

**PROFESSIONAL SPEAKING & PRESENTING:
TALENT DEVELOPMENT PROGRAM
(PROSPEAK/6M)**



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“The tongue can be sharper

than a double-edged sword.”

- James the Apostle -

1.0 PROGRAM OBJECTIVES

Your ability to express yourself can be your plan of attack to stay on the cutting edge of your profession. Your tongue may be the sword to slay the dragons of fear, waste or mediocrity. Your speech may be the sword that leads your colleagues to the front lines of productivity, quality service and growth.

Nothing makes you more visible in the corporate world than the ability to express yourself and present your points before an audience. This specially designed program helps develop and refine your public speaking and presentation skills, empowering you to use your competitive edge in expressing your intentions whenever the opportunity presents itself. By providing you with a rigorous training environment, your active participation in our program will enable you to apply and sustain your learning to a point of forming winning habits. You will have the power of public speaking and presentation skills that will support you to sway, motivate and captivate your audience.

PROSPEAK: Talent Development Program focuses on the following areas:

- Communication
- Confidence
- Presentation skills
- Public speaking
- Relationship building

2.0 LEARNING FRAMEWORK

2.1 TRAINING OUTCOME

After completing the program, you should be able to:

- Build winning relationships with your audience; employees, colleagues, customers and the public
- Discover and model your public speaking and presentation style to others
- Rediscover your passion of public speaking and presenting
- Speak and present with confidence
- Use various public speaking strategies to achieve any desired outcome

2.2 OUR METHODOLOGY

To change your direction, shift your thinking.

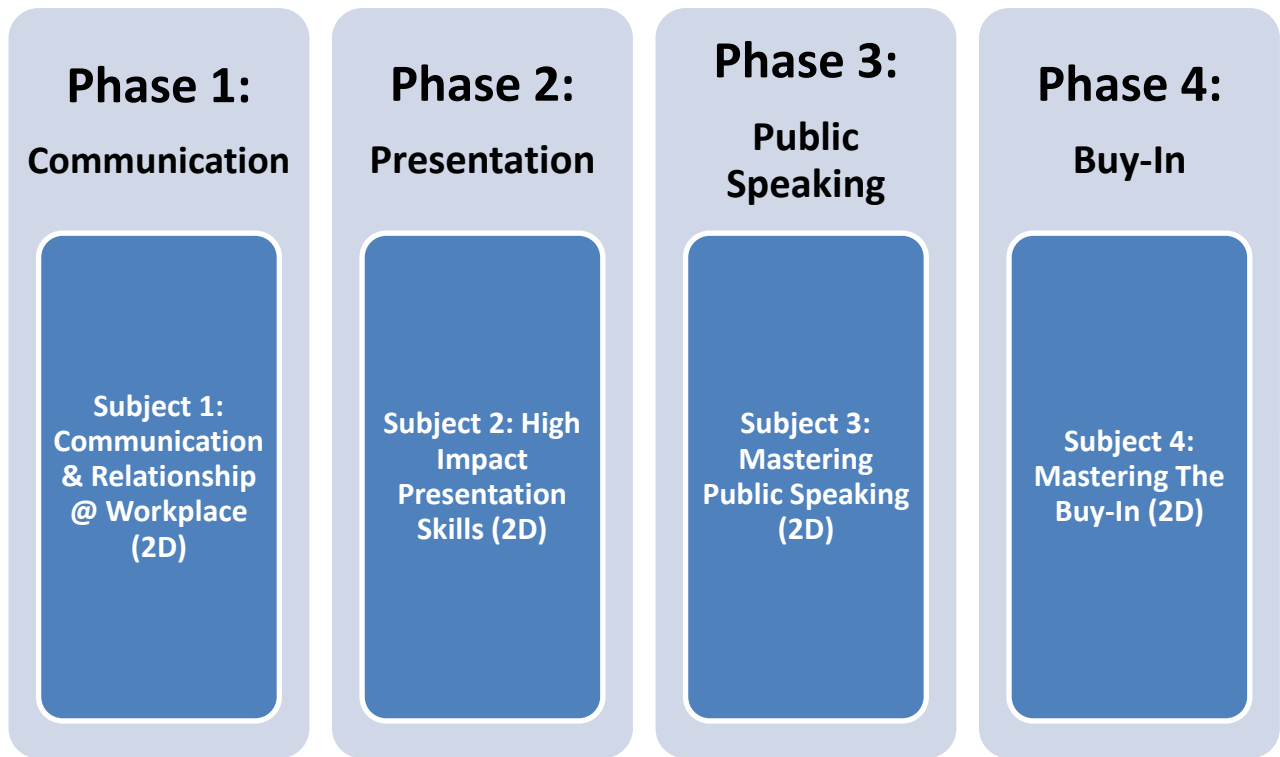
However long ago you learnt to ride a bicycle, it's likely an experience you've never forgotten. The skill remains with you today. When was your last corporate training program? How much of what was learnt is actively applied in your business today? Are all that remains the workshop manuals left on your shelf?

