



## Communicate with Purpose and Vision: The Obama Way

Programme Code: W090905AS

<b>Speaker</b>	<b>Dr Philip Lok</b> , BSc, MBA, Ph.D, CMA Dr Lok is a management development professional with expertise in course and content development for executive training. He has developed a number of management development courses for HKICPA in negotiation, communication, public speaking, interpersonal skills and executive leadership. This new 2009 course is to provide accountants with the outstanding skills needed to communicate with purpose and vision.
<b>Date</b>	Saturday, 5 September 2009
<b>Time</b>	9:30 a.m. – 5:30 p.m.
<b>Venue</b>	BDO Center, 13 <sup>th</sup> floor, Wing On House, 111 Connaught Road Central, Hong Kong
<b>Enrolment fee</b>	HK\$1,700 for HKICPA member or student; and IA/HKIAAT's member or student HK\$2,000 for non-member
<b>Language</b>	English
<b>Format</b>	Workshop, with exercise and role plays
<b>Subject / Level</b>	General and communication skills / Intermediate - for delegates who have prior knowledge of the subject area
<b>Target Audience</b>	Executives, professionals who want to enhance their communication and persuasion skills in their everyday work
<b>CPD credit</b>	7 hours

### About the programme

Speech after speech, US President Barack Obama has fired up millions of enthusiastic supporters with his inspiring vision, rousing rhetoric, and charismatic presence. His outstanding communication skills fueled Obama's success in becoming the first African American president.

However, inspiring and persuading millions isn't simply a product of innate ability – President Obama honed techniques that made him a highly effective speaker before audiences numbering 30 to 200,000. These techniques are vital not only in the political arena, but also for business executives, managers and leaders from all walks of life.

This workshop is about the power of presentation and the art of persuasion. From building strong arguments and facing tough issues to inspiring a team to new levels of innovation and productivity, this workshop gives you the tools you can use to instill positive change at every level of your organisation by learning how to:

- make a strong impression.
- establish common ground.
- gain trust and confidence.
- win hearts and minds.
- drive your points home.
- convey your vision through imagery and words that resonate.
- build to a crescendo and leave a lasting impression.

Whether you are a manager, professional, business owner or community leader, this interactive workshop will provide you with presentation and conversational techniques that have inspired and mobilised audiences of every size. Of course you will have fun and excitement in this workshop too.