

GLOBAL CHANGE AGENT
Module 4

**COMMUNICATIVE LEADERSHIP:
STRATEGICALLY ENGAGING AUDIENCES TO LEAD CHANGE**

May 18, 2018
Sunway University, Kuala Lumpur, Malaysia

Investment: RM3,500 per participant (limited to 40 participants)
Group Rate of 3 or more - RM 2,800 per participant

This program is claimable under HRDF. Program fee includes teaching fee, program materials and meals (excludes travel and accommodation expenses).

CONTENT OVERVIEW

Leaders require effective communication to engage people in moving towards a common goal. However, fear of public speaking often prevents them from motivating and uniting groups to share those goals.

This program offers new approaches to leaders of today to connect more effectively with audiences by strategically using stories, body language, and voice variations. You will not only learn principles of effective communication but also how to gain presence and build confidence in front of different audiences. During the program, the facilitator will share tested empirical evidence on how a communicator’s hands and facial expressions, paired with the right posture, become powerful tools that enable them to connect with audiences better. You will also learn proven techniques for writing a powerful speech that can move hearts and inspire minds.

The aim of the program is to provide you with practical methods of using your voice and keywords to relate to audiences and guide them towards shared goals. It is delivered on the premise that participants are keen to achieve significant improvement in their communication and presentation skills.

By the end of this program, you will have had the opportunity to practice proven communication techniques, as well as gained a process of engaging audiences while creating a new context and course for action.

TEACHING FACULTY



Steven Jarding, Lecturer in Public Policy, is an international educator, lecturer, writer, and political consultant. An "exemplary" Kennedy School teaching alumni, he has taught there since 2004. His course on campaign management has been nominated twice for the "Most Influential Course Award." In 2016, Steven was voted Teacher of the Year Award by the Harvard Kennedy School student body. In addition to that, he has also been teaching at the IESE Business School in Madrid and Barcelona. He has been teaching political campaign management and media training techniques to participants in the RAPS organization in Brazil and in the Aspire program in Romania. Steven is the founding partner and CEO of the international consulting company, SJB Strategies International which advises candidates and causes and offers communication training to presidents and prime ministers as well as other elected officials, business leaders, and political organizers around the world. He has lectured or consulted in over 25 countries in Asia, Africa, South America and Europe.



AGENDA

Time	Agenda
08:00	Registration
09:00	Welcome Ceremony
09:10	Session 1
10:30	Break
10:50	Session 2
12:10	Lunch
13:00	Session 3
14:20	Break
14:40	Session 4
16:00	Break
16:20	Panel Discussion
17:10	Debrief
17:30	Closing Ceremony

WHO SHOULD ATTEND

This program is ideal for working professionals in decision-making roles, government officials, community leaders, and entrepreneurs.

KEY BENEFITS

- Through the program, you will
- Learn how to connect personal stories with common challenges, with the goal of engaging peers towards a shared vision
 - Practice public speaking skills which can be used in a variety of settings
 - Build confidence through developing mind-sets associated with effective communicators
 - Learn how to become an inspiring role model for followers

PROGRAM HIGHLIGHTS

PLENARY SESSION

The 80-minute sessions will engage participants in theory and practice through a variety of interactive lectures, real-life simulation cases, peer coaching, and in-depth discussions.

Session 1: The Power of Body Language

Session 2: The Power of Voice

Session 3: What Makes a Great Speech?

Session 4: The Secret to Persuasive Communication

PANEL DISCUSSION

Led by the Teaching Faculty, this 50-minute session serves as an arena for discussion and debate on emerging topics on leadership, innovation, politics and education. It is also a platform for participants to be informed and inspired to pursue living a life that will benefit others.

DEBRIEF

The 20-minute exercise is for participants to discuss the program materials on the kinds of strategies and competencies that managers require to exercise leadership that generates values.

APPLICATION

Email: cali@asialeadership.org

Phone call (WhatsApp): +603-7491-8716/7

- Early application is encouraged. Candidates are admitted on a rolling, space-available basis.
- No transfer of registration is allowed after the commencement of the program. The organizer reserves the right to alter the information published in the best interest of the program

CANCELLATION AND REFUND POLICY

All cancellation must be submitted in writing to CAL prior to program commencement to receive a refund and subject to the following:

- Less than 21 days prior to commencement - 50% refund
- Less than 14 days prior to commencement - no refund, substitution is allowed provided CAL is notified in writing

PERSONAL DATA PROTECTION ACT

CAL reserves the right to use photographs and videos taken during the program and names of participants for promotional purposes and reserves the right to change without prior notice any statement in the brochure concerning, but not limited to, rules, policies, fees and curriculum.

ABOUT CENTER FOR ASIA LEADERSHIP INITIATIVES

The Center for Asia Leadership Initiatives is a group of non-profit international organizations established in 2014 with the purpose of **addressing social, business, and policy challenges in Asia** through **training, research and publications, and public service trips**, in the areas of **leadership, innovation, and educational practices**.

To date, the Center is proud to have served over **36,000 individuals**, published **10 books**, and worked with over **700 organizations** through a regional network across **72 cities in 31 countries in Asia**. Founded and headquartered in **Boston**, the Center hosts regional offices in **Kuala Lumpur, Seoul, Tokyo, and Manila**.

Facts in Brief

Establishment: April 23, 2014

Offices: Boston, Kuala Lumpur, Seoul, Tokyo, and Manila

Staffs: 15 representing 9 nationalities

Key Initiatives: Asia Leadership Trek, Asia Leadership Institute, Acumen Case Center, Acumen Publishing

Publications: 10 Books

Background: Center was sparked by the hope of sharing the vast educational resources at Harvard University with individuals and organizations in Asia to address the core challenges of our times. In line with this principle, we exist empower them (1) to think deeply and broadly about their responsibility and service to their communities, and the possible impacts of their interventions, (2) to own the mindset and mechanisms of effective and innovative leadership, and (3) to generate bold new ideas to put into definitive action.

Website: asialeadership.org, asialeadershiptrek.org

- *Information is correct at the time of printing but may be subject to change at the organizer's discretion.*
- *Terms and conditions apply*