Our programs are initiatives that last. They encourage new ways of thinking. They open up ways to create extraordinary achievements. We believe individual behavior and attitude contribute significantly to the overall excellence of your organization. So we focus on what really matters.

Our unique methodology of combining experiential, instructional and discovery learning, and supported by modern coaching technology, creates powerful shifts in attitudes and behavior that will encourage sustainable change in your organization. These changes make an impact on results where it matters.

In our programs, you can expect an extensive use of case studies, debriefing, dyads, facilitated coaching, feedback, games and activities, group discussions, lectures, psychodramas, simulations, story-telling and structured instruments.

2.3 FRAMEWORK AND IMPLEMENTATION



Note:

1. This is a 4-subject, 4-phase, 6-month program.
2. Phase 1 will cover communication, feedback & relationship building.
3. Phase 2 will cover presentation skills, storytelling and question-fielding techniques.
4. Phase 3 will cover public speaking, tonality and body language.
5. Phase 4 will cover the art of the buy-in, objection handling and closing.
6. Each phase will have 1 training sessions.
7. Each training session will involve 2 full day of training.
8. There will be a total of 8 training days over a 6-month period.

3.0 THE LEARNING PROCESS

Our program outline encompasses the following modules:

Subject 1: COMMUNICATION & RELATIONSHIP @ WORKPLACE

Day 1:

Module 1: Overview

- Context setting
- What is communication to you
- The Communication Staircase Model
- Our worldview
- Barriers to communication

Module 2: Interpersonal Communication

- Building credibility
- The 4 Quadrants
- Our communication style
- Other styles
- Shifting into positive action

Module 3: Being Effective In Communication

- Applying learning in the workplace and relationships
- What others say and do and what is important to them
- What we do more of when communicating with others
- What we avoid doing when communicating with others
- Revealing our blind spots

Module 4: Overcoming Challenging Situations

- Bad News Bears
- Gossip Mongers
- Drama Kings and Queens
- Chicken Littles
- The Victims
- Bullies and Back-stabbers

Subject 1: COMMUNICATION & RELATIONSHIP @ WORKPLACE

Day 2:

Module 5: Key Pillars In Communication

- Discovery questioning
- 6 types of questioning
- 3 techniques in discovery questioning
- Active listening
- 6 techniques in active listening

Module 6: Art Of Feedback

- What is feedback
- Giving and receiving feedback
- Feedback models
- Feedback in coaching
- Feedback scenarios

Module 7: Handling Resistance

- Definition of resistance
- Sources of resistance
- Common reactions
- The Merry-Go-Round Model
- Techniques in handling resistance

Module 8: Relationship Management

- Building meaningful relationships
- 4 levels of relationship experience
- The WOW Factor
- Creating a relationship commitment contract
- Coaching performance

Subject 2: HIGH IMPACT PRESENTATION SKILLS

Day 1:

Module 1: Overview

- Context setting
- Structure, content development and delivery
- Context of time
- Content prioritization
- Presentation planning tool

