



TalkSmart

Persuasive Business Communication

Programme Code: W100316S
W100322S

Speaker	Miss Angela Shing , BBus MSc IIAC(UK) CPA(Aust.) Angela has a wealth of experience in the commercial and banking sectors, focusing in the last 10 years on training & development. Prior to setting up her own training consulting business, she was the regional head of a major bank overseeing the training & development function for 13,000 employees in Asia Pacific. Angela specialises in designing and developing training workshops in sales and service, client relationships, leadership and management, communication, and personal and team effectiveness.
Date & Time	Module 1 – Tuesday, 16 March 2010 6:30 p.m. – 9:30 p.m. (W100316S) Module 2 – Monday, 22 March 2010 6:30 p.m. – 9:30 p.m. (W100322S)
Venue	Hong Kong Institute of CPAs Training Centre, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong
Enrolment fee	HK\$750 for HKICPA member or student; and IA/HKIAAT's member or student (for one module) HK\$1,500 for non-member (for one module)
Language	English
Format	Workshop, including presentation exercises, group discussions, case studies, etc.
Competency	Personal and Interpersonal Skills*
Rating	Intermediate Level* - Sound understanding of the knowledge area. The ability to apply knowledge and skills to a range of situations and able to deal with new situations.
Target Audience	For professionals and managers who need to present information in meetings, communicate with staff and colleagues, or promote products and services to clients.
CPD credit	3 hours (for one module)

About the programme

This TalkSmart training series comprises two 3-hour practical intensive workshops, presenting the skills and techniques to communicate effectively and persuasively in order to get ideas across in daily conversations and meetings, explaining complex information and promoting a product or service.

Module 1 **Adaptive Communication: Matching Listeners' Preferences**

- Adapt to the common interaction approaches of men and women: communicating / sensing / hearing / discussing issues
- Identify your own behavioral patterns through a questionnaire
- Match listeners' 2 ways of receiving information: Micro receivers vs Macro receivers
- Understand 2 different decision making processes: closure Type vs process Type

Module 2 **Presenting Ideas: Structuring Content in a Persuasive Approach**

- Respond to 2 different bases for making decisions:
- Logical thinkers vs people-focused thinkers
- Assess the key issues and concerns of listeners
- Design the theme of your message
- Develop the key topics to frame your information
- 6 techniques to structure the details in a memorable manner
- Conclude your ideas to sustain listeners' memory

Applicants can enrol for any one individual module or all modules.

* Please refer [here](#) for descriptions of other competencies and ratings.

