

SMU ACADEMY

# Advanced Communication Strategies

Using Strategic Persuasion to  
Get What You Want



PROFESSIONAL



Think about the last time you tried to convince someone to support you, buy your new product or invest in your business idea. Were you successful? Did you get the outcome you wanted? Were you having difficulties?

Whether you are an executive, a manager, a salesperson, a director or an entrepreneur, having the ability to connect with people easily and quickly, communicate your thoughts clearly, as well as influence and persuade others will help you get further in your professional and personal life.

Join us in this programme and acquire advanced communication techniques that have benefitted politicians, celebrities and professionals around the world to win the hearts and minds of people.

## Who Should Attend

Professionals who wish to enhance their communication and persuasion skills to be more effective in their career and life.

## Programme Highlights

The programme is highly interactive. Games, tools and activities will be employed to crystallise learning, along with stories and real life case studies. There will also be individual and group coaching with individualised feedback to help you improve your communication techniques.

## Programme Outline

**Day 1** How to communicate effectively so that you can influence others to your way of thinking

- Avoid seemingly innocent communication barriers that block conversations, damage relationships and cause conflict
- Capture and keep the attention of your listeners – even the busy ones – by learning how to communicate clearly and concisely
- Understand your communication style and influence behaviour
- Discover powerful ways to keep your listeners excited, engaged and at the edge of their seats while you are talking – energies, styles, behaviours and the opening lines
- Understand personality types and the styles and preferences so as to correspond in an appropriate way
- Learn how to analyse situations, select styles and behaviour, develop the flow and distancing strategy so as to make a pitch at your advantage
- Practice session – small group role play and discussion, observation and feedback

**Day 2** Persuasion strategies to help you get what you want – every single time

- Learn about challenging influence situations – influencing teams and groups, influencing virtually, influencing cross cultural, influencing the “Big Boys” and influence amid office politics
- Discover powerful and irresistible persuasive language patterns, phrases and scripts that you can “plug and play” into everyday conversations to make you instantly more persuasive
- Use covert persuasion techniques to easily turn objections into agreements even with resistant people and inspire loyalty
- Identifying and prioritising your stakeholders and develop a communication plan to help manage them effectively
- Building strong relationship, credibility and rapport with stakeholders
- Practical assessment

With the skills acquired, you will be able to:

Communicate clearly & concisely

Engage people with greater flair & confidence

Structure & express your ideas in more convincing & persuasive manner

Inspire buy-ins

Build stronger relationship, rapport & credibility with stakeholders

## Facilitator

**Mr. Eric Feng** is a public speaking and presentation coach who has spent the last 5 years helping executives and the C-suite present with more clarity, confidence and charisma in front of any audience. He has trained for many major organisations such as Microsoft, Fuji Xerox, Pfizer, AIA, OCBC, FedEx and Shell. Eric has authored four communications books till date including “Get To The Point®” which has sold more than 12,000 copies. Well regarded by the media as a public speaking expert, Eric has been featured on both regional and national media like Channel News Asia, Channel 8, The Straits Times and Business Times. In 2010, he also produced a public speaking series for Radio 938. His articles on public speaking and presentation skills are regularly featured on well-known publications like Straits Times Recruit, HRM, Today’s Manager and Human Capital.



■ **Intake**  
23 – 24 April 2019

■ **Class Timing**  
9.00am – 5.00pm

■ **Fee**  
\$1,712 incl. GST

### SkillsFuture Credit

Singaporeans (aged 25 & above) self-sponsoring the programme fee may claim for their SkillsFuture Credit.

■ **Venue**  
Singapore Management University

■ **Fee after 70% SkillsFuture Funding (T&Cs apply)**  
**\$513.60** incl. GST  
(for Singapore Citizens / PRs)

For more information, please contact:

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Scan the QR code to visit programme website