Module 2: Structure

- Ordering systems
- Story selling structure
- The 3-Act Model
- Pulse check and rollover
- Audience profiling

Module 3: Opening Performance

- Fear reducing tactics
- Creating positive impressions
- Standard opening methods
- The OPENINGS Model
- Storytelling techniques

Module 4: Delivering Performance

- The 3Vs of presentation
- The 4 techniques in effective verbal
- Speaking powerfully through influence and emphasis
- Visual optics
- The 10 Hacks

Subject 2: HIGH IMPACT PRESENTATION SKILLS

Day 2:

Module 5: Executive Presence

- Deeping Meaning
- Making It Personal
- Creating a distinct look
- The SOFTENING techniques
- How to present data that sells

Module 6: Closing Performance

- Question-fielding techniques
- Handling difficult questions
- Persuasive language techniques
- Timeline
- Call To Action (CTA)

Module 7: Presentation Flight 1 – Full Dress

- Live demonstration
- The Hot Seat
- Role of the audience
- Art of feedback
- Objective and subjective review

Module 8: Presentation Flight 2 – Full Dress

- Live demonstration
- The Hot Seat
- Role of the audience
- Art of feedback
- Objective and subjective review

Subject 3: MASTERING PUBLIC SPEAKING

Day 1:

Module 1: Overview

- Introduction to public speaking
- Universal laws of communication
- Breaking the mold
- Fear + Action = Courage
- Visual and vocal image

Module 2: Vocal Foundations

- The leader's instrument
- Vocal foundations
- Rate, volume, pitch, tonality and pause
- Record and review techniques
- Rapport technique: matching and mirroring

Module 3: Vocal Mastery

- Vocal archetypes
- Adapt to client archetypes
- Building self confidence
- Understanding contextual confidence
- Power of mastery

Module 4: Active Listening

- Why listening is important
- Passive vs active listening
- Using metaphors
- Reflection
- Summarization

Subject 3: MASTERING PUBLIC SPEAKING

Day 2:

Module 5: Storytelling

- Power of storytelling
- Principles of influence
- Storytelling structures
- Storytelling in professional settings
- Linking stories

Module 6: Building A Story Library

- Documentation technique
- The story of me
- The story of our company
- The story of an idea
- The story of results

Module 7: Body Language

- Body language foundations
- Posturing and hand gestures
- Facial expressions and eye contact
- Movement
- Reading body language

Module 8: Analogies, Metaphors And Similes

- Benefits of using AMS
- How to use AMS professionally
- How to make AMS relevant
- Where to find AMS
- Creating your own AMS

Subject 4: MASTERING THE BUY-IN

Day 1:

Module 1: Overview

- Context setting
- The 3 elements
- Defining your presentation
- Using hooks
- Elevator pitching

Module 2: Set The Scene

- Primers
- Using hooks
- Begin with the end in mind
- Rhetorical questions and statements
- Scripting

Module 3: State The Idea

- Your solution
- Unique propositions
- Critical success factors
- Putting SUCCESS in the mix
- The Needs Pyramid

Module 4: Delivering The Idea

- Features
- Advantages
- Benefits
- Matching needs with benefits
- Crafting effective conversations

Subject 4: MASTERING THE BUY-IN

Day 2:

Module 5: Objection Handling

- Principles of influence
- LAQuER Model
- The PLUS Model
- Yes-No-Yes Model
- What If

Module 6: Closing

- Indicators Of Interest (IOI)
- Clinical techniques
- Emotional techniques
- Directive techniques
- Logical techniques

Module 7: Presentation Flight 1 – Full Dress

- Live demonstration
- The Hot Seat
- Role of the audience
- Art of feedback
- Objective and subjective review

Module 8: Presentation Flight 2 – Full Dress

- Live demonstration
- The Hot Seat
- Role of the audience
- Art of feedback
- Objective and subjective review

4.0 TRAINER PROFILE

PHILIP LEONG

Philip, who has over 30 years' corporate and entrepreneur experience, holds a Master of Management joint degree from The Wharton School, J.L. Kellogg Graduate School of Management and Chulalongkorn University (Thailand). He is a member of ICF.

