

JULY
10-11

DORSETT GRAND **SUBANG**

JULY
16-17

G HOTEL GURNEY **PENANG**

A 2-DAY COURSE ON

Speak To Lead **Engaging & Influencing Audiences**

HIGHLIGHTS

- Verbal communication
- Non-Verbal Communication
- Rapport Building
- Assessing current speaking skills
- Confidence Building
- Profiling Your Audience
- Putting it all together – Enrolling and Influencing



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organizational needs.

INTRODUCTION

This Neuro Linguistic Programming course is focused on taking participants' existing engagement skills to the next level or as a building block in engagement for new hires. Building on their experience and knowledge of the engagement skills, this course will help participants understand the principles of NLP and how they enhance the engagement process. For new hires, it gives them a base skill to polish and improve with experience.

Delegates will be able to utilize profiling tools, confidence-building techniques and NLP communication models for developing enhanced rapport with the audience, truly understanding the audience's triggers and making it easy to engage them at a deeper level, while getting the intended message across and obtaining the intended response.

OBJECTIVES

By the end of the course, participants should be able to:

- List down the basic qualities of a public speaker that audiences love and hate.
- Describe confidence-building, credibility and rapport-building steps with regard to the audience.
- Apply effective communication skills in public speaking.
- Gain insight and apply DISC© tool profiling tool public speaking
- Learn and apply the 4MAT System to engage audiences with different personalities.

WHO SHOULD ATTEND

- Business Professionals: Managers, executives, and team leaders who need to communicate effectively with their teams, clients, or stakeholders.
- Public Speakers: Individuals who give presentations, talks, or speeches as part of their profession, such as educators, trainers, or keynote speakers.
- Sales and Marketing Professionals: People who need to persuade and influence customers, clients, or prospects through presentations or pitches.
- Leadership Development Programs: Participants in leadership development programs who want to enhance their communication skills to inspire and motivate their teams.
- Entrepreneurs and Startups: Founders or business owners who need to pitch their ideas to investors, partners, or potential clients.
- Anyone Seeking Personal Development: Individuals who want to improve their communication skills for personal or professional growth.

METHODOLOGY

The course is delivered via lectures, videos, songs, discussions, role plays and games to ensure fully experiential learning.

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TRAINER'S PROFILE

KHAIRUL ANUAR SAFIULLAH

#coachbigdaddy

#drivenbypassion

It's all about human potential development. Focusing on leadership, mindset change, communication, presentation skills, sales, customer service, teambuilding, creativity, problem solving, personal effectiveness and one on one coaching.

Khairul believes in a fully experiential learning experience. This method garners a deeper understanding and retention on knowledge and utilizes the participant's Visual, Auditory and Kinesthetic senses. It also builds muscle memory that aids practical application.

KHAIRUL'S QUALIFICATIONS ARE AS FOLLOWS

Certified NLP™ Coach by ABNLP | Certified NLP™ Practitioner by ABNLP | Certified Create Your Success® Coach | Certified Language and Behavior Profile Practitioner | Change Facilitator | Degree in Business Administration with concentration in Management from the University of Memphis, TN, USA | Certified Trainer under Pembangunan Sumber Manusia Berhad | Certificate in Islamic Law from Universiti Islam Antarabangsa Malaysia | OMEGA Credit Evaluation and Assessment Skills | Aikido Black Belt (Shodan) | Triathlete

Khairul is a firm believer that we, as humans, are able to develop our potential to the maximum, given the right guidance.

HIS STORY

Khairul has over 17 years' experience in Banking. There, Khairul developed a sound frame of reference with regards to the industrial needs and requirements. Khairul Anuar Safiullah specializes in SME & Commercial Banking where he sells and markets banking products, analyzes creditworthiness, proposes loans facilities, as well as manage relationships with customers to drive utilization and drive profitability. Khairul is also well experienced in Islamic Banking, and is involved in training of Islamic Banking Products, Training Needs Analysis, Training Content Development and Delivery as well as Product Management.

Realizing his passion for human development, Khairul embarked on a journey as a coach and trainer.

Under the eUsahawan banner, Khairul has trained over 1000 participants nationwide. This has further developed his skills in training delivery as well as managing training events, dealing with respective NGOs, Governmental Special Vehicles and Government appointed bodies in developing an online marketing community capable of generating sustainable income.

Khairul now focuses on soft skills. He delivers a unique brand in leadership, communications, sales and other soft skills trainings combining NLP elements and practical industry experiences.

