

THE HR EXCHANGE

People Matters that Matter

Presented by:
peoplepotential

The Case Maker™ for Senior Managers

INTRODUCTION

One of the most critical skills a professional needs is the ability to persuade their peers and the C-suite audiences when communicating data.

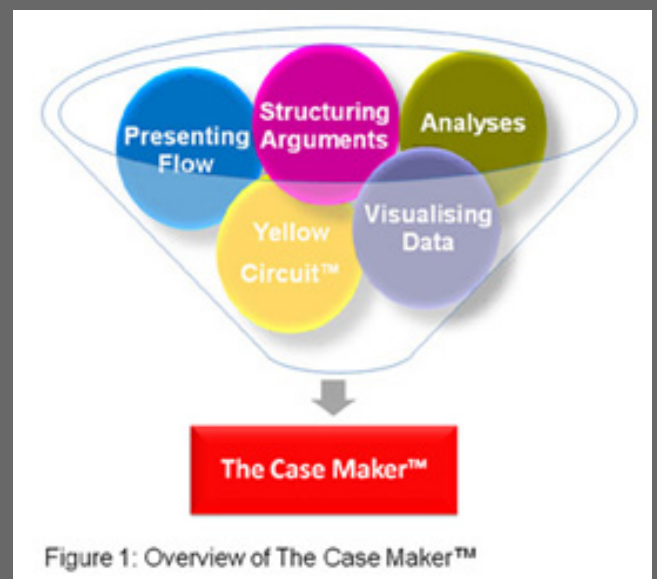
There is a common complaint: We have professionals who are technically excellent and who know their jobs very well but it is a challenge for them to make strong and insightful presentations of ideas and data. In short, they do not know how to build convincing business cases that would help in better decision making.

The Case Maker™ has been conducted for global organisations in China, Korea, India, Germany, Philippines, Malaysia, Singapore, Taiwan, United States, and the United Kingdom.

The Case Maker™ software was developed to increase post-workshop application. Participants will find that they save even more time - in preparing their presentations and converting them into PowerPoint™ slides.

What Participants Learn

- Presentation, Audience & Data Analyses
- The Yellow Circuit™ - Understanding the Message & Situation
- Structuring Your Argument with Logical Patterns
- Visualising Data
- Presenting Flow



Why The Case Maker™ for Senior Managers

- Learn how to make tight, logical and convincing arguments.
- Conceptualise and structure informative and persuasive data-rich cases.
- Understand & apply principles regarding presentation of data.

Who Should Attend/Who Will Benefit:

Senior Managers who are constantly making cases and/or having critical conversations either to peers, C-Suite or BODs internally or externally.

Date: 17-18 May 2010 [Register]	Time: 9.00am - 5.00pm	Venue: Sheraton Towers, Singapore	Fees: \$1,185 (10% Early-Bird Discount if you register by 17 April)
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**Register Early! Small group of maximum 6 participants.
Highly participative with one-on-one coaching.**

[PDF Version](#)
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[Presentations Alive!™](#)
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Facilitator: Terry Netto

Terry Netto is the CEO of People Potential. Terry comes from an eclectic educational background which includes Philosophy, Psychology, NLP (Neuro-Linguistic Programming), Civilisational Studies. Currently, he's undertaking a doctoral programme in Business Administration. His active support for two international non-profit organisations - Worldwide Fund for Nature and Initiatives of Change - regularly takes him to countries in Asia and Europe. He lives with his wife in Kuala Lumpur.

About People Potential

We work in 19 countries with some of the most learning & development-savvy clients including Fortune 500 companies.

We are the first and only training provider in Malaysia to win the Motorola Gold Award for Quality and Service. The reason is simple: when we take on a job, we do it well. And that is why since the early 90s we have maintained a 100% Money-Back Guarantee on our standalone workshops.

Our senior consultants and trainers are not generalists but passionate specialists. Specialists who work together with a R&D unit to provide international-quality solutions, to service very demanding clients across 5 continents.

Some of our Clients

Dell ▪ Deutsche Bank ▪ ExxonMobil ▪ General Electric ▪ Hewlett-Packard ▪ IBM ▪ Kimberly-Clark ▪ Motorola ▪ Nokia ▪ Shell ▪ Sony Corporation ▪ Texas Instruments ▪ Alstom Power Asia Pacific ▪ Caltex ▪ DHL ▪ DiGi ▪ Ericsson ▪ Guthrie ▪ Infineon ▪ Lafarge ▪ Logica CMG ▪ Bank Negara Malaysia ▪ Monetary Authority of Singapore ▪ Nestle ▪ PricewaterhouseCoopers ▪ Prince Hotel ▪ Singapore Civil Service College ▪ Singapore Institute of Management ▪ Telekom Malaysia ▪ Western Digital ▪ WWF (World Wide Fund for Nature)

[Register](#)

In-House enquiries; email [Sharmini Suthan](#) [Back](#)

Interested but the dates do not fit; email [Min Lee](#) for future dates. [Back](#)

People Potential: +65 6440 8268 / +65 9326 7557 / www.peoplepotential.com

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