



S P E A K L I K E A P R O F E S S I O N A L

w i t h D r . A l i s t a i r K i n g



ALISTAIR KING SDN BHD (254304 D)

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SPEAK LIKE A PROFESSIONAL

Trainer: Dr. Alistair King

Duration: 2 days

Introduction

The ability to speak well can boost self-esteem, enhance interpersonal relationships, sell your point of view and often help clinch a business deal. Many people are competent in the English Language. However oral communication is not just about opening your mouth and letting the words slip out. Perceptions are formed by the way you sound and as well by what you say. While sounding professional, how would you portray honesty, assertiveness & sophistication in any conversation?

This course seeks to help people refine the way that they speak, making improvements where necessary to give them the confidence and credibility they need to stand – or sit – in front of any group of people and be at ease in the English Language.

Who should attend?

Managers, Executives, Secretaries, Sales and Marketing people, Trainers, Line leaders, Public Affairs people – indeed, anyone who has to stand in front of others and use the English Language to communicate in the workplace, business meetings or social events.

What will they learn?

- How to look critically at their own way of speaking and evaluate their competence
- How to see their own pronunciation as a product of their mother tongue and other aspects of their environment
- How to use the vocal organs (*teeth, tongue, etc*) to produce sounds that give their pronunciation clarity and status
- How to be assertive in initiating a conversation by using “Small Talks” smartly.
- How to leave a good first & last impression
- How to handle conflicts in conversations
- How to wrap up a conversations

How will they learn it?

- Course leader presentation
- Individual & Group exercises
- Self & Peer evaluation
- Course leader evaluation

Methodology

- Lectures, discussions, group activities, role-plays and exercises.

*** This Course is PSMB / HRDF Claimable *** (Under SBL Scheme)



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2 Days



What's special about Malaysian English?

- How to define Malaysian English
- Native pronunciation influence
- Grammar influence

Focus on the consonants

- The stop consonants (k-g; t-d; p-b) - *Release the air!*
- The "TH" sounds - *Keep the air coming!*

Focus on the vowels

- *ship* or *sheep*? *sit* or *seat*? *man* or *men*? *pan* or *pen*?
- Long vowels vs short vowels; Front vowels vs back vowels

Stress

- *content* or *content*? *refuse* or *refuse*? *extract* or *extract*?
- Where's the stress in *economy*, *economics*, *economical*, *economist*?

Identifying Communication Barriers

- Is language proficiency the only barrier of communication?
- Assumptions we make
- Specialist / Non-specialist divide

Establishing Personality

- What impression do you want to give when you meet a client, a colleague or a friend?
- Do people recognize you as someone who is positive-minded or who complains about almost everything? A Yes- (wo)man or No- (wo)man ...

Switching of Accent

- Is it necessary to switch accent when speaking to a native English speaker or a non-native speaker? Can you sound like a Malaysian and still be acceptable internationally?

Strategically Speaking

- Softening or highlighting impact by breaking good news first or bad news first?
- The "however" or the "nevertheless"?

Mastering "Small Talk"

- How to initiate conversation without sounding inane? "*Taking lunch, is it?*"

Experience & Story Telling

- What to tell and what not to tell to make conversation more interesting?
- Consider what the other party may want to hear - not what you want to tell.

Disagreeing & Declining

- How to express disagreement and not cause conflict?

Wrapping up a conversation

- How to leave a conversation - especially those in which you have no more interest? (Telemarketing etc...)
- How "last impression" is as effective as first impression?
- How to conclude with conviction.
- How to point the way ahead.

Biographical Note

DR. ALISTAIR KING



Dr Alistair King, who heads a team of highly qualified and experienced consultants, has had more than twenty-five years experience in education and training in several European, African and Asian countries. He has held university posts both in his home country, the United Kingdom, and in Malaysia. In addition, he has been a correspondent for International News Services, reporting on issues in Eastern Europe and the Middle East.

Since the mid-1990s, he has been involved in developing all levels of staff of Banks, Corporate Organisations, Manufacturing Companies and Government Departments. His extensive current client list includes many of the top performers in the corporate world, both in Malaysia and in other Asian and African countries. Under a World Bank sponsorship, he has been involved in Human Resource consultancy with the Government of East Timor since the birth of that nation in May, 2002. Under a European Union-funded Human Resource Development project, he is the Communication Skills Consultant to the ASEAN Secretariat in Jakarta. He has recently been appointed to the Industry Advisory Panel of Universiti Teknologi Petronas, where he has particular responsibility for ensuring that the university's Humanities Department Programmes meet the requirements of corporate world.

His international current client list reflects his vast spectrum of experience in many sectors: Government departments, Oil and Gas, Construction, Manufacturing, Banking and Finance, Broadcasting, Hospitality.

He has taken part in a variety of international conferences, including in the role of Keynote Speaker.

His training philosophy is founded on a deep conviction of the worth of the individual and the potential for the individual to improve him / herself. His own educational background is testimony to this philosophy.

He holds four university degrees, including M.Sc. in Applied Linguistics and Ph.D. in Human Resource Management. He is a certified Vocational Aptitudes Assessor and Psychometric Tester with the British Department of Employment.

His recent publications in Malaysia include:

- ***Effective Business Letter-Writing***
- ***Basic Business Conversations***
- ***Sudah, Telah and the English Perfect: A pedagogical description of "tense" in Malay***

COURSE TITLE: **Speak Like A Professional**

COURSE LEADER: **Dr. Alistair King**

TIME: **9:00am to 5:00pm**

FEE STRUCTURE PER PERSON (RM):

		Per Person (RM)
JW Marriott Hotel, Kuala Lumpur <input type="checkbox"/> 20 & 21 Feb 2012 (Mon & Tue)	1 – 2 Persons	1,500
The Royale Bintang The Curve, PJ <input type="checkbox"/> 2 & 3 Apr 2012 (Mon & Tue)	3 Persons or more <i>(10% Discount)</i>	1,350
JW Marriott Hotel, Kuala Lumpur <input type="checkbox"/> 11 & 12 Jun 2012 (Mon & Tue)		

This Course is PSMB / HRDF Claimable (SBL Scheme)
Ministry of Finance Registration No. 357-02085885



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Registration Form

Organization: _____

Address: _____

Contact Person: _____ Designation: _____

Tel: _____ Fax: _____

Email: _____

Participant's Name: _____ Designation: _____

- Payment on course date
 Cheque will be sent
 Enclosed is cheque no. _____ For RM _____
- Payment by L.O.

Please make cheque Payable to "Alistair King Sdn Bhd"

Account Name: Alistair King Sdn Bhd Account Number: 1409-1335935-005

Bank: CIMB Bank Berhad Branch: Tmn Mutiara, KL.

Payment to be mailed to:

Alistair King Sdn Bhd.
4-1 Jalan Manis 1, Taman Segar, 56100 Kuala Lumpur.

- * Please contact us if you do not receive a Confirmation & Invoice (fax or mail) one week before the event.
* Registrants who cancel less than 3 business days prior to the course date are subject to a service charge equals to 30% of the course fee.