

Think On Your Feet® *Clarity. Brevity. Impact™*

DATE : 6-7 Feb, 2012

CODE : TOYF

INSTRUCTOR : Kate Chan

DURATION : 2 Days

FEE : HK\$5,880

EARLY BIRD : HK\$5,480

Highlights of the Program

- Connecting with your Audience in Seconds
- Techniques to Organise Ideas, Get to the Point and Be Remembered.
- Stand up to be noticed with skills that help organize your thoughts on the go and to speak with impact
- The ability to Think on Your Feet® is now a core skill. It means getting your ideas across clearly, concisely, persuasively (and being remembered). Everyone wants you to get to the point. Quickly.
- Think on Your Feet® introduces the “capsules-of-persuasion” concept – plans that structure your ideas quickly, for impact. To answer questions on the spot. To explain complex ideas clearly. To be more persuasive.

Purpose of the Programme

CEL conducts both public and inhouse classes on Think on Your Feet® regularly and frequently.

Think on Your Feet® is a practical, intensive workshop in how to speak spontaneously with clarity and impact. The aim is to help participants reduce the time it takes to communicate clearly. **The basis of this programme is built on the concept that clear thinking is clear speaking.** Participants will acquire 6 Plans and 4 Sub-Plans which will help them to achieve clarity, brevity and impact in their impromptu speaking.

Programme Objectives

After this workshop participants will be able to:

- Chunk, peg and think in 3's
- Practise the concept 'less is more'
- Think and speak at the same time
- Use structures to speak with confidence
- Practise bridging techniques to address questions

Who Should Attend

Managers and supervisors that engage in the following business activities:

- Briefing management and clients
- Communicating with staff
- Answering questions on-the-spot
- Getting your ideas across at a meeting
- Explaining complex information clearly
- Handling the media
- Selling a product or service
- Promoting your organisation or yourself

The programme is a perfect companion to presentation skills.

Presentation skills improve your style; Think on Your Feet® helps you focus your mind. You need both in order to give successful presentations.

The workshop focuses on the listeners you commonly address, and the specific subjects that you need to present clearly. We ask you to come prepared with issues you often confront, and questions you commonly hear.

COURSE OUTLINE

The programme aims to equip participants with the ability to structure their thoughts into a logical, clear and persuasive format to present to listeners. In order to do this, participants learn six (6) basic plans and four (4) sub plans. Depending on the objective of the message, one of the plans will be used.

By using these six (6) plans, participants will have the ability to perform the following:

1. Structure ideas clearly and simply
2. Answer questions quickly and coherently
3. Target messages to listeners' key concerns
4. Position explanations that address listeners' hopes, fears, and background knowledge
5. Use modern thinking techniques for innovative, yet controlled communication

6. Explain complex information clearly
7. Handle objections positively and clearly
8. Deal with hostile situations and emotional issues
9. Use concrete examples that persuade
10. Identify commonly-asked questions, and prepare answers
11. Use simple, jargon-free language
12. Marshal your facts coherently when under fire
13. Use structured thinking to help turn nervousness into energy
14. Outline longer presentations
15. Get to the point and be remembered

Numerous practical sessions are involved in which participants will present on each of the plans, and will be given topics in which to choose which plan or plans will best convey the message they are trying to present.

About the Instructor

Kate Chan

Kate Chan believes in practice makes perfect. Her inspiring and motivational delivery style has appealed to audiences in Hong Kong, China, Taiwan, Singapore and the region. As a firm believer in experiential learning, she has enhanced the professional and personal development of many through engaging their active involvement. Her topics on English proficiency, business writing, presentation, customer service, interpersonal communication, corporate image, Think on Your Feet®, time management, stress management and leadership have benefited professionals at such organisations as HSBC, Barclays Capital, UBS, Morgan Stanley, EMBA Institute of Peking University and Philips. Kate also served as lecturer at the Centre for the Advancement of English Proficiency at the Hong Kong Baptist University.

Kate is now based in Hong Kong, her birthplace, after twenty years away in the US, Canada, Europe and Singapore. Her background as international marketing manager, research consultant, language programme designer and official translator has enabled Kate to relate well to various individual needs in different corporate environments. She majored in English at McGill University and did her post-graduate studies in Translation at the Université de Montréal and Université Sorbonne. She is also a Master Practitioner of NLP (Neuro-Linguistic Programming).