Armed with his vast experience in corporate management and entrepreneur experience, Philip's training scope covers coaching, leadership, sales, transformational mindset change and team performance. In sales, he focuses on communication, negotiation and presentation. He brings to his audiences his passion and energy together with a potent mixture of delivery styles in his trainings which include experiential learning, neuro-semantic and psychodynamics.

Philip was the director of leadership programs in AsiaWorks, Asia's leading large group awareness training (LGAT) company before moving on to manage his own business in consulting, training and coaching. During his term in AsiaWorks, he has designed and conducted numerous leadership coaching and team-building programs for thousands of individuals and corporations. Over the last few years, his audience includes 3M, AffinBank, AIA, AIG, AirAsia, Alliance, AmBank, AMD, Amway, AON, Ascott, AstraZeneca, ASTRO, Bangkok Bank, Bank Negara, BASF, BAT, BBraun, BOH, Bridgestone, Canon, CGC, Charoen Pokphand Group, CIMB, Coca-Cola, Coway, CTOS, Daikin, Dell, DHL, Digi, Experian, FedEx, Fonterra, Friesland, Fuji Xerox, Generali, Gleneagles, Great Eastern, GSK, Hewlett-Packard, Hilti, Honda, HSBC, Huawei, IBM, IKEA, IMU, Ingram Micro, Intel, INTI, IOI, IPSOS, ISKL, JobStreet, JTI, Kimberly-Clark, LEGO, LonPac, Marsh, MayBank, MEASAT, Mercedes-Benz, Monash U, Nestle, Novartis, OCBC, ON Semi, Oracle, Parkson, Petron, Petronas, Pfizer, Philip Morris, Philips, POS, Robert Bosch, Samsung, SAP, Sapura, Securities Commission, Selangor Properties, Senheng, Shangri-La, Siemens, Silverlake, Sime Darby, SONY, SP Setia, Sports Direct, Standard Chartered, ST Micro, Starbucks, Starcruise, Sunway, SWIFT, Tasek, Taylor's, Telekom, Texas Instruments, TIME, TNB, TNT, Top Glove, Toyota, U Mobile, UCSI, UMW, UOB, Volvo, Watson's, WHO and YTL. Some of his major international audience includes PT Diamond, PT Tigaraksa Satria and PT Huawei Tech in Indonesia, Servier in Myanmar, ABI and RPSGi in The Philippines, BergeBulk, LEGO, NCS and SingTel in Singapore, AmRet, CellCard and UrbanLand in Cambodia, VISA/MasterCard in Vietnam as well as Heineken, Avon and Associated British Food in the Asia Pacific region.

In 2007, Philip was elected into office of The AsiaWorks Foundation. In 2011, UCSI appointed Philip as an integral part of its team of elective trainers for their internal faculty trainings and external corporate projects. In 2016, Philip became a certified Heineken trainer for both their Global Sales Academy (GSA) as well as Global Leadership Academy (GLA). In 2020, Philip became a certified AVON trainer for their internal leadership programs. In 2023, Philip became a global licensed facilitator for The Samurai Game®.

Philip is an active community advocate and works in partnership with numerous NGOs in Malaysia and China to create a positive difference in the community he lives in. As part of his personal social responsibilities, he offers his services to conduct teambuilding trainings for various NGOs each year. He is particularly passionate about children and contributes his time and expertise extensively to

orphanages and foster homes in his community. He resides in Malaysia and China and finds great joy spending time with his wife and three children.

SINDRA ARUMUGAM

Sindra, who has over 20 years' training & corporate experience, holds a degree in International Business from University of Wales London, majoring in Human Resource Management.

