

Persuasive Communication – Bringing Out Your Personal Communication Style by Caroline Dawson



Decide with Confidence

INTRODUCTION

Have you ever felt that you lack the skills to communicate with persuasiveness and influence? This workshop aims to help participants discover and enhance their communication techniques. Participants will be brought through a journey to discover their own unique communication style. They will also be equipped with skills and techniques to start them on the journey to becoming a persuasive communicator.

LEARNING OBJECTIVES

- Discover their unique communication style and approach
- Learn persuasive techniques for better communication
- Understand the different approaches to influence, motivate and communicate with different types of personalities
- Learn how to adapt their communication style to effect best results

COURSE OUTLINE

INTRODUCTION

- Introduction to the DISC
- Understanding different styles of communication through the DISC
- Discovering your own unique communication style
- Overcoming communication roadblocks
- Appreciating diversity in communication

MANAGING EQ COMPETENCIES IN THE WORKPLACE

- Understanding self perceptions and others' perceptions of you
- Using the DISC to identify people's push and pull buttons
- Customising your communication approach to interact with specific personality types
- How to motivate and influence others
- Controlling and conquering feelings
- Understanding personality parameters when negotiating conflict
- Communicating effectively and managing difficult / conflict situations :
Being persuasive at meetings and informal situations

MOVING FORWARD

- Application of learning
- Tracking your own strengths and weaknesses for improvement
- Personal action plans

ABOUT THE TRAINER – MS CAROLINE JOSEPHINE DAWSON

Caroline Josephine Dawson holds a Master of Arts degree in Mass Communications from the Nanyang Technological University, Singapore. She has more than 8 years of invaluable experience in teaching business, environmental and technical communication and 10 years in the field of journalism and publishing.

Caroline's expertise in business writing and language proficiency has seen her train operational, supervisory and managerial staff from various government bodies. Her track record includes organisations such as Land Transport Authority, Supreme Court, Singtel, Singapore Power, HDB and CPF Board. This experience in working with public sector training has become one of her training strengths. Participants of her training workshops attest to her motivational, instructional and highly experiential training methodology.

At the same time, Caroline has also conceptualized, produced and delivered courses such as written and oral presentation skills, communication relationship management, business communication, customer service and teambuilding, among others. She has also worked with the Workforce Development Agency of Singapore to develop training content for the Employability Skills System.

Caroline is also the Assistant Secretary to the Society of Singapore Writers and Advisor, SMGM Foundation, India where she lectures on effective business writing and communication skills. She is also recently awarded a Distinction Certificate in Teaching English as a Second Language (TESOL).

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Date: 24th February 2010, 9am – 5pm
Venue: Amara Hotel Singapore

Fee: [] S\$395 for D&B Subscriber [] S\$480 for Non-subscriber
(Includes materials, refreshments and lunch)

- Approved for SDF Funding (eligibility criteria apply) – Applicable only for Cheque/GIRO payments
- Up to S\$4 per training hour SDF funding for SMEs (eligibility criteria apply)
- Up to S\$2 per training hour SDF funding (eligibility criteria apply)

**EARLY BIRD – Fax in your registration before 24th January to receive a 10% off regular fee
Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off regular fee**

Fax the completed registration form to 6778 3853

Participant(s) Information

Name 1: _____ **Job Title:** _____
Email: _____ **(DID):** _____
Name 2: _____ **Job Title:** _____
Email: _____ **(DID):** _____
Name 3: _____ **Job Title:** _____
Email: _____ **(DID):** _____

Company's Information

Name of Company: _____
Address: _____ **(Postal Code)** _____
Telephone: _____ **Fax:** _____
Liaison Officer: _____ **Job Title:** _____
Email: _____ **(DID):** _____

Payment Information

[] D&B subscription units (Account no: _____)
[] * Cheque. *Please made payable to: Dun & Bradstreet (Singapore) Pte Ltd*
[] * VISA [] Mastercard [] Amex
Card no: _____ **Expiry date:** _____
Signature: _____ *(*GST applies for cheque & credit card payment)*

Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 14 working days before commencement is entitled to full refund of seminar charges. No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide a full refund to registrants who have made payment towards the event and such registrants shall have no claims against the company
4. D&B reserves the right to change venue due to unforeseen circumstances.