



# PRESENTATION AND PUBLIC SPEAKING SKILLS FOR BUSINESS LEADERS

## ATCEN<sup>SM</sup>

Tel: +603-7726 2236 Fax: +603-7726 2623 Email: info@atcen.com Website: www.atcen.com

**Date : 11<sup>th</sup> – 12<sup>th</sup> July 2018**  
**Venue : Vistana Hotel, Kuala Lumpur**

### Workshop Description

This workshop will look to reinforce current skills and also develop a range of additional presentation techniques to ensure participants give memorable and powerful presentations to varied audiences; large and small. Although this training will look briefly at the structure and design of presentations, it will be more focused on advanced delivery techniques that are used by professional speakers to engage their audiences and developing a range of additional presentation skills that will take the participants' facilitation skills to much higher levels.

It will be assumed that a fair degree of experience has already been gained in delivering to both large and small audiences and the workshop will be tailored very much to the requirement and skill sets of the participants in the workshop.

Participants will learn a range of advanced techniques such as advanced facilitation skills, infusing engaging stories, using humour effectively, dealing with audience sensitivities (and hostility), working with audio equipment, managing questions effectively and a range of techniques including voice projection to ensure that their presentations achieve maximum impact. Participants also have the option to be videoed throughout the workshop and there will be constant feedback, group interaction and practical exercises.

### Workshop Objectives

- To understand the importance of dynamic presentation skills to close a business deal;
- To learn how to tailor engaging messages that appeal to the business community;
- To develop skills in preparing and delivering dynamic presentations to Senior Management individuals;
- To leverage on audio-visual aids to maximize impact;
- To develop persuasive communication strategies;
- To capitalize on non-verbal communication skills to maximize effectiveness.

### Who Should Attend?

- Any individual interested or required to conduct high level presentations or presentations to large crowds

#### Workshop Chronology

0830	Registration
0900	Workshop Begin
1030 – 1045	Morning Break
1300 – 1400	Lunch
1530 – 1545	Afternoon Break
1700	End of Workshop

*Chronology applies for Day 1 and Day 2.*

**Facilitated & Marketed by:**

## ATCEN<sup>SM</sup>

This training is **PSMB claimable**  
Subject to PSMB approval

# Presentation And Public Speaking Skills For Business Leaders

11<sup>th</sup> – 12<sup>th</sup> July 2018, Vistana Hotel, Kuala Lumpur

## Module Outline

### Module 1: Understand the Makings of a Dynamic Presentation

- Dynamic Presentation Skills in Today's Competitive Environment
- The Presentation Communication Dynamics and Process
- The 5 Methods of Delivery – The Smartest, Emotional, Shock/Surprise, Energetic and Humorous

### Module 2: "It's Not What you Say But What Do They Remember" - Delivering Powerful Content and Great Results in Your Speeches

- Good Speeches Inform, Great Speeches Influence – Information vs. Influential Messages
- How to Engage, Captivate Attention and Inserting Content into Your Message
- Building the Experience – How to Outline Powerful Messages in Your Presentation – The Beginning, Body and Ending

### Module 3: Using Stories to Engage, Inspire and Move Your Audience

- Emotional Engagement - Crafting a Story to Connect and Tie-In Relevant Messages
- Imagery and Emotion - Building Drama, Suspense and Humour in Your Story
- A Powerful End - Delivering the 'Punch Line' or Cliff-hanger

### Module 4: Delivery Techniques That Inspire and Motivate

- Customizing Content for the Company and Target Audience
- Slide Content Composition – Must Show, Should Show Could Show
- Slide Consistency – Logo, Headers, Font, Colours
- Using Images, Colour and Contrast to Emphasize your Message
- KISS – Keep It Sweet and Simple
- Value Proposition, Benefits, Client Involvement and Cost
- Slide Content Relevance to Audience
- Senior Management and 'C' Level Preferences

### Module 5: Leveraging on Non-Verbal Communication

- Powerful Presentations - Non-Verbals are Half the Message (Case Study of the GREATS)
- Confidence in Posture and Actions – The "How-to's"
- Recognizing and Managing the Tell-Tale Signs of Discomfort

### Module 6: Loud and Clear – Audio Familiarity

- The Dynamics of Microphone Usage and When to Use Them
- Microphone Techniques for Headsets, Clip Mics, Wireless & Traditional
- Handheld, Mini Podium, Microphone Stands, Unidirectional, Multi-directional Mics
- Understanding and Managing the Microphone – Microphone Placement and Optimizing Location

## Program Facilitator

### Ken Ng

Ken serves as Principal Consultant and leads the training team for The ATCEN Group - a leading regional service provider of people and organizational development consulting, human performance, education and events organising. He is a Certified Professional Speaker, Certified Support Manager from Service Support Professional Association of America, a Certified Master Trainer from Western Kentucky University, USA and holds a BSc. in Marketing and Organizational Communication. Ken has been in the forefront of the Asian leadership and people development industry since the late-80's and is many a time better known as the "Sifu" to his peers, colleagues, partners and customers.