She has vast experience in the automotive, financial services, business process outsourcing as well as consulting industries. She has worked for Standard Chartered Bank, HSBC, Asia Assistance Network, AIA and Sime Darby. During her tenure in these organizations, she headed various portfolios such as Front Line and Branch operations, focusing on Customer Service and Operational Efficiency. In her last corporate position, she played an instrumental part in Client Relations for brands such as Ford, Alfa Romeo and Land Rover. She also has 9 years of experience conducting training and coaching, handling tribunal cases & focusing on Customer Relationship Management.

Sindra's training scope covers team and leadership development. She is fluent in over six languages and possesses excellent interpersonal skills. Her trainings are not only energetic and engaging, but delivered in a safe and nurturing environment for people to truly experience possibilities in their lives, both at work and in relationships. She injects a catalytic blend of positive energy and resonant experience throughout her trainings, creating the best learning outcome for her audience. Besides being an ICF-certified Professional Coach (ACC), she is also a Coloured Brain facilitator as well as a Character-Building Trainer and Coach under KMB Edu. Sindra is a certified HRDF / PSMB professional trainer.

During her time as a National Service Train-The-Trainer facilitator, Sindra trained and coached many people to lead the Character-Building module for Malaysian youth. She has clocked in impressive hours as a performance coach for NLP Research International. She also spent some time as a trainer for System Latihan Dual Nasional under Kementerian Sumber Manusia in Malaysia. Over recent years, her corporate audience includes AIA, Allianz, AMD, Antah, AON, APL, AstraZeneca, Bank Rakyat, Bangkok Bank, BASF, Basis Bay, BBraun, Boehringer, British American Tobacco, Campbell Soup, Canon, China Mobile, CIMB, Cuckoo, Daikin, Dassault, EPF, Esri, Estee Lauder, Fonterra, Gleneagles Hospital, Harvey Norman, HELP, Hitachi, Honda, HSBC, IBM, IGB, Intel, INTI, IOI, Iskandar Investment Berhad, J&T, KDU, Kelloggs, Kementerian Penerangan & Multimedia, Kementerian Pertanian, Khind, Konica Minolta, LBS Bina, LonPac Insurance, McDonald's, Micron, MinDef, Motorola, MRT, Nexperia, Nirvana, NTT, Novartis, On Semi, Perkeso, Petron, Petronas, Pfizer, PruBSN, Q-Cells HanHwa, Ranhill, Roche, RTM, Servier, Sarawak Shell, Silverlake, SME Bank, SONY, Star, TikTok, Tiong Nam, Tokio Marine, Top Glove, Tune, UCSI, UEM, Uniqlo, UOB, Village Grocer, Vinda, Watson's, Western Digital, WHO, Zeiss, Zuellig and Zurich. She has also led international events such as Bangladesh Healthcare Distribution Co. in Bali Indonesia & Japan Tobacco International (JTI), Singapore as well as Ghanim in Brunei.

Sindra is passionate about people development & transformation, and she believes everyone, regardless of their cultural or social background, has the right to design their own destiny. Sindra is married with two lovely children and resides in Malaysia. She is an active community advocate and enjoys spending her free time with her children and her pets.

ALEXANDER LEONG

Alexander, or Alex to his friends and colleagues, has over 8 years' experience in education and corporate training. He holds a bachelor's degree in philosophy from Southern Illinois University Carbondale, USA. He is a certified HRDC/PSMB professional trainer, and a member of the International Association of Facilitators (IAF).

Alex's approach to training combines the latest developments in pedagogy and andragogy, and he is a firm believer in audience-centred learning. His classroom methodology aims not just to educate, but also to inspire his audience to become the best version of themselves. His training scope covers communication, presentation skills, storytelling, problem-solving and teambuilding. By drawing on the wisdom and lessons from history and great cultures of the world, he creates an immersive and energetic classroom setting which has been described by his audience as "life-affirming."