Khairul is able to conduct trainings in Bahasa Malaysia and English effectively. His key value, #drivenbypassion has enabled delivery of high impact, fun filled, exciting trainings to ensure high take home rates and understanding for the participants.

Khairul practices what he preaches. His practice in the martial art of Aikido (The Way of Peace) introduced elements of Bushido. These elements are translated into his ways of living, interaction with other human beings and leadership practices. His approach in terms of understanding the dynamic flows of everyday events allows him to evaluate details that are often missed by others.

Khairul also utilizes the NLP techniques he uses in coaching to complete a triathlon. The event started as a challenge from his peers in a leadership program. He had only 4 weeks to train for this first triathlon. Relying on his motivation, will and determination developed through his NLP practice, Khairul was able to complete the triathlon successfully.

Khairul believes in a balanced life where work and fun exist to create a colorful and meaningful life. He carries this believe in every aspect of his life and career.

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DAY 1

0900 INTRODUCTION

- Context and intention setting
- Recognizing a good speaker
- Continuous improvement mindset
- Breaking out of the comfort zone

1030 Morning Coffee

1045 VERBAL COMMUNICATION

- NLP Communication Model and how it affects us
- Understanding effective communication
- Making verbal communication more effective
- Gems and opportunities

1300 Lunch

1400 NON-VERBAL COMMUNICATION

- Understanding the Mehrabian Model
- Communication Zones
- Reading Body Language

1530 Afternoon Tea

1545 RAPPORT BUILDING

- Matching
- Mirroring
- Cross Over Mirroring
- Listening Skills
- Questioning Skills

1700 End of Day 1

DAY 2

0900 ASSESSING CURRENT SPEAKING SKILLS

- Elevator pitch
- Gems and Opportunities
- Characteristics of good presenters
- Creating a good first impression

1030 Morning Coffee

1045 CONFIDENCE BUILDING

- Understanding FEAR
- Managing FEAR
- Gibberish technique
- Establishing Credibility

1300 Lunch

1400 PROFILING YOUR AUDIENCE

- DISC © Profiling
- How do I communicate with each profile?
- 4 MAT System

1530 Afternoon Tea

1545 PUTTING IT ALL TOGETHER – ENROLLING AND INFLUENCING

- Case Study
- Final Presentation

1700 End of Course

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REGISTRATION FORM

Speak To Lead - Engaging & Influencing Audiences

PLEASE TICK WHERE APPLICABLE

- July 10-11 SUBANG
 July 16-17 PENANG

HRD CORP CLAIMABLE COURSE: TRAINING PROGRAMME NO: 10001413632

COMPANY NAME

COMPANY ADDRESS

NATURE OF BUSINESS

MEMBER OF HRD CORP? YES NO

COMPANY SIZE

1-29 30-69 70-99 100-149 150-199 200+

CONTACT PERSON

TEL MOBILE EMAIL

APPROVING MANAGER NAME

TEL MOBILE EMAIL

DELEGATE 1 FULL NAME

POSITION

TEL MOBILE EMAIL

DELEGATE 2 FULL NAME

POSITION

TEL MOBILE EMAIL

DELEGATE 3 FULL NAME

POSITION

TEL MOBILE EMAIL

DELEGATE 4 FULL NAME

POSITION

TEL MOBILE EMAIL

DELEGATE 5 FULL NAME

POSITION

TEL MOBILE EMAIL

COURSE FEES

The fee per person is RM1895.

The full fee is required with your registration. The fee includes luncheon, coffee / tea breaks, course manual, and certificate of completion.

2 persons registered are entitled to a 10% discount.

TERMS & CONDITIONS

1. Registration & Fees Policy.

Registration is confirmed once registration form is received via email. All Payments /Undertaking Letters / Local Order (LO) / Letter of Approval must be made available and presented prior to the course.

2. Cancellation Policy

Any cancellation must be received in writing within 7 working days prior to the course else full payment will be imposed. Any no-show by registered delegates will be liable for full payment of the course fees.

3. Disclaimer & Program Changes Policy

Trainmode Sdn Bhd reserves the right to amend or cancel the course due to circumstances beyond its control. We reserved the right to modify the advertised topics or course timing whenever necessary.

PAYMENT TRANSFER BANK DETAILS

Account name

**TRAINMODE
SDN BHD**

Account number

14100015214

Bank Name

**Hong Leong
Bank Berhad**

CONTACT US

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OUR LOCATIONS

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PENANG

10 Lorong Industri Impian Indah 1,
Taman Industri Impian Indah,
14000 Bukit Mertajam, Penang

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