



EFFECTIVE PUBLIC SPEAKING FOR MANAGERS AND EXECUTIVES

COURSE MODULES

- Main Goals of Public Speaking
- Public Relation and Style
- Danger & Pitfalls of Public Speaking
- Preparing your speech/presentation
- Tips to be Effective Speaker/Presenter
- 5 steps approach of organising and presenting persuasive message
- Chairing Departmental Meeting
- 3 pillars of Persuasion
- Case Study
- Workshops



Even the charismatic speakers often wish that they had better public speaking skills. Too often, this critical aspect

of Effective Public Speaking in a manager's toolkit is overlooked or forgotten. This highly interactive **Effective Public Speaking for Managers and Executives** workshop provides you with a better understanding and appreciation of the importance of **Public Speaking**. It is very helpful to acquire the skill and mastery of public speaking so that much more can be achieved in the work place.

WHO SHOULD ATTEND?

- ✓ Executives and Senior Executives
- ✓ Assistant Managers and Managers
- ✓ Professionals

COURSE OBJECTIVES

Knowledge

- Understand the key concepts of effective public speaking and the rationale for it.
- Appreciate the relative merits of being able to speak with confidence and authority.

Skills

- Acquire the skill to effectively speak in public on a variety of occasions
- Know when to engage in persuasive communication
- Chair departmental meetings effectively, courteously and with confidence

TRAINER PROFILE : Mr. Benedict Morais

Qualifications:- *FIPR (M), MMIM, DIP CAM(PR), Cert. App. Research (Manila), Cert. Teaching (Penang)*

EXPERIENCE

Benedict is a Fellow of the Institute of Public Relations Malaysia and member of the Malaysia Institute of Management. He is also a Past President of the Institute of Public Relations Malaysia and prior to that has served for many years on the Council of the Institute.

Benedict was Special Adviser at ACCA based in Kuala Lumpur from February 2002 to February 2008. Prior to this, he served as CIMA Malaysia's Divisional Director from April 1990 to March 2000. He was subsequently appointed CIMA's Regional Director, Business Development and served in that capacity for a further 2 years.

Benedict has lectured, counselled and conducted programmes for corporation, colleges and non-profit organizations for the last thirty years. He used to write occasionally for newspapers, magazines and journals.

He was appointed Adviser to the School of Mass Communications, ITM in 1985 and served in the same capacity to the School of Foundation Studies, University Utara Malaysia in 1989. In 2003, he was appointed Adjunct Faculty at the Faculty of Accountancy & Management, Universiti Tunku Abdul Rahman (UTAR) and subsequently re-appointed to the position for another 3 year term in 2006.