In 2015, Alex started teaching at Help International School (HIS), becoming the youngest full-time teacher to join a team of world-class Malaysian and expatriate educators. During his tenure at HIS, he designed and implemented the Cambridge Global Perspectives program, developed their prefectorial board, and served as Head of House for sports and intramural activities. When he moved to Sayfol International School, he was appointed as the head of Social Science Department, overseeing History, Geography and Global Perspectives. In his illustrious career in education, Alex has worked with the World Scholars Cup, an educational non-profit organization that organizes academic tournaments around the world. His work with the program has sent participants to tournaments in Australia, China, Vietnam, and the USA, winning multiple awards in the process. His corporate experience for soft skills and teambuilding includes 3M, ABB, Alight Solutions, AON, Aramex, Associated British Foods, AstraZeneca, Bank Islam, Bank Rakyat, Bangkok Bank, BASF, Blacksire, CIMB, Clinical Research Malaysia (CRM), DaMaCai, Dassault Systems, DHL, DKSH, Friesland Campina, Gleneagles Hospital, Goodyear, GRAB, Health Ministry of Malaysia, Heineken Cambodia, Heriot, Hitachi, Infineon, INTI, Kimberly-Clark, KLK, KYM, Maxis, Maybank, Micron, Monash, Nando's, NXP, On Semiconductor, Puma, Securities Commission Malaysia, Shell, Silverlake, SONY, Sports Direct, Star, Takeda Pharmaceuticals, TASCOS, Technip, Telekom, Texas Instruments, Top Glove, UOB, Vyncke, Watson's, World Health Organization (WHO) and Wolfspeed, amongst others.

In 2024, Alex became a global licensed facilitator for LEGO® SERIOUS PLAY®.

Alex is a lover of the five great Bs in life: books, beaches, barbells, bourbon and Bach. In his free time, he cooks, spends time with his family, and trains for CrossFit. He holds a Level 1 certification from the International Kettlebell and Fitness Federation (IKFF). He enjoys helping people improve their overall health and athleticism through interval and strength training.

LAWRENCE LEONG

Lawrence has over 30 years' experience in the advertising, creative design and marketing industry. He holds a Bachelor of Arts degree from The Academy of Art University in San Francisco, USA.

He has vast experience in virtually all facets of the Malaysian advertising, from automotive, pharmaceutical, banking, retail services, hotels, telco providers and much more. He has worked for leading international advertising agencies like Ogilvy, Batey Ads, Peter Beaumont & Friends, Interface Advertising and Foote, Cone & Belding etc. While at these agencies, Lawrence expanded on his natural talent for ideation, creative storytelling, thinking outside the box, making impactful presentations, selling to difficult clients and achieving buy-in. Amongst highlights of his career was his creation of CIMB's mascot, Octo the octopus. Since its inception in early 2000, Octo is affectionately remembered and still actively featured in the bank's marketing collaterals.

Lawrence has also spent 12 years in Vancouver, Canada where he worked in various advertising and marketing related industries. He played a pivotal role in Organika, a certified organic pharmaceutical company where he was the lead marketing designer; creating all the marketing collateral for a new brand of organic coconut oil as well as their line of organic health supplements. Lawrence was also involved in a company in Vancouver, called Advanced Nutrients that produced organic fertilisers for the marijuana growing industry. There he led in the design and creation of labels, product packaging, marketing materials for trade shows, led development into the creation of product knowledge assets for the customer service teams. He also led sales teams in the setting up and tearing down of trade show booths in various big markets in North America.

He also played a pivotal role in his next position as the senior art director of Hard Rock Casino & Cafe Vancouver. There he was instrumental in the creation of marketing materials for casino and cafe promotions, successfully creating marketing assets that stand out in a crowded space; a space that is always dominated by various types of distractions, often leading to sensory overload.

Lawrence's training range covers team and creative development. He is fluent in 3 languages and possesses excellent interpersonal skills. His training is not only engaging, but delivered in a fun and memorable way. He injects a blend of positive energy and relatable experience throughout his training, creating favourable learning outcomes.

Lawrence is passionate about creativity, people development & transformation, and believes everyone, regardless of their background, can achieve what they set their mind to doing. It all comes down to "How badly do you want it?". When not creating and training, Lawrence can be found 'pounding the pavement.' He is an avid runner and hiker who enjoys the great outdoors.