Professional Development



presents

Course Catalogue
January & February 2012

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“Your
Strategic Training
Partner in
People
Development

MANAGERIAL SKILLS AND LEADERSHIP		
January 19	Coaching Skills Workshop	p.2
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February 28	Leadership Skills Workshop	p.3
PERSONAL EFFECTIVENESS		
January 9	Making Persuasive Sales Presentations new	p.4
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SPECIALTY TOPICS		
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STAFF ENGAGEMENT SERIES		
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COURSE ENROLLMENTS

Course Date	Course Title	Course Code	Duration (Days)	Fees (HK\$)	Enroll before these dates to Enjoy our Early Bird Rates	Cancellation Deadline
JANUARY 2012						
January 9, 2012	Making Persuasive Sales Presentations	New MPSP	1	HK\$3,280	HK\$2,980	Dec 16, 2012
January 10, 2012	Influencing Others without Formal Authority	IFSW	1	HK\$3,280	HK\$2,980	Dec 16, 2012
January 11-12, 2012	Project Management Workshop	PMW	2	HK\$5,380	HK\$4,980	Dec 16, 2012
January 12, 2012	Proposal and Report Writing	PRW	1	HK\$3,280	HK\$2,980	Dec 16, 2012
January 13, 2012	Handling Difficulties Posed by People	New HDPP	1	HK\$3,280	HK\$2,980	Dec 16, 2012
January 18, 2012	Negotiation Skills with Sun Tzu 「孫子談判戰略」工作坊	ST-NSW	1	HK\$3,280	HK\$2,980	Dec 23, 2012
January 19, 2012	Coaching Skills Workshop	CSW	1	HK\$3,280	HK\$2,980	Dec 23, 2012
FEBRUARY 2012						
February 3, 2012	Blue Ocean Strategic Thinking 「藍海」戰略思維	B-STIM	1	HK\$3,280	HK\$2,980	Jan 6, 2012
February 6-7, 2012	Think On Your Feet ②	TOYF	1	HK\$3,280	HK\$2,980	Jan 13, 2012
February 10, 2012	Vendor Management	New VM	1	HK\$3,280	HK\$2,980	Jan 13, 2012
February 13, 2012	Engaging Employees	EGE	1	HK\$3,280	HK\$2,980	Jan 20, 2012
February 14, 2012	Maximum Contribution, Maximum Satisfaction	MCMS	1	HK\$3,280	HK\$2,980	Jan 20, 2012
February 15, 2012	Managing Time and Priorities	MYTP	1	HK\$3,280	HK\$2,980	Jan 20, 2012
February 16, 2012	Presentation Skills Workshop	PSWS	1	HK\$3,280	HK\$2,980	Jan 20, 2012
February 17, 2012	Professional Retail Selling	New PRS	1	HK\$3,280	HK\$2,980	Jan 20, 2012
February 20, 2012	Crisis Management	CM	1	HK\$3,280	HK\$2,980	Jan 27, 2012
February 21, 2012	Win Win Negotiation	WIN	1	HK\$3,280	HK\$2,980	Jan 27, 2012
February 22, 2012	Blue Ocean Change Management 「藍海」變革管理	CHM	1	HK\$3,280	HK\$2,980	Jan 27, 2012
February 28, 2012	Leadership Skills Workshop	LSW	1	HK\$3,280	HK\$2,980	Feb 3, 2012
February 29, 2012	Problem Solving and Decision Making	PSDM	1	HK\$3,280	HK\$2,980	Feb 3, 2012
February 22, 2012	Cloud Computing For Business & IT Professionals (hands-on)	New CCP	1	HK\$3,680	HK\$3,380	Jan 27, 2012
February 23-24, 2012	Web Application Security: Hacker Attacks & Defense (hands-on)	WAS	2	HK\$6,380	HK\$5,880	Jan 27, 2012
February 27-28, 2012	Cloud Computing Systems Analysis & Testing (hands-on)	New CCS	2	HK\$6,380	HK\$5,880	Feb 3, 2012
February 29-March 1, 2012	Web Application Testing: Principles & Practice (hands-on)	WAT	2	HK\$6,380	HK\$5,880	Feb 3, 2012

TIME: 9:00 am - 5:00 pm daily
VENUE: Regal Hong Kong Hotel, Causeway Bay, HK.

PAYMENT AND CONFIRMATION:

- Seminar fees cover full set of course materials, lunches and refreshments. Seminar fees are payable in advance.
- For enrolment by email, please provide all information per the standard Enrolment Form on this page.
- 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.
- Enrolments received by fax, mail or email on or before early bird deadline will be entitled to the early bird rate.
- Joining instructions for confirmed registrations will be sent to the Authorized Person about 2 weeks before the seminar.

CANCELLATION AND SUBSTITUTION POLICY:

- There is no cancellation charge for cancellations made on or before the cancellation Deadline.
- Registrant(s) who fail to attend, or who cancel(s) after the cancellation deadline(s) are liable for the entire fee.
- All cancellations should be notified in writing.
- Enrolments received AFTER the cancellation deadline are subject to the same cancellation deadline.
- 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).

THE ON-SITE OPTION:

If there are 10 or more people 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. For more information about this service, please contact Miss Mak at CEL at Hong Kong telephone number 2838 1182.

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: _____

Tel: _____ Fax: _____ Email Address: _____

Contact Person: (Mr/Ms) _____ **Job Title:** _____ **Tel No:** _____ **Fax No:** _____

Authorized Person: (Mr/Ms) _____ **Job Title:** _____

Signature: _____ **Date:** _____

Cheque enclosed for HK\$

Please note seminar fees are payable in advance

Made payable to **Communications Engineering Ltd.**

Please tick (✓) if you require a receipt

BY PHONE:
 Call Miss Mak at:
2838-1182

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