Ken's professional experience have led him to numerous positions in consulting and people development engagements at Multi-national Companies, Large Local Conglomerates and Government Link Companies regionally; he works extensively with Middle and Senior Management both in Asia Pacific and the United States. It is with this exposure, he has developed and applied his skills as a visionary public speaker, sincere trainer and strategist to the benefit of his companies, clients, and community.

An entrepreneur and founder of service oriented organizations in Malaysia he has held key positions in many organizations such as CEO of Training Touch, CEO of Leadership Asia, Senior Consultant with the largest Business Process Outsourcing organization in Asia, Head of Technical Support for the Nokia Care Line responsible for supporting of the South East Asia and Asia Pacific region, consultant for Microsoft Malaysia's MSN website to Marketing Strategist for the Kirby Company, USA and many more.

With more than 25 years of both platform speaking and training experience, Ken is a much sought after speaker and has been highly involved in providing strategic directions for the Asian customer contact management industry through summits, congresses, conferences and knowledge sharing tradeshows. His experience in delivering engaging and captivating talks and speeches has inspired thousands.

A large amount of his time currently involves coaching individuals of senior level management to polish and develop their individual speech and speaking styles to persuade, influence and inspire audiences in business situations. He is constantly engaged to develop 'C' level executives and senior management teams on enhancing confidence and control in their public speaking delivery.

# Presentation And Public Speaking Skills For Business Leaders

11<sup>th</sup> – 12<sup>th</sup> July 2018, Vistana Hotel, Kuala Lumpur

## Companies that have attended “Presentation And Public Speaking Skills For Business Leaders” since 2012

A & H Meyer Sdn Bhd  
Agensi Kaunseling dan Pengurusan Kredit (AKPK)  
Akademi JCORP Sdn Bhd  
Alam Flora Sdn. Bhd.  
AmBank (M) Berhad  
Asian Pacific Resource & Research Centre for Women (ARROW)  
Atelier Fine Jewellery Sdn Bhd  
Atlas Copco (M) Sdn Bhd  
Bank Islam  
Bank Of Tokyo-Mitsubishi UFJ (M)  
BIMB Securities Sdn Bhd  
Boss Solutions Sdn Bhd  
Bridgestone Engineered Products Of Asia Sdn Bhd  
Danone Dumex (M) Sdn Bhd

F&N Daires Manufacturing Sdn. Bhd  
FaberMedi-serve Sdn Bhd  
Fuji Xerox Asia Pacific Pte Ltd  
Guinness Anchor Berhad  
Infineon Technologies (Malaysia) Sdn. Bhd.  
Innovate Mental Arithmetic Sdn Bhd  
Institut Tadbiran Awam Negara (INTAN)  
International Enterprise Singapore  
INTI International University & College  
ISM Insurance Services Malaysia Bhd  
Khazanah Nasional Berhad  
Koridor Utara Malaysia  
Lembaga Kebudayaan Negeri Sabah  
Media Prima Berhad  
Novo Nordisk Pharma (M) Sdn Bhd  
Palm-Oleo Sdn Bhd  
Petronas Penapisan Melaka

Pharmaniaga Research Centre Sdn Bhd  
PPG Coating (M) Sdn Bhd  
PORTMAN College  
Putra Specialist Hospital (Melaka)  
Romstar Sdn Bhd  
Securities Industry Development Corporation  
Siemens Healthcare Sdn Bhd  
Siemens Malaysia Sdn Bhd  
Signature Manufacturing Sdn Bhd  
Sizmek (SEA) Sdn Bhd  
SME Corp Malaysia  
Taylor's University Sdn Bhd  
Tenaga Nasional Berhad (TNB)  
The Pacific Insurance Berhad  
VADS Berhad

## Participants' Feedbacks

*“Overall, the training is very concise, precise & constructive definitely meets my learning objectives which are presentation skills and built my confidence level” - Sr Career Counsellor, Taylor’s University Sdn Bhd*

*“Good practical exercise, a bit short to really improve current status but good lesson and knowledge for advancement” – Head of Finance, Faber Mediserve (now known as UEM Edgenta)*

*“Learned the structure to prepare a presentation slides” – Manager, Agensi Kaunseling dan Pengurusan Kredit (AKPK)*

*“Best public speaking training / workshop so far. Feedbacks are useful and clear.” – Lead Buyer for Packaging Asia Pacific, PPG Coating (M) Sdn Bhd*

*“Facilitator is very knowledgeable towards subject matter & good in creating conducive learning environment.” – CX DS Division Manager, Siemens Healthcare Sdn Bhd*

**9th**  
**SESSION**  
**SINCE 2012!**

**97%**  
**Score on Trainer’s**  
**Feedback – Last**  
**Session**  
**(August 2017)**

**68**  
**Numbers of**  
**participants that have**  
**joined this course**  
**(public workshop)**  
**since 2012**

To Register or For More  
Information

Kindly call **03-7728 2623** or  
email to **[info@atcen.com](mailto:info@atcen.com)**  
**www.atcen.com**