS	1	HK$3,480	HK$3,180	Feb 9, 2018	Feb 14, 2018	C
	Mar 8-9	Managing People for Win-Win Results		MPWWR	2	HK$6,480	HK$5,980	Feb 9, 2018	Feb 14, 2018	C/E
3	Mar-15	Personality Styles in Team Communication	NEW	PST	1	HK$3,480	HK$3,180	Feb 15, 2018	Feb 21, 2018	C/E
	Mar-15	Leadership Skills Workshop	NEW	LSW	1	HK$3,480	HK$3,180	Feb 15, 2018	Feb 21, 2018	C
	Mar-16	Win-Win Negotiation Skills	NEW	WINWIN	1	HK$3,480	HK$3,180	Feb 15, 2018	Feb 21, 2018	C
	Mar-16	Time Management for Worklife Balance	Revised	TWLB	1	HK$3,480	HK$3,180	Feb 15, 2018	Feb 21, 2018	C/E
4	Mar-21	Creative Problem Solving and Decision Making	NEW	CPSDM	1	HK$3,480	HK$3,180	Feb 23, 2018	Feb 28, 2018	C
April 2018										
2	Apr-10	Personal Branding and Professional Image	NEW	PBPI	1	HK$3,480	HK$3,180	Mar 10, 2018	Mar 15, 2018	C
	Apr-11	Storytelling for Effective Presentation	NEW	SEP	1	HK$3,480	HK$3,180	Mar 10, 2018	Mar 15, 2018	C
	Apr-12	Effective Communication and Interpersonal Skills		ECIS	1	HK$3,480	HK$3,180	Mar 10, 2018	Mar 15, 2018	C/E
	Apr-13	Interviewing Skills to Recruit the Right Candidate		ISW	1	HK$3,480	HK$3,180	Mar 10, 2018	Mar 15, 2018	C/E
3	Apr-19	Handling Difficult People		HDP	1	HK$3,480	HK$3,180	Mar 17, 2018	Mar 22, 2018	C/E
	Apr-20	Influencing Skills to Power Up Persuasion	NEW	IFSW	1	HK$3,480	HK$3,180	Mar 17, 2018	Mar 22, 2018	C/E

C = Cantonese, E = English

TIME: 9:00 am - 5:00 pm daily   **VENUE:** Regal Hongkong Hotel, Causeway Bay, HK.   * Fees include refreshments and buffet lunch

PAYMENT AND CONFIRMATION:
1. Seminar fees cover full set of course materials, lunch and refreshments. Seminar fees are payable in advance.
2. For enrolment by email, please provide all information per the standard Enrolment Form on this page.
3. For enrolment by fax, mail or email, CEL will issue an acknowledgement fax or email to the Authorized Person the next day from receipt of the enrolment.
4. Enrolments received by fax, mail or email on or before early bird deadline will be entitled to the early bird rate.
5. Joining instructions for confirmed registrations will be sent to the Authorized Person about 2 weeks before the seminar.

CANCELLATION AND SUBSTITUTION POLICY:
1. There is no cancellation charge for cancellations made on or before the cancellation Deadline.
2. Registrant(s) who fail to attend, or who cancel(s) after the cancellation deadline(s) are liable for the entire fee.
3. All cancellations should be notified in writing.
4. Enrolments received AFTER the cancellation deadline are subject to the same cancellation deadline.
5. Registrants may send substitutions in their place anytime. However, substitutions are not allowed once a seminar has commenced.

ATTENDANCE CERTIFICATE:
A Certificate of Completion will be given to each delegate who have attended more than 70% of the enrolled course(s).

CORPORATE DISCOUNT SCHEME & QUANTITY DISCOUNTS:
Please visit our Website at www.celhk.com or telephone Ms Mak at 2838 1182 to inquire the above.

Communications Engineering Ltd. reserves the right to vary the course programmes or arrangement if this proves necessary.

ENROLMENT FORM

Name	Job Title	Tel No	Mobile No	Course Code
(Mr/Ms)				
(Mr/Ms)				
(Mr/Ms)				
(Mr/Ms)				

Company Name :

Address :

Contact Person : (Mr / Ms)   Job Title :

Direct Line :   Email Address :

Mobile :   Fax :

Authorized Person : (Mr/Ms)

Job Title :   Direct Line :

Signature :   Date :

Cheque enclosed for HK$ Made payable to **Communications Engineering Ltd.**

Please tick (✓) if you require a receipt ❏

Please note seminar fees are payable in advance

BY PHONE:
Call Miss Mak at:
2838-1182

BY POST TO:
Communication Engineering Ltd.
Room 903, Connaught Commercial Building,
185 Wan Chai Road,
Wan Chai, Hong Kong

BY FAX:
Send enrolment form above to our FAX at number:
2838-7122

BY EMAIL:
cel@celhk.com

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Requested by: (Name) _____   Job Title: _____   Tel: _____

Please **1. Tick (✓) the appropriate box   2. Complete the form   3. Fax or e-mail this page to CEL together with the above label.** *Thank you very much for your help.*

About CEL

Communications Engineering Limited specialises in providing world-class quality Management Skills, Personal Effectiveness, Information Technology and Specialty Training. CEL targets new entrants and seasoned professionals in all business sectors. For more than 25 years, CEL has developed an excellent reputation for delivering real-world value-added training. The clientele includes many Fortune 500 multinational enterprises, HKSAR government, public and private sectors of Greater China and throughout the region. Our carefully-designed course schedule targets to provide continuing, comprehensive and structured suites of courses that meet career development needs of professional staff at all levels. Our current pool of experts are drawn globally from Hong Kong and abroad, allowing us to offer the best combination available in terms of technology, expertise and versatility.

The On-Site Option

If there are a group of staff in your organization interested in taking any of these CEL courses, why not consider the On-Site option? We can readily tailor courses to your specific needs, send an expert instructor to your workplace, and help cut costs. If you are interested in organising any of the topics as in-house on-site or off-site traning, and for more information about this service, please contact Miss Mak at CEL at Hong Kong telephone number +852 2824 9978 or at email cel@celhk.com for a quotation and proposal.

Trainer Information

All public and in-house programs are delivered by Senior Trainers/Consultants of CEL. Please contact CEL for trainer profile(s) if needed. Please contact CEL for quotation if your are interested in organising any of the topics as in-house on-site or off-site training.

Announcing…VOLUME SIX (Spring 2018) of our In-house Course Catalogue is coming soon

In this volume, we have included a sampler comprising detailed course descriptions for many new programs which are available and popular as in-house presentations.

Versatility + Quality + Bespoke Services

Please note that ALL public courses from our monthly catalogues are available for in-house presentation as well.

On top of that, should you have some topics in mind but cannot find them in our in-house and/or public catalogues, you are welcome to inquire if we are able to source/ customise such training programs for you. All in-house programs will bear the same high level of quality which underpin all of our public offerings.