



Scientific Tool That Helps Improve Communication Power

Programme Code: W090919S

Speaker	<p>Mr. Terence Yeung, Managing Director, TACSEN Management Consultants Limited Mr. Yeung has over 16 years of experience in management consulting and corporate training. He was once a manager of Andersen Business Consulting, providing service to both mainland and multinational enterprises. Before that, he was a Senior Training Consultant of Giordano International Limited.</p> <p>In 2006, Hong Kong Daily News awarded Mr. Yeung The Most Outstanding Trainer in Personality Studies in the Asian Top 10 Corporate Trainers Competition. Mr. Yeung is an accredited MBTI® administrator and trainer recognised by the official MBTI® organisation, Asianic Psychological Press. He is also a member of the Association of Psychological Type of USA.</p>
Date	Saturday, 19 September 2009
Time	9:30 a.m. – 12:30 p.m.
Venue	Hong Kong Institute of CPAs Training Centre, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong
Enrolment fee	HK\$750 for HKICPA member or student; and IA/HKIAAT's member or student HK\$1,500 for non-member
Language	English
Format	Workshop
Subject / Level	Others / General - for delegates who do not have prior knowledge of the subject area
Target Audience	Delegates who want to improve communication skill by gaining more understanding of themselves and others.
CPD credit	3 hours

About the programme

Overview:

In this workshop, you will gain insight into yourself and others by exploring personality theory. You will identify personality preferences and type by using the Myers Briggs Type Indicator (MBTI®) and learn to communicate more effectively with others by understanding how they solve problems, make decisions, relate to others, organise time and process information. You will be provided with skills in speed-reading people of their personality types and addressing some of the most difficult communication issues that managers face in daily work situations.

Course Outline:

Understanding Communication

- The communication process.
- Essential elements for effective communication.
- Major barriers to effective communication.
- What does one usually overlook in communication?
- Some misconceptions about communication.

Relationship Between Personality and Communication Styles

- How do people with different "Codes" perceive and express during communication?
- Understanding the communication style and needs of different types.
- Understand the source of misunderstanding during the communication process and its relationship to type.

Effective Communication Strategies

- Communication strategies with different people.
 - How to understand your boss and how you can make him/her understand you?
 - How to make your subordinates get what you say, and do what you mean?
 - How you understand and build rapport with different types of internal clients?
- Further enhancing communication effectiveness.