

# THINK, ACT, SPEAK, LISTEN!

Elisabetta Franzoso  
July 7 – 9 / September 1 – 3, 2010

**PERSUASION**

**PRESENTATION**



Members of The SIM Group

### ■ INTRODUCTION

Effective positive communication is more than merely delivering information, convincing others of your ideas, getting your voice heard and commanding the attention of your audience.

The foundation of effective positive communication starts inside of you, with your thoughts and feelings. Developing the capacity to think positively enables you to feel positive and confident and therefore act and speak positively and with confidence. Nurturing positive and creative thoughts and feelings also enables you to listen empathetically and respond to others positively.

### ■ BENEFITS TO YOU

- Understand how to build and nurture positive thinking from the inside out
- Be aware of how positive thoughts and ideas have an impact on your spoken and unspoken communication
- Understand the connection between self-esteem, self-confidence, body language and vocal dynamics
- Know how to convey spoken or written messages that create connections, build relationships and resolve conflicts
- Listen to yourself and others actively, positively and empathically
- Be able to convey and receive positive feedback
- Know how, through effective and positive thinking, acting, speaking and listening skills, you can create your success and reach your goals
- Grasp the power of effective positive communication from the inside out

### ■ PROGRAMME OUTLINE

- **Overview**
  - The InsideOutYou Model©
  - Building awareness in communication
  - What is effective positive communication?
  - Introducing the principles of metacommunication
- **Think Positive**
  - The psychology of our thinking process
  - Stress, anxiety, health and thoughts
  - Beliefs and values in communication
  - Discover the power of creative thinking
- **Act with Confidence**
  - The psychology of our body language
  - How does our body reflect our thoughts and emotions?
  - Self-esteem and self-confidence in communication
  - Learn to assert yourself with positive body language
- **Speak with Attitude**
  - The psychology of what we say
  - Message, sender and receiver
  - Channels: writing, words, gestures
  - Personal vocal impact on communication
- **Listen with Intent**
  - The psychology of active listening
  - The three basic aspects of relational communication
  - The art of responding versus reacting
  - Giving and receiving feedback at work and at home

### ■ WHO MUST ATTEND

- Leaders
- Entrepreneurs
- Public speakers
- Sales and marketing personnel
- Employees
- Students
- Teachers
- Parents

### ■ PROGRAMME LEADER

**Elisabetta Franzoso** [BA; MsocSc (Counselling)] is an enthusiastic and charismatic personal/executive coach, trainer and public speaker with a 'special passion' for transforming and empowering individuals from the inside out and to help organisations build dynamic and healthy workplaces.

She has a background in psychology, emotional management, art therapy, NLP, fashion and marketing. An accomplished facilitator of the Hoffman Quadrinity Process, she was extensively trained in the USA by well-known and successful coaches, Anthony Robbins and Debbie Ford.

In the recent years, Ms Franzoso designed *WellBeing in 4D™* workshops, 'a body' of corporate and public workshops which she delivers in Singapore and Asia. They are testimonials of her deep passion to motivate individuals and executives to discover their creative potential, enhance their communication skills and personal confidence, while nurturing their well-being from the inside out.

### ■ ADMINISTRATIVE INFORMATION

Dates	July 7 – 9 / September 1 – 3, 2010
Time	9.00 am – 5.00 pm
Fee	S\$1,391.00 (Inclusive of 7% GST) For foreign delegates, please refer to clause 2.
Venue*	Singapore Institute of Management Management House 41 Namly Avenue, Singapore 267616  * Unless otherwise advised
Closing Dates	June 23 / August 18, 2010
Enquiries	Tel : (65) 6248 9414 / 6246 6746 Fax : (65) 6467 4401 E-mail : <a href="mailto:exec@sim.edu.sg">exec@sim.edu.sg</a>

1. Hotel Reservations (for foreign delegates)  
Please contact us for assistance in hotel reservations.

2. Registration and Payment  
A place will be reserved for you upon receipt of your registration by fax/e-mail. Please inform us in writing of any change in your registration 14 days before commencement of programme, after which 25% of course fee will be chargeable.

If no notification is received by commencement date, the full course fee will be charged.

For foreign delegates sponsored by their companies, GST is not applicable. If payment is made through a local company, GST will apply.

Payment must be made by the closing date stated. All cheques/bank drafts must be made payable to 'Singapore Institute of Management', crossed and marked 'A/C payee only' with the programme title(s) indicated on the back of the cheques. Mailing address can be found at the bottom of this brochure.

3. Refund of Fees

If notice of withdrawal is given in writing:

- 100% refund for written notification 14 days before commencement
- 75% refund for written notification within 14 days before commencement
- After commencement/No show – No refund

4. Cancellation

SIM reserves the right to cancel the course due to unforeseen circumstances.

5. Changes to Programme

SIM reserves the right to change programme date, time, fees and speakers that can occur due to unforeseen circumstances. Every effort, however, will be made to inform participants of the change.

6. In-Company Training

Please contact our In-Company Training at 6248 9404 / 6248 9405 / 6248 9457 / 6248 9419 / 6248 9415 / 6248 9410 or [ict@sim.edu.sg](mailto:ict@sim.edu.sg)

7. Website

Visit our website at [www.sim.edu.sg](http://www.sim.edu.sg) for more information on SIM programmes and services.

### ■ REGISTRATION FORM

#### Participant's Details (compulsory information)

Name: \_\_\_\_\_  
(As in identity card or passport. Please underline your surname)

Male  Female

Nationality:  Singaporean  PR  Others \_\_\_\_\_ (please specify)

NRIC No. \_\_\_\_\_ Job Title: \_\_\_\_\_

Tel: (Hp) \_\_\_\_\_ (O) \_\_\_\_\_

E-mail: \_\_\_\_\_ Fax: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

#### Think, Act, Speak, Listen!

Dates :  July 7 – 9, 2010  September 1 – 3, 2010

Fee : S\$ 1,300.00

7% GST : S\$ 91.00

Total : S\$ 1,391.00

For foreign delegates, please refer to clause 2 above.

All published fees are for SIM members. A levy of up to 20% will be charged for non-members. Non-members are welcome to sign up for SIM membership to enjoy the discounted rate. To sign up, please visit [www.sim.edu.sg/ms.html](http://www.sim.edu.sg/ms.html), e-mail [membership@sim.edu.sg](mailto:membership@sim.edu.sg) or call 6248 9489.

#### Contact Person's Details (if different from participant)

Name: Mr/Ms \_\_\_\_\_

Job Title: \_\_\_\_\_

Tel: (Hp) \_\_\_\_\_ (O) \_\_\_\_\_

E-mail: \_\_\_\_\_ Fax: \_\_\_\_\_

EPD

Please fax or send registration form and cheque (by mail) to Ms Grace Tan (EPD), Singapore Institute of Management, Management House, 41 Namly Avenue, Singapore 267616  
Fax: (65) 6467 4401. We will acknowledge receipt of your registration by post, e-mail or phone. GST Registration No: MB-8200000-8