



## BLENDED LEARNING

*Presenting Your Case*

*Interpersonal Communication:  
Communicating Assertively*

13 April 2016

15 June 2016

# Blended

# Learning:

## *“Stay ahead of the competitive market”*

Blended Learning Course is an emerging trend in education, it is a combination of e-Learning and face-to-face teaching approaches which allow middle-level executives access to e-Learning course around the clock and study at their own pace, while they can also have a conventional learning experience through face-to-face interactions. The PolyU's Institute of Advanced Executive Education (IAEE) understands middle-level executives' needs, and so we have launched a new series of Blended Learning courses to refresh and update their skillsets to stay ahead of the competitive market in a highly effective way.

## *Communication Series:*

### *Interpersonal Communication: Communicating Assertively (COMM214P)*

Effective communication in the workplace can be a balancing act. If we are too passive, we may have trouble getting others to do what we want. If we are too aggressive, we may turn people off. Getting what we want in the workplace requires a balance of assertiveness without aggressiveness. The objectives of the course are to guide participants to move into a more straightforward and more effective communication style. The participants will learn about the benefits of assertive behaviour and how to distinguish it from passive, aggressive, or passive-aggressive behaviour. They will also learn about the requirements for assertive communication, such as being honest and straightforward, being respectful of others' needs and feelings, and using assertive body language and tone. Moreover, they will learn about how to increase the power of their assertive communication when the first attempts do not get the results they intended. Materials designed to support blended learning activities aligned with this course are available from the e-Learning course of the same title, which will be provided as part of the learning materials.

## Course Objectives

Upon completion of the programme, participants are expected to achieve the following outcomes:

- Classify the behaviour styles exhibited in a given scenario
- Recognise statements and practices that demonstrate assertiveness in a given scenario
- Communicate assertively in a given scenario
- Understand why and how conflict and disagreement arises
- Have the right mindset to deal with different types and levels of stakeholders at work
- Become more confident in own abilities and enhance own communication skills by active listening, reframing techniques and rapport building

# Facilitator

**Dr. Harry Wong** is a **trainer** that carries professionalism, integrity and connectedness in his heart with an energetic personality. He has extensive corporate and public training and facilitation experience. As a certified master trainer of NLP (Neuro Linguistic Programming) and Creating Your Future® Coaching, Harry provides a wide range of tailored corporate and public courses on business success and personal empowerment. He runs certification programmes on NLP, Master Coaching, Creating Your Future®, Time Line Therapy® and Hypnosis on a regular basis. Over 31,000 professionals and managerial staff from around the world benefited from Harry's training initiatives.

Harry is a **coach** with passion and care for others' successes. He is interpersonal and has extensive coaching experience to professionals and individuals for their empowerment. He receives his best training from walking his talk with people around him and renowned courses in the US and Australia. As a master coach, Harry guides you to define specific goals you aim to achieve and focuses on what it takes to succeed.

Harry is a **psychotherapist** with great flexibility and humility. He believes that everyone has all the resources they need to live their life fully. Psychotherapy is a joint effort between the therapist and the client to work on the mission in exploring possibilities and utilising the client's unconscious for transformational and generative change. Harry is ready and looks forward to walk the change process with you whenever you are ready.



## Dr. Harry Wong

- Asia 1st ABNLP certified master trainer of NLP
- China 1st certified NLP Master Coach Trainer
- Founder of WYH International Consultancy on training solutions, success coaching and positive psychotherapy
- Fellow CPA with over 24 years of extensive global business and training consulting experience
- Co-author of the popular NLP book series on personal empowerment, relationship enhancement and change management
- Columnist on business management and positive psychology

## Presentation Series:

### *Presenting Your Case (COMM013P)*

A successful presenter must possess proper skills to plan and deliver an effective business case presentation and employ strategies to establish and maintain the audience's attention. This course examines the careful planning and delivery of a business case presentation. It focuses on the use of visual aids and handouts in a presentation, the structure and development of a presentation in the light of audience needs, and the elements involved in successfully delivering the presentation to that audience.

## Course Objectives

Upon completion of the programme, participants are expected to achieve the following outcomes:

Analyse an audience prior to giving a presentation in a given scenario

Apply a structured approach to the preparation of a business case in a given scenario

Maintain a rapport with the audience in a given presentation scenario

Identify questions to ask about your audience prior to the presentation

Apply methods of optimizing the environment prior to giving a presentation

Effectively close a presentation in a given scenario

# Course Structures

## *Presenting Your Case (COMM013P)*

- Welcome and Introduction
- Reinforce key points from the online learning
- Why people in business make presentation
- Understand you audiences' hopes & fears and why this is critical for effective presentation
- Present in simplicity
  - Present your point logically
  - Use of visual aids
  - Manage your mindset and attitude
- Review of Takeaways and Concluding Remarks

## *Interpersonal Communication: Communicating Assertively (COMM214P)*

- Welcome and Introduction
- Reinforce key points from the online learning; definition of Assertiveness to align for common understanding
- Why and how conflict and disagreement arises
- Mindset needed in handling conflicts
- Communication skills needed for assertiveness
  - Active listening
  - Reframing techniques
  - Rapport building
- Review of Takeaways and Concluding Remarks

# Registration & Enquiry

A completed registration form with cheque payable to "The Hong Kong Polytechnic University" should be sent to IAEE on or before **30 March 2016 (Wed)**. Spaces are limited, registration will be accepted on first-come-first-served basis.

### COMM013P -

Dates: **13 April 2016 (Wed)**  
Time: **2:00 pm - 5:00 pm**  
Fees: \$1,650 per person per course  
(includes 6-month access to the respective e-Learning course)  
Venue: PolyU campus



### COMM214P -

**15 June 2016 (Wed)**  
**2:00 pm - 5:00 pm**



e-Learning course in collaboration with:



## Other upcoming Open Programmes

### The Power of Peripheral Vision in Strategic Thinking

"Staying F.O.C.U.S.E.D."

**21 June 2016 (Tue)**  
**9:30 am - 5:00 pm**



### Presenting Beyond Text and Numbers

"Powerful Presentations of Business Proposals and Financials – the CEO Way"

**7 July 2016 (Thu)**  
**9:30 am - 5:00 pm**



## Combo Programmes

Enjoy **10% discount** for registrations of any two of the IAEE Senior Executives Series programmes.

## Looking for training topic?

Talk to us to learn about the wide array of programmes on offer and tailor a combo that best suits your needs.

## CONTACT US

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